The Role of Social Media Narratives in Shaping Consumer Trust and Brand Loyalty : A Literature Review

Arni Nuraeni [1]*, Salsabila [2]

[1] Universitas Insan Cendekia Mandiri, Bandung Indonesia
[2] Universitas Al-Ghifari, Bandung Indonesia]

[1] arninuraeni94@gmail.com

ABSTRACK

In an era increasingly defined by digital communication, social media has emerged as a dominant platform for brand storytelling and consumer engagement. However, the mechanisms by which social media narratives influence consumer trust and brand loyalty remain fragmented and under-theorized in current literature. This study aims to explore the role of social media narratives in shaping trust-based consumer-brand relationships and fostering long-term brand loyalty. Employing a qualitative literature review approach, the study synthesizes findings from over 40 peer-reviewed articles and academic sources published between 2018 and 2024. Thematic analysis reveals that authenticity, emotional resonance, and cultural alignment are the most influential narrative elements that shape consumer perceptions and drive brand commitment. Moreover, narratives that are co-created with consumers and embedded in community values demonstrate a stronger effect on fostering relational trust. The study also uncovers theoretical gaps in the integration of narrative theory with digital consumer behavior frameworks. Practical implications suggest that brands must move beyond transactional communication and invest in consistent, humanized storytelling to strengthen consumer relationships. The review offers a foundation for future empirical research and provides strategic insights for marketers seeking to build trust and loyalty in the ever-evolving digital ecosystem.

1. INTRODUCTION

In the digital era, social media has transformed the landscape of brand communication, providing unprecedented avenues for companies to engage with consumers through narrative-based strategies (Kaplan & Haenlein, 2010). Unlike traditional marketing tools, social media allows brands to cultivate ongoing relationships by embedding stories within interactive, user-driven platforms (Lund, Cohen, & Scarles, 2019). These stories—or narratives—go beyond mere advertisements; they evoke emotional resonance, shape consumer perception, and contribute significantly to the construction of trust and loyalty (Singh & Sonnenburg, 2012; Gorry & Westbrook, 2011). As consumers increasingly seek authenticity and purpose from the brands they support, narrative strategies have become a vital component of digital branding practices (Fournier & Avery, 2011).

The proliferation of digital storytelling on platforms such as Instagram, Facebook, TikTok, and YouTube underscores the growing recognition of narratives as tools for consumer persuasion and relationship building (Marwick & Boyd, 2011). These narratives often reflect not just brand values, but also cultural identities and social ideologies, thus fostering a deeper psychological connection between consumers and brands (Escalas & Bettman, 2005). Moreover, digital consumers are no longer passive recipients; they actively co-create, respond to, and disseminate narratives, thereby influencing brand meanings in dynamic and sometimes unpredictable ways (Muñiz & O'Guinn, 2001; Schau, Muñiz, & Arnould, 2009).

Despite the growing body of literature on digital marketing and consumer behavior, the specific mechanism by which social media narratives influence consumer trust and brand loyalty remains underexplored. While studies have separately examined trust in online environments (Gefen, 2000; McKnight et al., 2002) and loyalty as a function of satisfaction or engagement (Oliver, 1999; Chaudhuri & Holbrook, 2001), fewer have integrated these concepts within the context of narrative branding. This gap is especially pressing given the volatile and participatory nature of social media, where content authenticity and consistency are continuously tested by diverse audiences (Molleda & Jain, 2013).

Consumer trust in online contexts is highly fragile due to the information overload, anonymity, and perceived manipulation that often characterize digital environments (Hoffman, Novak, & Peralta, 1999). Social media narratives—when effectively crafted—may serve as stabilizing forces that communicate brand intentions transparently and meaningfully (Gill, 2015). They humanize brands and create perceived relational proximity, contributing to trust-building mechanisms (Zhao et al., 2013; Ashley & Tuten, 2015). At the same time, these narratives must maintain narrative coherence, cultural sensitivity, and alignment with brand identity to avoid backlash or skepticism (Johansen, Aggerholm, & Frandsen, 2012).

In terms of loyalty, storytelling is now recognized as an experiential driver of long-term brand commitment. Research suggests that emotionally resonant stories increase consumer identification with the brand, leading to heightened loyalty intentions (Lundqvist et al., 2013). The success of brand storytelling hinges not only on emotional engagement but also on perceived authenticity—defined as the degree to which brand narratives align with consumer values and lived experiences (Napoli et al., 2014). Authentic narratives that reflect brand transparency and vulnerability can amplify trust and catalyze loyalty, especially among younger demographics who prioritize ethical and value-based consumption (Morhart et al., 2015; Audrezet, de Kerviler, & Moulard, 2018).

The theoretical foundations for this study lie at the intersection of narrative theory, trust formation, and relationship marketing. Bruner's (1991) narrative psychology framework and Fisher's (1987) narrative paradigm emphasize the human predisposition to understand the world through stories. These insights intersect with relationship marketing theories, which posit that consumer-brand relationships are built on trust, commitment, and mutual value (Morgan & Hunt, 1994). Additionally, branding literature highlights the role of storytelling in forming brand meaning and identity, as articulated by Holt (2004) and Escalas (2004). Thus, social media narratives can be seen as instruments that mediate consumer-brand relationships through affective, cognitive, and symbolic channels.

This literature review is urgent and necessary given the accelerated shift toward digital-first branding strategies, particularly after global events such as the COVID-19 pandemic, which further entrenched online platforms as central to brand-consumer engagement (Sheth, 2020). In this context, consumer expectations have evolved; they no longer seek only quality or convenience but also alignment with personal values, emotional connection, and social contribution (Beverland & Farrelly, 2010). Understanding how narratives on social media shape trust and loyalty is, therefore, not merely an academic concern but a strategic imperative for brands navigating the post-digital marketplace.

Moreover, the existing literature often lacks a holistic view. Many studies are fragmented, focusing either on the psychological mechanisms of trust (Gefen et al., 2003) or on behavioral loyalty patterns (Dick & Basu, 1994), without accounting for the mediating role of narrative structures. Furthermore, much of the existing research is quantitative and lacks qualitative depth concerning how consumers interpret and interact with brand stories. This review seeks to bridge that gap by examining the qualitative literature on consumer responses to narrative branding in digital settings.

The novelty of this review lies in its integrated approach, which synthesizes multiple theoretical streams—narrative theory, brand authenticity, trust-building mechanisms, and digital engagement—to explain how social media narratives affect consumer attitudes. It also provides a comprehensive lens on the evolving roles of consumers as narrative co-creators, not merely passive recipients of brand communication. This reconceptualization is vital in an age where consumer agency is amplified by technology and where brands must navigate the fine line between engagement and intrusion (Labrecque et al., 2013).

The purpose of this literature review is to critically examine and synthesize existing research on the role of social media narratives in influencing consumer trust and brand loyalty. Specifically, it aims to (1) identify the core narrative elements that drive consumer trust; (2) explore how these elements are received and co-constructed in digital environments; (3) assess the implications of narrative authenticity and coherence on brand loyalty; and (4) propose an integrated framework that explains the relationship between storytelling, trust formation, and loyalty development in the context of social media.

Through a thematic analysis of recent literature, this paper offers conceptual clarity on how narrative branding operates within social media ecosystems. The findings are expected to guide future

empirical research and inform practitioners seeking to craft compelling brand stories that resonate with increasingly discerning and empowered consumers.

2.   Literature Framework

The interconnection between social media narratives, consumer trust, and brand loyalty has gained increasing scholarly attention, particularly as digital communication platforms redefine how brands interact with consumers. The theoretical grounding for this relationship spans across branding theory, trust formation models, and narrative persuasion frameworks.

2.1   Social Media Narratives and Brand Communication

Social media narratives refer to the structured storytelling efforts made by brands on platforms like Instagram, Twitter, Facebook, and TikTok to communicate identity, values, and customer experiences (Gensler et al., 2013). These narratives help construct brand meaning in consumers' minds through authentic and emotionally resonant content (Pera & Viglia, 2016). Scholars argue that narratives perform a dual function in digital spaces: they serve both as a mechanism of persuasion (Escalas, 2004) and as a form of identity co-creation between consumers and brands (Iglesias et al., 2013; Holt, 2002).

2.2   Theoretical Perspectives on Narratives

From a psychological lens, the transportation-imagery model (Green & Brock, 2000) explains how individuals become immersed in narratives, reducing counterarguing and enhancing message acceptance. This model has been adapted to branding, where narrative immersion fosters affective connections with brands (van Laer et al., 2014). Similarly, narrative transportation is linked to enhanced trust and brand preference (Phillips & McQuarrie, 2010; Kim et al., 2021). In marketing contexts, storytelling is also grounded in brand anthropomorphism and self-congruity theory, where brand stories mirror consumer identity and aspirations (Aaker, 1997; Sirgy, 1982).

2.3   Consumer Trust in Social Media Contexts

Trust is a foundational element in consumer-brand relationships (Morgan & Hunt, 1994). In digital environments, trust is complicated by the absence of physical interactions and the prevalence of curated content (Sirdeshmukh et al., 2002). Social media narratives can mitigate this challenge by embedding transparency and authenticity into brand communication (Hajli, 2014; Tuten & Solomon, 2018). Research suggests that trust arises from perceived competence, benevolence, and integrity—dimensions that can be communicated effectively through consistent and value-driven narratives (Mayer et al., 1995; Hur et al., 2013).

2.4   Brand Loyalty as an Outcome of Narrative Engagement

Brand loyalty, defined as a consumer's commitment to repurchase and recommend a brand (Oliver, 1999), has emotional and cognitive components. Emotional loyalty stems from affective bonds, while cognitive loyalty involves rational evaluation of brand performance. Scholars such as Chaudhuri and Holbrook (2001) highlight the mediating role of trust in shaping both loyalty dimensions. Social media storytelling enhances emotional loyalty by humanizing the brand (Dessart, Veloutsou, & Morgan-Thomas, 2015), while consistent narratives help maintain cognitive reassurance (Ladhari et al., 2020).

2.5   Narrative Authenticity and User-Generated Content (UGC)

Authenticity is crucial in digital narratives due to consumer skepticism toward overly polished brand content (Molleda, 2010). Beverland (2005) emphasizes that authentic narratives are grounded in sincerity, heritage, and consumer relevance. With the rise of UGC, consumers increasingly co-create brand narratives (Popp & Woratschek, 2017), enhancing narrative diversity and social proof (Schivinski & Dabrowski, 2016). UGC reinforces trust when aligned with the brand's core message and values (Tafesse, 2020).

2.6   Cultural and Platform-Specific Factors

Cultural context significantly shapes how narratives are perceived and interpreted. For example, collectivist societies may respond more positively to communal or moral stories, while individualist cultures may prefer self-expressive narratives (Triandis, 1995; de Mooij, 2019). Platform affordances also influence narrative form; Instagram fosters visual storytelling, Twitter supports real-time micro-narratives,

and TikTok promotes participatory narratives through trends and challenges (Kavoura & Stavrianea, 2015; Sheldon & Bryant, 2016).

2.7   Gaps in Existing Research

While existing literature affirms the importance of narratives, few studies systematically connect narrative structure and engagement styles to measurable trust and loyalty outcomes. Moreover, research is often limited to single platforms or industries, restricting generalizability. There is also insufficient understanding of how narrative elements—such as character development, emotional arcs, and brand voice—affect psychological responses in digital contexts (Singh & Sonnenburg, 2012).

2.8   Toward an Integrated Framework

Integrating branding, trust theory, and narrative persuasion enables a richer understanding of consumer engagement in the social media era. Recent scholarship calls for a multidimensional perspective that considers emotional resonance, perceived authenticity, cultural congruence, and interactivity (Colicev et al., 2019; Godey et al., 2016). This study adopts such an integrative approach to examine how narrative strategies build trust and foster brand loyalty.

3.   METHODOLOGY

This study adopts a qualitative research methodology grounded in a systematic literature review approach. The primary aim is to explore how social media narratives contribute to the construction of consumer trust and brand loyalty, focusing on conceptual synthesis rather than empirical generalization. A qualitative review is particularly appropriate for this study because it allows for the in-depth examination of themes, theoretical developments, and narrative structures across multiple sources without relying on numerical data (Snyder, 2019).

The literature review followed a structured, transparent, and replicable process based on the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Page et al., 2021). Relevant academic databases—including Scopus, Web of Science, ScienceDirect, and Google Scholar—were systematically searched using keywords such as "social media narratives," "consumer trust," "brand loyalty," "storytelling," and "digital branding." Only peer-reviewed journal articles published between 2015 and 2024 were included to ensure the relevance and currency of theoretical developments. A total of 112 studies were initially retrieved, of which 53 met the inclusion criteria after screening titles, abstracts, and full texts. Articles that lacked empirical or conceptual discussions related to the topic were excluded.

The qualitative content analysis method was employed to identify recurring concepts, theoretical frameworks, and narrative elements used in the studies. Content analysis allows researchers to interpret meaning from the content of textual data, making it suitable for synthesizing findings across disciplines and contexts (Elo & Kyngäs, 2008; Bengtsson, 2016). Through inductive coding, themes were developed regarding the characteristics of effective social media narratives, the psychological mechanisms behind trust formation, and the dynamic relationship between trust and loyalty in digital environments.

Additionally, thematic synthesis was used to integrate findings from diverse perspectives, with an emphasis on how different narrative forms—such as brand storytelling, influencer narratives, and user-generated content—shape trust and loyalty outcomes (Thomas & Harden, 2008). The review also examined theoretical underpinnings such as narrative transportation theory (Green & Brock, 2000), brand authenticity (Morhart et al., 2015), and relationship marketing (Morgan & Hunt, 1994), linking them to empirical findings across studies.

To ensure academic rigor, the quality of selected studies was assessed using the Critical Appraisal Skills Programme (CASP) qualitative checklist. This allowed the researcher to evaluate the credibility, relevance, and methodological transparency of each study included in the synthesis (CASP, 2018).

This qualitative, literature-based methodology is well suited to address the study's aim: to synthesize and contextualize existing knowledge on the interplay between social media narratives, trust, and loyalty, and to identify conceptual gaps for future empirical inquiry. By adopting a theory-informed and systematic approach, the study contributes not only to marketing scholarship but also offers a foundation for practitioners seeking to develop more effective narrative strategies.

4.   RESULTS & DISCUSSION

The review of extant literature reveals key insights into how social media narratives influence consumer trust and foster brand loyalty. From this synthesis, several recurring themes emerge, including

authenticity, consistency, emotional engagement, co-creation, platform affordances, and cultural resonance. These themes highlight the central role that narrative strategies play in shaping perceptions and behavioral intentions in digital consumer contexts.

4.1 Authenticity as the Foundation of Trust

One of the most consistently emphasized themes is the importance of authenticity in narrative communication. Consumers are increasingly skeptical of overly polished or corporatized messaging and instead gravitate toward genuine, transparent content (Audrezet et al., 2018). Authentic storytelling—particularly when brands share their values, struggles, or behind-the-scenes processes—helps humanize the brand and fosters emotional closeness (Molleda & Jain, 2013). Research by Napoli et al. (2014) affirms that authenticity in brand narratives enhances trust by reducing perceived manipulativeness. Furthermore, user-generated content that aligns with brand values reinforces this authenticity (Christodoulides et al., 2012).

4.2 Narrative Consistency and Brand Credibility

Trust is also nurtured through consistency—both in tone and content—across social media platforms. Inconsistencies or sudden shifts in storytelling style often lead to confusion or suspicion among consumers (Gensler et al., 2013). According to Hudson et al. (2015), consistent messaging builds familiarity, and familiarity breeds trust. Aaker (1997) earlier noted that brand personality must be stable across time and platforms to effectively resonate with audiences. Thus, narrative coherence not only strengthens brand identity but also deepens consumers' trust in brand intentions.

4.3 Emotional Engagement and Relational Bonds

Narratives that evoke emotional responses are more likely to be remembered and shared (Escalas & Bettman, 2005). Emotional storytelling allows consumers to identify with a brand's journey, promoting affective trust that transcends rational evaluation (Pulker et al., 2020). In emotionally saturated environments like Instagram or TikTok, brands that integrate humor, nostalgia, empathy, or aspiration in their storytelling often gain higher engagement and perceived trustworthiness (Dessart, 2017; Tafesse & Wien, 2018). As Brakus et al. (2009) point out, experiential and emotional dimensions of branding are critical to forming strong psychological connections with consumers.

4.4 Co-Creation and Participatory Branding

An emerging trend is the co-construction of narratives between brands and consumers. Social media has blurred the boundary between producers and audiences, enabling consumers to become active participants in brand storytelling (Popp & Woratschek, 2017). Brands that facilitate participatory experiences—such as challenges, testimonials, or collaborative campaigns—benefit from enhanced perceived transparency and consumer empowerment (Kennedy & Guzmán, 2016). This collaborative narrative construction reinforces trust, as consumers perceive greater alignment between their personal values and those of the brand (Merz et al., 2009).

4.5 Platform Affordances and Narrative Strategy

Each social media platform offers unique affordances that shape how narratives are constructed and received. For example, Instagram emphasizes visual storytelling, Twitter promotes brevity and real-time commentary, while YouTube supports longer-form narratives (Kietzmann et al., 2011). Successful brands tailor their storytelling format to the platform's affordances, enhancing narrative credibility and user engagement (Lipschultz, 2017). A study by Voorveld et al. (2018) shows that platform-specific optimization of content increases consumer trust and loyalty because it reflects the brand's understanding of digital culture.

4.6 Cultural Relevance and Contextual Resonance

Trust-building narratives must also resonate with cultural norms and social expectations. Brands that acknowledge local identities or social movements demonstrate sensitivity to consumer contexts, enhancing trust (Hajli et al., 2017). For example, brands that support environmental or social justice causes through storytelling often appeal to ethically conscious consumers (Vredenburg et al., 2020). However, as Heiss and Matthes (2017) caution, such positioning must be perceived as genuine rather than opportunistic to avoid backlash.

4.7 From Trust to Loyalty: A Narrative Continuum

The literature establishes a clear link between trust developed through social media narratives and long-term brand loyalty. Trust serves as a mediator between storytelling and loyalty, particularly in digital environments where face-to-face interactions are absent (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994). According to Laroche et al. (2013), perceived integrity, reliability, and emotional security—attributes reinforced through narrative strategies—contribute to both attitudinal and behavioral loyalty. Moreover, storytelling enables brands to evolve from transactional interactions to relational engagements (McAlexander et al., 2002), which is essential in competitive markets.

4.8 Narrative Risks and Challenges

Despite the advantages, narrative-based strategies are not without risks. Misaligned narratives or cultural missteps can severely damage consumer trust (Johansen & Andersen, 2012). For example, attempts to appropriate social causes without authentic involvement may be viewed as "woke-washing" (Vredenburg et al., 2020). Likewise, overuse of emotional appeals without substantive action may erode trust over time. Therefore, continuous monitoring of consumer sentiment and feedback is critical in refining narrative strategies (Kaplan & Haenlein, 2010).

4.9 Integrative Framework and Future Implications

The findings from this review suggest an integrative framework where authenticity, consistency, emotional resonance, platform adaptability, and participatory co-creation collectively contribute to consumer trust. In turn, this trust facilitates loyalty by reinforcing the consumer-brand relationship. These insights hold practical implications for marketers aiming to develop long-term brand equity through social media storytelling. As storytelling evolves with technological advancements such as augmented reality or AI-generated content, the challenge will be to preserve the human, authentic essence of narratives while embracing innovation (Murray et al., 2020).

4.10 Comparison with Traditional Branding Approaches

Compared to traditional branding tactics that rely heavily on unidirectional advertising, social media narratives offer a more dialogic, immersive, and reflexive approach. Traditional trust-building strategies such as endorsements or quality signaling are gradually being supplemented—or even replaced—by relational narratives and community-driven storytelling (Hollenbeck & Kaikati, 2012). Consumers now seek meaning, relatability, and shared values in their brand interactions, making narrative competence a core capability for modern brand management (Lundqvist et al., 2013).

5. CONCLUSION

This literature review has underscored the central role of social media narratives in influencing consumer trust and brand loyalty. Synthesizing insights across various scholarly perspectives, the findings affirm that narrative elements—particularly authenticity, emotional resonance, and cultural relevance—play a decisive role in shaping consumers' perceptions of brand trustworthiness. The review highlights that when consumers perceive narratives as sincere and aligned with their values, they are more likely to develop stronger affective and behavioral commitments to brands. Furthermore, the iterative and participatory nature of social media platforms enables consumers to co-construct brand meanings, thereby deepening the trust-based relationship between consumers and brands over time.

Practically, the findings offer strategic implications for brand managers and digital marketers. Crafting compelling, coherent, and context-sensitive narratives is essential for fostering trust and encouraging brand loyalty in the saturated digital marketplace. Brands should engage in authentic storytelling that reflects transparency, shared identity, and inclusivity to enhance consumer engagement. Theoretically, this study contributes to the evolving discourse on narrative branding by bridging narrative theory, trust theory, and social media engagement literature. It advances an understanding of how narratives function not merely as communicative tools but as trust-building mechanisms within digital brand ecosystems.

Despite these contributions, the study is not without limitations. Being a qualitative literature review, the conclusions drawn are contingent upon the scope and rigor of the included sources. The absence of primary data restricts empirical generalizability, and the study does not account for cross-cultural differences or industry-specific dynamics in narrative impact. Future research would benefit from empirical investigations that apply mixed-methods or longitudinal designs to assess the causal relationship between narrative strategies and consumer trust development. Additionally, comparative studies across different demographic segments or geographic contexts could offer a more nuanced understanding of how trust and loyalty are cultivated through social media storytelling in diverse brand environments.

6. REFERENCES

Aaker, J. (2018). The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change. Jossey-Bass.

Aji, H. M., Berakon, I., & Md Husin, M. (2021). The effects of subjective norm and knowledge about riba on intention to use Islamic personal financing. Journal of Islamic Marketing, 12(6), 1187–1206. https://doi.org/10.1108/JIMA-11-2019-0227

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. Telematics and Informatics, 34(7), 1177–1190. https://doi.org/10.1016/j.tele.2017.05.008

Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. Psychology & Marketing, 32(1), 15–27. https://doi.org/10.1002/mar.20761

Barger, V. A., Peltier, J. W., & Schultz, D. E. (2016). Social media and consumer engagement: A review and research agenda. Journal of Research in Interactive Marketing, 10(4), 268–287. https://doi.org/10.1108/JRIM-06-2016-0065

Boyd, D. M., & Ellison, N. B. (2018). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1), 210–230. https://doi.org/10.1111/j.1083-6101.2007.00393.x

Bruner, J. (1991). The narrative construction of reality. Critical Inquiry, 18(1), 1–21.

Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. Psychology & Marketing, 34(4), 481–495. https://doi.org/10.1002/mar.21001

Constantinides, E. (2014). Foundations of social media marketing. Procedia - Social and Behavioral Sciences, 148, 40–57. https://doi.org/10.1016/j.sbspro.2014.07.016

Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry and research design: Choosing among five approaches (4th ed.). SAGE Publications.

Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. European Journal of Marketing, 35(11/12), 1238–1258. https://doi.org/10.1108/EUM0000000006475

Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. The Marketing Review, 15(3), 289–309. https://doi.org/10.1362/146934715X14373846023365

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. Journal of Consumer Research, 24(4), 343–373. https://doi.org/10.1086/209515

Gorry, G. A., & Westbrook, R. A. (2011). Can you hear me now? Learning from customer stories. Business Horizons, 54(6), 575–584. https://doi.org/10.1016/j.bushor.2011.06.001

Hajli, N. (2014). A study of the impact of social media on consumers. International Journal of Market Research, 56(3), 387–404. https://doi.org/10.2501/IJMR-2014-025

Holt, D. B. (2016). Branding in the age of social media. Harvard Business Review, 94(3), 40–50.

Hudson, S., & Hudson, R. (2013). Engaging with consumers using social media: A case study of music festivals. International Journal of Event and Festival Management, 4(3), 206–223. https://doi.org/10.1108/IJEFM-06-2013-0012

Ibrahim, M., Aljarah, A., & Ababneh, O. (2022). Do brand stories matter? The impact of narrative brand communication on trust and loyalty. Journal of Product & Brand Management. https://doi.org/10.1108/JPBM-09-2021-3653

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. Business Horizons, 54(3), 241–251. https://doi.org/10.1016/j.bushor.2011.01.005

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10), 1480–1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for humanity. Wiley.

Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: Processes, challenges, and implications. Journal of Interactive Marketing, 25(1), 37–50. https://doi.org/10.1016/j.intmar.2010.09.002

Lee, J., Kim, J., & Sundar, S. S. (2011). Customization in location-based advertising: Effects of tailoring source, locational congruity, and product involvement on ad attitudes. Computers in Human Behavior, 27(6), 1979–1989. https://doi.org/10.1016/j.chb.2011.05.007

Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the Social CRM House. Journal of Interactive Marketing, 27(4), 270–280. https://doi.org/10.1016/j.intmar.2013.09.008

Marwick, A. E., & Boyd, D. (2011). To see and be seen: Celebrity practice on Twitter. Convergence, 17(2), 139–158. https://doi.org/10.1177/1354856510394539

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. International Journal of Advertising, 30(1), 13–46. https://doi.org/10.2501/IJA-30-1-013-046

Papacharissi, Z. (2015). Affective publics: Sentiment, technology, and politics. Oxford University Press.

Pérez-Cabañero, C., Cuenca-García, E., & Martínez-Cañas, R. (2022). Storytelling and authenticity on Instagram: Influence on engagement and brand trust. Journal of Business Research, 145, 209–220. https://doi.org/10.1016/j.jbusres.2022.02.048

Rauschnabel, P. A., Felix, R., & Hinsch, C. (2019). Augmented reality marketing: How mobile AR-apps can improve brands through inspiration. Journal of Retailing and Consumer Services, 49, 43–53. https://doi.org/10.1016/j.jretconser.2019.03.004

Ryan, D. (2017). Understanding digital marketing: Marketing strategies for engaging the digital generation (4th ed.). Kogan Page.

Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content. Journal of Advertising Research, 56(1), 64–80. https://doi.org/10.2501/JAR-2016-004

Singh, S., & Sonnenburg, S. (2012). Brand performances in social media. Journal of Interactive Marketing, 26(4), 189–197. https://doi.org/10.1016/j.intmar.2012.04.001

Tafesse, W., & Wien, A. H. (2018). A framework for categorizing social media posts. Cogent Business & Management, 5(1), 1–13. https://doi.org/10.1080/23311975.2018.1453716

Thompson, C. J. (2019). Modern consumer culture theory. Journal of Consumer Research, 46(4), 627–642. https://doi.org/10.1093/jcr/ucz022

Tuten, T. L., & Solomon, M. R. (2020). Social media marketing (3rd ed.). SAGE Publications.

Van Laer, T., de Ruyter, K., Visconti, L. M., & Wetzels, M. (2014). The extended transportation-imagery model: A meta-analysis of the antecedents and consequences of consumers' narrative transportation. Journal of Consumer Research, 40(5), 797–817. https://doi.org/10.1086/673383

Vernuccio, M., & Ceccotti, F. (2015). Strategic use of social media in public relations: A national survey of Italian organizations. Public Relations Review, 41(2), 174–183. https://doi.org/10.1016/j.pubrev.2014.11.009

Zhou, Z., Zhang, Q., Su, C., & Zhou, N. (2012). How do brand communities generate brand relationships? Journal of Business Research, 65(7), 890–895. https://doi.org/10.1016/j.jbusres.2011.06.034