



Brand storytelling techniques arousing emotional bonds in different customer groups based on cluster analysis

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Abstract

This research study on brand storytelling techniques arousing emotional bonds in different customer groups based on Cluster Analysis was conducted to: (1) study the present brand storytelling techniques arousing emotional bonds; (2) study demographic characteristics applied in market sharing or segmenting consumer groups at present; (3) study behavior patterns of product purchase; and (4) study brand storytelling techniques arousing emotional bonds in each group of consumers. The quantitative data were collected by using 410 questionnaire sets. The data were analyzed by descriptive analysis, which included frequency, percentage, mean, and Standard Deviation. The inferential statistics included Correlation Analysis, and Cluster Analysis. The results indicated that the purchase of essential, quality and cost-effective goods (minimalist seeker) and standardized, right, reliable, and friendly environmental goods (empowered activist) were associated with the brand storytelling techniques less than other buying behavior patterns. Meanwhile, brand attribute storytelling, brand features storytelling, brand experiences storytelling, and brand relations storytelling deemed the techniques associated with several buying behavior patterns, except buying products relating to the conservative homebody, where the sample would focus on the brand experiences storytelling rather than other storytelling techniques.

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Introduction

At present, business competition is really harsh and different from the past; this is an effect of advanced production and communication technologies so knowledge transfer, integration and reproduction could be done easier and wider. As a result, competitiveness in

product differentiation may not be sustainable. In other words, tangible benefits no longer guarantee the future business success.

Brand differentiation could be done in many ways; a favorite one at present is the building of emotional bonds with the brand or emotional marketing. It persuades consumers to feel attached to the brand apart from product quality, price or service provision. Benefits of building emotional bonds with the brand are to: (1) create differentiation to be difficultly imitated by competitors

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(Zafeiris 2020); (2) build attachment to the brand in the long term; and (3) realize or recall the brand more when deciding to purchase the product (Survucate, 2021). This is consistent with a concept on factors influencing brand loyalty deriving from brand affection (emotional bonds), that is, consumers are pleased to recommend without receiving any compensation, or they purchase a product or service from their affection. This is an emotional factor arousing various consequent behaviors (Rungrangpol, 2021).

Emotional bonds with the brand may be built up in the form of affection. It also makes consumers commit to a particular brand (committed buyer), which is the highest level of loyalty when consumers have pride and good relationship with the brand, which will lead to higher sales in the future. It also results in lower marketing cost because when customers have loyalty, it is unnecessary to spend a huge amount of money to seek new customers all the time. When the customers have loyalty until they love the brand, this will lead to their recommendation and support of the brand forever (Nukulomprattana, 2021).

Emotional marketing strategy influencing the brand attachment must involve 4 factors: consumer experience; brand authentic self; warm glow; and co-creation. These would lead to the design of emotional marketing strategy, which may be divided into 4 strategies: sensory branding, storytelling, cause branding, and empowerment. It is obvious that the emotional marketing mainly deals with the story presentation (Kim & Sullivan, 2018). There are also other brand presentation patterns such as storytelling based on qualifications, storytelling based on commitment, storytelling based on context, etc. (Wongmontha, 2012).

The above information indicates that, at present, building of emotional bonds with the brand to get the long-term competition advantage based on the emotional marketing through several storytelling methods has been more emphasized. Currently, there are some studies and presentations of various brand storytelling patterns in different product groups; meanwhile, the Researcher recognizes the importance of developing the future marketing guideline capable of building the emotional bonds with consumers. Therefore, the researcher was interested in studying the brand storytelling techniques attracting consumers with different demographic characteristics. The information obtained will be useful for general marketeers, brand builders, business operators, scholars, students or general people for their further reference or development of ideas and businesses.

Objectives

1. To study the present brand storytelling techniques arousing emotional bonds.
2. To study demographic characteristics applied in market sharing or segmentation of consumer groups at present.
3. To study brand storytelling techniques arousing emotional bonds in each group of consumers.

Literature Review

What is Brand Storytelling?

Brand storytelling is to share any story or belief to a target group in order to arouse bonds in people's mind or emotion in order that such brand becomes more attractive, more recognized, and provokes relationship among people in the organization and with other stakeholders outside the organization. At present, brand storytelling has been more focused on by many businesses, especially in this era when the online social media highly influences peoples' thoughts and beliefs, because individuals can share their opinions so easily that it turns to be the brand-fan interaction (Rosenthal & Brito, 2017). Brand storytelling must inspire the followers while it must allow certain interactions through online social media such as comment, like click, tag, or sharing the brand stories widely. However, the broad recognition may be insufficient because brand storytelling must be capable of provoking the memorizing and "hitting" the target group enough to arouse their behavior to support the brand in the future.

Evolution of Brand Storytelling

At present, brand storytelling is deemed an important strategy applied by various brands. However, this strategy has been gradually changed, especially in this era, when the communication technologies have been developed sharply. The development of brand storytelling may be divided into 3 periods (Moin, 2020) as described below.

First wave: Story-addictive interruption

In the 1700s, brands were communicated through subscription-based weekly newspapers that presented many daily life stories (including goods and service) to politics. Later, after the falling subscription volume, new communication called advertising, which was deemed a new business model to communicate with target groups,

emerged. Each newspaper had to induce brand owners to buy the advertising with it in order to add the brand attractiveness and recognition. In 1950, the communication channels via radio, television, and printing media moved into the most prosperous time. But, later, the emergence of the internet changed the communication channels again when the printing media moved to the online channel, and the customers could respond to the advertising, especially, as at present, by ignoring such advertising themselves. This has caused the marketers to find other new methods to communicate with customers.

Second wave: Deceptive-story manipulation

In this second wave, the marketers tried to attract consumers' attention more by applying the rational and emotional marketing concept as a part of their strategies. However, their presentation seemed to tell stories to deceive the customers. Finally, the governments like in England, Europe, etc. had to issue laws to prohibit the exaggerating in advertising. With the internet era, these exaggerated stories could be easier detected. The consumers could examine such from reviewing general comments or online social media. Once they found that what was promised by a brand was not relevant to their real experience, they would no longer believe in the advertising of such brand.

Due to a significant gap between the promised and actual experience with the brand, the savvy customers who come across thousands of advertisements every day are no more driven by emotional manipulation, which is why about 66 percent of millennials prefer to pay to block ads (McKee & Gerace, 2018).

Third wave: Authentic story-driven connection

In the age of wireless connection, the growth of communication technologies and online social media connect people in the world. These arouse the third wave when the marketers focus on storytelling based on fact, related to consumers and direct experience. The tellers are not the marketers, but consumers who set up the brand stories themselves. This is not to deceive by logic or emotion like the second wave mentioned above, but to tell stories based on honesty, frankly, and sincerely to enhance deeper relationship. In other words, the good storytelling could attract and create an experience meaningful to our mind.

Brand Storytelling

Brand storytelling arousing emotional bonds is a strategy of giving good experiences to customers,

and may be divided into 4 groups: Product/Company, Identity/Authentic, Perception and Feeling, as shown in the following Table 1.

Table 1 Groups of brand storytelling techniques

	Techniques
Product/Company	1. Brand attribute 2. Brand features 3. Brand context
Identity/Authentic	4. Brand benefit 5. Brand values 6. Brand positioning 7. Brand promises
Perception	8. Brand image 9. Brand associations 10. Brand symbolic
Feeling	11. Brand experiences 12. Brand relations

For details of each brand story telling (Wongmontha, 2012) described such as following:

1. Brand attribute storytelling, e.g., thickness, thinness, made from stainless or aluminum material, etc.

2. Brand features storytelling - outstanding brand features not found in those of other competitors.

3. Brand context storytelling – this is to tell which company or organization produces this brand; what vision or mission this brand has; which working philosophy this brand has; what determination this company carries out for the society or well-being of people in society. Brand context storytelling should deal with determination rather than focus on selling a product or a service only. Thus, the persons who communicates about the brand, or talks about the brand context must understand why the brand management or brand owner makes this product or what the brand management or brand owner wants.

4. Brand benefit storytelling – what benefits customers would obtain after using the brand, e.g., safety, convenience, etc.

5. Brand values storytelling – whether the values obtained are worthwhile if compared with what one loses, e.g., energy, time, money, etc.

6. Brand positioning storytelling – indicating that a particular brand, e.g. beauty, environment, global warming reduction, etc.

7. Brand promises storytelling – it is the promise that a particular brand can offer. For example, the car brand focuses on power saving; or using this toothpaste brand helps relieve sensitive teeth, etc.

8. Brand image storytelling – this is to tell of the merit

or good points that a particular brand has carried whereby general people can memorize its good image, which helps promote the brand value; for example, receipt of honor or award, sharp increase of sales, brand product or service is used by any well-known persons, or brand is selected to be an official sponsor of Asian Games or Olympic Games, etc.

9. Brand associations storytelling – brand must be associated or attached with anything. In other words, this is to associate the brand with time, place, opportunity, or famous persons.

10. Brand symbolic meaning storytelling – when communicating a product or service to the target consumers, the meaning of that brand must be communicated as well by telling which type one is if using this brand. For example, Mont Blanc is a pen for executives; Mini Cooper is a car brand for teenagers who are modern and love fashion, etc.

11. Brand experiences storytelling – when the target consumers deal with the brand, which experience they will get. The persons who have had any impressive experience may be invited to talk about such experience or which opportunities that customers may experience with the brand.

12. Brand relations storytelling – this is to tell about the relationship between brand and customers.

Storytelling Techniques and Emotional Marketing Communications

The saturated market of goods and services and more severe competition have caused the reason-based communications to be no longer able to make consumers trust in such information. Therefore, many brands have tried to create some communication methods by presenting the value-added experience associated with emotions. This makes the storytelling and marketing communication become an integral part of each other. Stories are connected to products or services methodically, and they become an enforcement behind the brand success that is exceptional from other competitors in the market. A good story can be communicated to consumers, and it can build affection between brand and consumers

as well. This makes a brand strong internally and externally (Fog et al., 2010).

Emotional marketing is deemed an important factor to build brand loyalty. It builds the long-term bonds with customers. Loyalty to a brand deriving from emotions could lead to higher sales of that brand. If compared with the general marketing strategy, the emotional market strategy may be illustrated below.

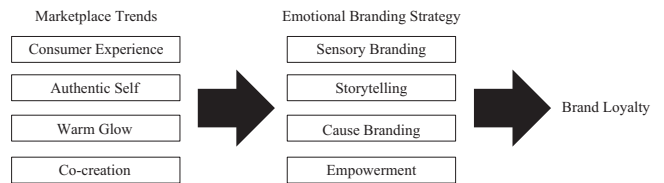


Figure 1 Comparison of general marketing strategy and emotional market strategy
Source: Kim and Sullivan (2018)

Market Segmentation

Market segmentation is a process of separating or dividing customers in small groups so that specific needs of certain customer groups could be responded to. Market segmentation is a step of the marketing strategy called STP (Segmentation, Targeting and Positioning). This concept has been developed under a belief that individuals have different needs. Thus, “one” product or service is unable to respond to “all” needs. Therefore, the operators must take into account market segmentation by grouping customers with similar needs together so that any goods or service could be designed to be relevant to their needs while the marketing plan could be done more efficiently. Market segmentation can be divided into 5 following levels (Thiumchan, 2021): (1) Self-marketing; (2) Individual marketing; (3) Local marketing; (4) Niche marketing; and (5) Mass marketing.

Except for the overall market segmentation mentioned above, there are other favorite criteria of market segmentation to divide the market more specifically, namely; (1) Psychographic segmentation criteria; (2) Demographic segmentation criteria; (3) Behavior segmentation criteria; and (4) Geographic segmentation criteria.

Table 2 Market segmentation criteria

Market segmentation criteria	Example
1. Psychographic segmentation	Personality, Lifestyle, Social Status, Activities, Interests, Opinions, Attitudes, etc.
2. Demographic segmentation	Gender, Age, Income, Occupation, etc.
3. Behavior segmentation	Purchase behavior, Occasion/Timing, Customer Journey, etc.
4. Geographic segmentation	Bangkok, Chiangmai, Kon Khen, etc.

However, after the market segmentation, the next issue to be considered is whether such target market to propose the goods and product is suitable or not. The consideration criteria are: (1) Actionable; (2) Measurable; (3) Accessible; (4) Substantial; and (5) Differentiable.

Market segmentation was used together with Cluster Analysis to answer the question whether, from market segmentation by demographical data, each market segment would have the different attitude toward the brand storytelling techniques, and how. The analysis results would be very useful for the marketers to determine the marketing communication strategies via different channels.

Relevant Research

Lazore (2021) conducted a study on How Storytelling Contributes to BTS's Brand by using Desk research to analyze each of the major areas where storytelling manifests within BTS's branding and content (music videos, album concepts, the Bangtan Universe, and movies and docu-series) to determine the main recurring themes and strategies. The researcher also relied on interviews and comments from the BTS members, Big Hit's CEO Sihyuk Bang, and others. The result was an initial framework of seven main elements, including:

- Centrality of story to brand and content,
- Authentic and sincere stories connected to group identity
- Idol participation in music and/or concept creation,
- Transmedia storytelling
- Space for audience participation,
- Intertextuality and cohesiveness,
- A dedicated creative staff.

In creative industries, stories can be deeply integrated into the brand, product, and creator. In this sense, story serves both as a product that audiences interact with and react to, and as something deeply associated with a brand (or a band). In a way, story is BTS's brand, and the brilliance of their storytelling lies in its open, far-reaching structure and its adherence to key aspects that create engaged audiences through social media, participatory culture, and the network-image. This framework can be applied widely in the K-Pop industry to improve audience engagement and connection. BTS's stories are part of their creative product, but that doesn't make them any less effective as a part of their brand strategy.

Pinituwon et al. (2020) conducted a psychological study on the selection of brand storytelling influencing Thai citizen. This study aimed to study the behavior of selecting the brand storytelling influencing Thai citizen,

and to study the psychological factor of selecting the storytelling influencing Thai citizen. This study was descriptive research, which involved 400 Thai people living in Bangkok. The sample was selected by cluster random sampling. The research instrument was the questionnaire. The data were analyzed by descriptive statistics, e.g. percentage, frequency, mean, Standard Deviation, and inferential statistics to test the hypotheses, comprising Chi-square and One-way ANOVA. The result indicated that most consumers recognized the brand story via social media channel of each brand, and its storytelling made them visualize the product clearly. The consumers usually bought the food and beverage products coming with the story most. For the psychological factor affecting the brand storytelling, it was found that the storytelling caused higher brand recognition, good attitude, product learning, and purchase motivation at the high level.

Nakhil (2019) conducted a research study on Meaningful storytelling as a brand engagement approach: A Conceptual Framework. The study aimed to highlight the effect of storytelling on consumer's attachment towards the brands and to develop a conceptual framework for meaningful storytelling to enhance brand engagement.

It was found brands nowadays know how to build a strong relationship through meaningful stories to be able to attract and engage. Brand engagement indirectly affected profitability, revenues and market share. They needed to level up this relationship from just emotional link to involvement. The consumer wanted to be a partner, to interact, to be seen and heard.

The concept of meaningful storytelling is to create stories able to make people feel better about themselves rather than focusing on the products and services the brand offers. Strong brands are concerned about identifying themselves in a meaningful context. People must be at the center of the process, through true human stories because they are the core of our history and our culture. The stories are the way to bring brands to life. For this reason, it is considered the main component of marketing strategy nowadays because of the social media networking that develops and maintains our narrative consumption. This conceptual framework stipulates four components to form meaningful storytelling: credibility, emotion, consistency, and relevance. Framing brand uniqueness, values and promises through a consumer-based strategy, think beyond the function and usability of the product or service for bringing the brand to life. Creating a meaningful connection and maintaining brand loyalty depend on how a brand presents its qualities and

identity, and how it relates its values with cultural and technological aspects, considering the psychological drives for human behavior. Building a brand future relies on the story telling about the brand now and how it is able to convey its own ideas and affect audiences on a mental and emotional level.

Trisupachoke (2015) examined the styles and composition of storytelling as a marketing strategy under the brand context for the female product. This study aimed to study the model of brand storytelling about female product brand, and to examine the composition of brand storytelling for the female product. The research instruments were 4 advertising movies in 4 styles of the product brand. The sample was selected by multi-stage sampling. The data were analyzed by the qualitative content analysis technique. The result indicated that the 4 storytelling styles; namely, comedy, inspiration, drama, and romance, were used in the advertising works differently. However, the storytelling in styles of drama and romance were usually referred to and passed on in the online community rather than the storytelling in styles of comedy and inspiration.

Conceptual Framework

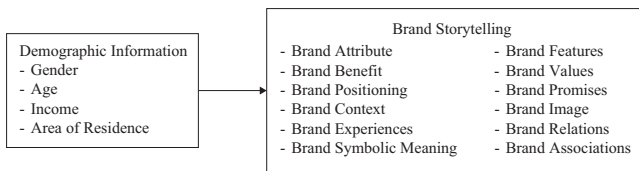


Figure 2 Conceptual framework

Methodology

This study was the quantitative research. The data were collected by questionnaires. The sample included Thai people, both male and female, aged between 20–75 years, who used to see the product advertising media. The sample were divided into 4 groups: 100 persons living in the central region (data collected in Bangkok); 100 persons living in the northern region (data collected in Chiang Mai); 100 persons living in the northeastern region (data collected in Khon Khen); and 100 persons living in the southern region (data collected in Songkhla).

The researcher adhered to 3 Ethical Guidelines for Biomedical Research Involving Human Subjects, which included the Respect to Person Principle by giving

the complete information until the research participants had good understanding and made the decision independently to take part in the research. In this regard, the researchers paid respect to the respondents’ individualism, and to keep information of research volunteers confidential. In the data record form, nothing would identify the research volunteers. The second principle was Beneficence/Mon-maleficence, that is, the research volunteers would not receive any benefits. However, the research volunteers might have a small risk from this study, that is, their secret might be disclosed. However, the researcher would try to strictly keep their secret confidential. The third principle was Justice, that is, the inclusion and exclusion criteria were set up precisely under fair and unbiased distribution of benefits and risks.

Research Tool

The measurement scale of this study was the questionnaire. The measurements of questions developed and improved of this study were the independent variables, e.g., demographic data of the sample in 4 matters: gender, age, income, and area of residence by using the nominal scale and ordinal scale while the dependent variable was 12 brand storytelling techniques conveying emotional bonds (Wongmontha, 2012) by using the interval scale. Scores range from 1–5 whereby 1 means least favorite, and 5 means most favorite. The descriptive statistics used were frequency, percentage, means, and Standard Deviation (SD). The inferential statistics used to test the hypotheses were correlation, Cluster Analysis, and ANOVA.

Results

This result showed the correlation between brand storytelling and market segmentation, that is, the markets with different demographic characteristics would have the different interest in storytelling. Therefore, the marketeers or management would be able to design particular storytelling relevant to each target market more efficiently. The details of research result are shown below.

Part 1: General Information of the Sample and Behavior Patterns in Goods and Service Purchase

The sample’s general information included gender, age, income, and area of residence. The data of this study were collected from 4 provinces: Bangkok, Chiang Mai,

Khon Khen, and Songkhla, by the close number of respondents in each province. If considering the sample's general information, it was found that most respondents were female representing 58.54 percent, and male representing 41.46 percent. 55.37% were aged between 21–41 years; 25.85 percent between 42–56 years; and 18.78 percent between 57–75 years.

Regarding the highest level of education attained, most respondents (30.49%) had completed the bachelor degree, followed by primary school (22.68%); senior high school (20.00%) respectively. Most respondents gained the private income per month less than 10,000 Baht (44.63%), followed by 10,001–15,000 Baht (28.05%), 15,001–20,000 Baht (18.05%) respectively, as shown in the following Table 3.

The results of surveying behavior patterns in goods and service purchase. The respondents would assess behavior patterns relevant to their buying behaviors whereby 1 meant absolutely irrelevant, up to 5, which meant absolutely relevant.

Table 3 Results of general information

General Information	Number	Percentage
Gender		
Male	170	41.46
Female	240	58.54
Age		
21–41 years	227	55.37
42–56 years	106	25.85
57–75 years	77	18.78
Education		
Primary	93	22.68
Junior Secondary	60	14.63
Senior Secondary	82	20.00
Vocational-Higher Vocational	48	11.71
Bachelor	125	30.49
Higher than bachelor	2	0.49
Private income per month		
Not more than 10,000 Baht	183	44.63
10,001–15,000 Baht	115	28.05
15,001–20,000 Baht	74	18.05
20,001–25,000 Baht	9	2.20
25,001–30,000 Baht	20	4.88
30,001 Baht and up	9	2.20
Data collection areas		
Bangkok	100	24.39
Chiang Mai	103	25.12
Khon Khen	102	24.88
Songkhla	105	25.61
Total	410	100.00

The survey results indicated that most respondents had the buying behavior of minimalist seeker with mean equivalent to 4.22 ($SD = 0.85$), followed by the behavior of buying standardized, right, reliable, and friendly environmental goods (Empowered activist) with means equivalent to 3.91 ($SD = 0.92$); and the behavior of buying discounted goods and price can be negotiated with the shop (Impulsive spender) with mean equivalent to 3.85 ($SD = 1.05$). Shown in the following Table 4.

Table 4 Results of behavior patterns in goods and service purchase

Behavior Patterns in goods and service purchase	Mean	<i>SD</i>
Impulsive spender	3.85	1.05
Minimalist seeker	4.22	0.85
Empowered activist	3.91	0.92
Secure traditionalist	3.27	1.15
Undaunted striver	3.32	1.30
Digital enthusiast	3.14	1.28
Conservative homebody	3.79	0.96
Inspired adventurer	3.18	1.25
Cautious planner	3.66	1.08
Self-care aficionado	3.71	1.08

Part 2 Fondness for Brand Storytelling Techniques

The survey results indicated that most respondents felt fond of the brand benefit storytelling with mean equivalent to 3.94 ($SD = 0.87$), followed by the brand positioning technique with mean equivalent to 3.79 ($SD = 0.82$), and the brand values storytelling with mean equivalent to 3.73 ($SD = 0.89$), as shown in the following Table 5.

Table 5 Results of Brand Storytelling Techniques

Brand Storytelling Techniques	Mean	<i>SD</i>
Brand Attribute	3.72	0.90
Brand Features	3.62	0.99
Brand Benefit	3.94	0.87
Brand Values	3.73	0.89
Brand Positioning	3.79	0.82
Brand Promises	3.56	0.89
Brand Context	3.45	0.93
Brand Image	3.40	0.98
Brand Experiences	3.47	0.92
Brand Relations	3.48	0.95
Brand Symbolic Meaning	3.17	1.05
Brand Associations	3.08	1.13

Part 3: Hypothesis Testing

After obtaining the behavioral patterns and fondness for brand storytelling techniques, an additional analysis was done by using the inferential statistics in order to find out whether the buying behavior and fondness for brand storytelling techniques were correlated or not, and to find out whether the brand storytelling techniques took effect to the target market with different demographic characteristics or not and how.

This section dealt with the hypothesis testing by using Correlation Analysis, and grouping by Cluster Analysis technique. The hypothesis testing results are shown below.

Hypothesis: Goods buying behavior patterns were correlated with fondness for brand storytelling techniques.

H₀: Goods buying behavior patterns were not correlated with fondness for brand storytelling techniques.

H₁: Goods buying behavior patterns were correlated with fondness for brand storytelling techniques.

The hypothesis testing result indicated that H₀ was rejected while H₁ was accepted. The behavior patterns in goods buying were correlated with fondness for brand storytelling techniques at a significance level of .05.

The result showed that the minimalist seeker and empowered activist were more correlated to brand features, brand benefit, and brand values techniques than other techniques.

Brand storytelling based on brand attribute, brand features, brand experiences, and brand relations deems the techniques related to several buying behavioral patterns, except the conservative homebody in which the sample would focus on brand experiences rather than other brand storytelling techniques, as shown in the following Table 6.

Next, the Researcher used Cluster Analysis by K-Mean Cluster. Fondness for brand storytelling techniques would be used to group division. It was found that the respondents could be divided into 3 groups, and each group contained the different number of members. The result from Cluster Analysis indicated that most respondents fell into Group 2, that accounted for 57.80 percent, followed by Group 3, that accounted for 34.39 percent, and Group 1, that accounted for 7.80 percent, as shown in the following Table 7.

After, the variance of data were analyzed by ANOVA and the difference was paired by Scheffe’s method. The result could be used to summarize the attributes of each group as shown in Table 8.

Table 6 Results of hypothesis testing by Correlation Analysis

Behavior Patterns in goods and service purchase	Brand Attribute	Brand Features	Brand Benefit	Brand Values	Brand Positioning	Brand Promises	Brand Context	Brand Image	Brand Experiences	Brand Relations	Brand Symbolic	Brand Associations
Impulsive spender	0.462*	0.438*	0.083	-0.038	0.001	0.25*	0.273*	0.314*	0.293*	0.278*	0.222*	0.169*
Minimalist seeker	0.100*	0.124*	0.281*	0.224*	0.271*	0.051	-0.053	-0.019	-0.031	-0.043	-0.174*	-0.137*
Empowered activist	0.081	0.12*	0.279*	0.298*	0.297*	0.047	0.025	-0.111*	0.059	0.033	-0.119*	-0.057
Secure traditionalist	0.301*	0.367*	0.068	0.138*	0.038	0.287*	0.311*	0.283*	0.335*	0.326*	0.239*	0.210*
Undaunted striver	0.331*	0.468*	0.164*	0.124*	0.074	0.354*	0.388*	0.349*	0.418*	0.440*	0.321*	0.372*
Digital enthusiast	0.345*	0.418*	0.087	0.172*	0.133*	0.358*	0.344*	0.332*	0.384*	0.361*	0.354*	0.344*
Conservative homebody	0.305*	0.363*	0.217*	0.250*	0.130*	0.199*	0.259*	0.244*	0.306*	0.248*	0.239*	0.246*
Inspired adventurer	0.317*	0.424*	0.135*	0.186*	0.126*	0.348*	0.399*	0.410*	0.397*	0.334*	0.355*	0.411*
Cautious planner	0.346*	0.457*	0.161*	0.112*	0.083	0.394*	0.38*	0.367*	0.384*	0.346*	0.270*	0.280*
Self-care aficionado	0.255*	0.357*	0.172*	0.171*	0.098*	0.253*	0.280*	0.208*	0.351*	0.355*	0.261*	0.290*

Note: * p < .05.

Table 7 Analysis result by Cluster Analysis

Group	Number	Percentage
1	32	7.80
2	237	57.80
3	141	34.39
Total	410	100.00

Table 8 Result of testing variance by ANOVA

Brand Storytelling Techniques	1 (A)	2 (B)	3 (C)	Result of Difference Testing
Brand Attribute Storytelling	2.19	3.61	4.26	A < B < C
Brand Features Storytelling	1.78	3.45	4.31	A < B < C
Brand Benefit Storytelling	4.56	3.59	4.37	A = C > B
Brand Values Storytelling	4.50	3.30	4.27	A = C > B
Brand Positioning Storytelling	4.06	3.49	4.25	A = C > B
Brand Promises Storytelling	2.38	3.35	4.18	A < B < C
Brand Context Storytelling	2.03	3.23	4.16	A < B < C
Brand Image Storytelling	1.56	3.27	4.05	A < B < C
Brand Experiences Storytelling	1.81	3.29	4.16	A < B < C
Brand Relations Storytelling	2.00	3.25	4.18	A < B < C
Brand Symbolic Meaning Storytelling	1.22	2.97	3.94	A < B < C
Brand Associations Storytelling	1.16	2.84	3.91	A < B < C

Group 1 was Equity Drive group, which meant that the respondents in this group appreciated only 3 brand storytelling techniques; namely, brand benefit storytelling, brand values storytelling, and brand positioning storytelling.

Group 2 was BG Drive (Balance in Gray) group, which meant that the respondents in this group did not like any specific brand storytelling technique. However, they tended to appreciate the techniques of brand attribute storytelling and brand features storytelling, which seemed tangible or the core product.

Group 3 was Emotional Drive group, which meant that the respondents in this group appreciated various brand storytelling techniques, but they appreciated techniques of brand benefit storytelling and brand values storytelling less than the Equity Drive group.

In addition, Cluster Analysis was analyzed with the general information of the sample in order to summarize the characteristics of each group.

Group 1 is Equity Drive. This group tended to be female rather than male, aged over 42 years or mainly containing Generation-X and Baby Boomer persons. Most of them had attained primary school with monthly income less than 10,000 Baht, and living in Khon Khen.

Group 2 is BG Drive (Balance in Gray). This group tended to be female rather than male, and it mainly contained Generation-Y persons. Most of them attained the bachelor degree with monthly income not more than 20,000 Baht, and living in Songkhla.

Group 3 is Emotional Drive. This group tended to be female rather than male (about two-thirds), and it mainly contained Generation-Y persons. Most of them attained the bachelor degree with monthly income equivalent or higher than those in BG Drive group, and living in Bangkok and Chiang Mai. The analysis result is shown in Table 9.

Discussion

The result of this research was consistent with the research study done by Trisupachoke (2015) who said that the different storytelling patterns would have the different objectives when being used in advertising. This research study found that if the target groups were different, the different storytelling techniques were needed as well. The goods features and buying behaviors also affected the storytelling techniques. However, this research result was contrary to Pinituwan et al. (2020) that the demographic factors were not associated with the behavior of selecting the product storytelling patterns because the result of this study indicated clearly that the different gender, age, level of education, personal income per month, and province of residence took effect for fondness for different storytelling techniques.

Table 9 General information of the sample under Cluster Analysis

General Information	Equity Drive	BG Drive	Emotional Drive
Gender			
Male	46.88	43.04	37.59
Female	53.13	56.96	62.41
Age			
21–41 years	28.13	58.23	56.74
42–56 years	34.38	24.05	26.95
57–75 years	37.50	17.72	16.31
Level of education			
Primary school	50.00	21.10	19.15
Junior high school	18.75	13.92	14.89
Senior high school	18.75	22.78	15.60
Vocational – Higher Vocational	12.50	13.08	9.22
Bachelor Degree	0.00	28.69	40.43
Higher than bachelor degree	0.00	0.42	0.71
Personal income per month			
Less than 10,000 Baht	78.13	45.57	35.46
10,001–15,000 Baht	9.38	28.69	31.21
15,001–20,000 Baht	6.25	16.88	22.70
20,001–25,000 Baht	3.13	2.95	0.71
25,001–30,000 Baht	3.13	4.64	5.67
30,001 Baht and up	0.00	1.27	4.26
Province of residence			
Bangkok	0.00	18.99	39.01
Chiang Mai	12.50	21.94	33.33
Khon Khen	81.25	18.99	21.99
Songkhla	6.25	40.08	5.67

The result of this study showed that the sample preferred the brand benefit, brand positioning, and brand values. This was consistent with the opinion of Nakhil (2019), who mentioned about the basic brand storytelling, that we should consider beyond products and services in order to create the mental attachment with the target customer efficiently. Then, the communications would be planned through 4 elements, e.g. credibility, emotion, consistency, and relevance. His statement was also consistent with the result of this study that the strong brand had to give precedence to brand differentiation. The researcher had an opinion in this issue that the difference unlikely to be imitated is the customers' royalty deriving from their emotional attachment because any products or services produced by whatever modern technologies can be copied in a short period. The inventor of such new technology may be the leader in the market, but, finally, the brand would move into the price war, which would have bad effects on the brand. Therefore, the strong brand should emphasize the brand benefit, brand positioning, and brand values that the target group feels attached to, and supports that brand further, which drives the business growth in the long run.

In addition, a focus on brand positioning or storytelling through brand positioning was also consistent with the research conducted by Lazore (2021) on Success of Brand Storytelling for BTS Musical Band. It was found that an important factor making the presentation of BTS successful was the authentic and sincere stories connected to group identity. This showed the brand differentiation. At present, the communication technologies have been improved rapidly, and allow people to communicate with other persons wider. Many products and services have been distributed, so the consumers have a variety of choices. Without “remarkableness” above competitors, that person or business hardly experiences success.

Suggestion for Managers

In the future, brand storytelling techniques may be more diverse. However, we should not neglect the marketing strategies called STP or Segmentation, Targeting, and Positioning. This research shows that Segmentation and Targeting and brand storytelling techniques were correlated. Whichever storytelling techniques are used, the brand positioning that is more outstanding from other competitors

will lead to the highest efficiency. In other words, the marketing strategy development must start from Segmentation, Targeting, Positioning, and Storytelling.

Conclusion and Recommendation

Conclusion

The result of this research indicated that most respondents had the behavior pattern of buying essential, quality and cost-effective goods (minimalist seeker) with mean equivalent to 4.22 ($SD = 0.85$), followed by the behavior pattern of buying standardized, right, reliable and friendly environmental goods (empowered activist) with mean equivalent to 3.91 ($SD = 0.92$), and the behavior pattern of buying discounted goods and price can be negotiated (impulsive spender) with mean equivalent to 3.85 ($SD = 1.05$).

When asking about brand storytelling techniques, it was found that the technique of brand benefit storytelling was most appreciated by the sample with mean equivalent to 3.94 ($SD = 0.87$), followed by brand positioning storytelling with mean equivalent to 3.79 ($SD = 0.82$), and brand values storytelling with mean equivalent to 3.73 ($SD = 0.89$).

The hypothesis testing result indicated that buying essential, quality, and cost-effective goods (minimalist seeker) and buying standardized, right, reliable and friendly environmental goods (empowered activist) were associated with brand storytelling techniques less than other buying behavior patterns. Meanwhile, brand attribute storytelling, brand features storytelling, brand experiences storytelling, and brand relations storytelling were deemed the techniques associated with several buying behavior patterns, except buying of conservative homebody, where the sample seemed to focus on brand experiences storytelling rather than other storytelling techniques.

When Cluster Analysis was conducted, all respondents of the study could be divided into 3 groups. Group 1 was Equity Drive, that is, the respondents appreciated only 3 brand storytelling techniques; namely, brand benefit, brand values, and brand positioning. These 3 techniques were to present the product differences when compared with other competitors. This group tended to be female rather than male, aged over 42 years, or mainly consisting of Generation-X and Baby Boomer respondents. Most respondents of this group had attained primary school with monthly income less than 10,000 Baht, and lived in Khon Khen.

Group 2 was BG Drive (Balance in Gray), that is, this group this group did not appreciate any specific brand storytelling technique, but they tended to like the techniques of brand attribute storytelling and brand features storytelling, which were deemed tangible or core product. This group was different from the Equity Drive group that liked these techniques less. This group tended to be women rather than men. Most respondents in this group were in Generation-Y, who attained higher education up to the graduate level with personal income not higher than 20,000 baht and living in Songkhla.

Group 3 is Emotional Drive. This group appreciated several brand storytelling techniques, but they more appreciated the techniques of brand benefit storytelling, brand values storytelling, and brand positioning storytelling than the Equity Drive group. Most informants in this group were women (about 2 of 3), aged in the range of Generation-Y, graduate, with personal monthly income equivalent or higher than those in the BG Drive group, and living in Bangkok and Chiang Mai.

According to the research study done by Magdalena (2020), the sample wanted to share their experiences with other people, which caused the word-of-mouth trend, especially the sample aged over 45 years. The result of this study expanded this issue that the respondents aged over 45 years who shared their experiences with other persons, and caused the word-of-mouth trend accounted for only one-third of all respondents. Meanwhile, most Generation-X and Baby Boomer respondents preferred the techniques of brand benefit storytelling, brand values storytelling, and brand positioning storytelling.

As the group of Generation-Y respondents appreciated several storytelling techniques or were open to emotional marketing more than those at other ages, this is consistent with Maslow's Hierarchy of Needs, whereby the need of self-actualization or the need to be whatever one wants deems the response to emotional needs. In the marketing viewpoint, this is to deliver intangible benefits to consumers. This means that the Generation-Y group had higher personal income or level of education; therefore, they want to fulfil their life through their consumption of various products that give some mental benefits apart from tangible benefits. The reason may be that this group of respondents had higher self-confidence, and they have served their primary needs already. As a result, they have tried to serve their needs in higher levels.

Recommendation

1. Market segmentation by demographic data is important for selecting brand storytelling techniques.

The Generation-Y people appreciated several storytelling techniques while older persons (Generation-X and up) appreciated certain storytelling techniques only. The product features and buying behavior patterns of the target groups in each market segmentation must be considered as well.

2. The new-generation people who have higher income and higher education tend to respond to their needs at higher levels, that is, they want to fulfill their life (self-actualized); therefore, any products or marketing communications with this target group must be the brands capable of serving their psychological needs or such brands must symbolize more identity of the target group.

3. Although the storytelling technique may be emotional marketing, we should not ignore to present the main product which respond to needs of the target customers. It is apparent that every group of respondents appreciated brand attribute storytelling, brand features storytelling, and brand storytelling at the high level if compared with other brand storytelling techniques.

Recommendations for Further Study

1. There should be further study in Generation-Z people in order to compare the level of fondness to brand storytelling techniques because Generation-Z people have grown up in an era when the communication technologies have been greatly developed, and they gain most experience in communication technologies. Thus, this new-generation group obtains a huge amount of data every day, which may affect their fondness for storytelling techniques.

2. The variables in studying lifestyles or behavior of using online media or online social media should be added, which is consistent with the current situation that social media play more roles in our daily life, in order to test an additional hypothesis whether or not the different lifestyles or more consumption of online social media will affect fondness for brand storytelling techniques.

3. The qualitative research should be conducted by inviting some representatives of each group of age to share their opinions via the focus group so that some new brand storytelling techniques can be created, and to learn about the expectation to the patterns of brand presentation appropriate for each target group, and relevant to communication technologies rapidly improved.

Limitations of Study

This study aimed to study the overall correlation between market segmentation and brand storytelling, but no other marketing factors, e.g., product category, brand positioning, brand personality, etc. were considered. Thus, the marketeers, businessmen or persons who want

to use this research result should develop it appropriately to ensure that it is most relevant to their brand strategies.

Conflict of Interest

The author declares that there is no conflict of interest.

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