

ISSN: 2288-77096 © 2016 ICMA. <http://www.icma.or.kr>  
doi: <http://dx.doi.org/10.20482/jemm.2018.6.4.1>.

## A Study on the Effect of Storytelling Marketing on Brand Image and Brand Attitude

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Received: December 10, 2018., Revised: December 19, 2018., Accepted: December 22, 2018.

### Abstract

**Purpose** - This study will investigate and identify the relationship between brand image, brand attitude and intent to purchase based on subjects that have remembered or watched more than one storytelling marketing ad related to airlines. The purpose of the project is to secure market competitiveness by presenting the basis for and use of the marketing strategy using storytelling, which can capture the goodwill of the aerospace competition market in the future.

**Research, design, data, and methodology** - Prior to the research model and hypothesis testing phase, a verification factor analysis was conducted to assess internal consistency among each measurement item and to ensure reliability and validity of the measurement tool. Further, the organization was assessed for validity by calculating the mean variance estimation (AVE) and the construction concept reliability (CCR) through a positive factor analysis. Hypothesis verification was analyzed through a structural equation model, and each concept set in the hypothesis was entered as a potential variable, and each measurement item was entered as an observation variable.

**Results** - Airline's storytelling marketing has a significant impact on the brand image and two emotional and cognitive responses have been shown to influence the brand image.

In addition, airline storytelling marketing has a significant impact on brand attitudes and airline storytelling marketing derived from factor analysis has shown two emotional and cognitive responses to brand attitudes.

**Conclusions** – The parts derived based on the research results show that storytelling marketing has a strong influence on the airline's brand image and attitude, and that it is necessary for airlines to have a brand image and attitude. Also, forming a favorable brand image has a significant impact on brand attitudes. We believe that by presenting basic data to the aviation industry in future research on airline storytelling, we will be able to increase understanding and contribution to development of storytelling marketing in aviation.

**Keywords:** Storytelling Marketing, Brand Image, Brand Attitude.

### 1. Introduction

Increasing marketing competition has resulted in ways for airlines to attract new customers and build close relationships and relationships with existing customers, while storytelling marketing in various forms of marketing and communication activities that airlines practice to differentiate and maintain competitive advantage with their competitors(Dick & Busu, 1994). There are limitations to long-term corporate management and it has become increasingly difficult to keep up with the rich market and diverse customer characteristics of existing marketers. For ongoing management, it is more effective to increase brand value in the long run than to obtain direct profits. For effective management, storytelling techniques are used as a means of communication, and the intention is not to simply form a story to convey a message, but to persuade more strongly and actively the dreams and emotions in it (Lee et al, 2013)

Currently, there are active studies on brand image, attitude and willingness to buy, and various studies related to storytelling marketing. But despite the brisk marketing of storytelling in the aviation industry, there is still a lack of research on the relationship between storytelling, brand image and brand attitude. As storytelling marketing, which is gaining importance through marketing, has started to be promoted, advertised, and academic research using storytelling marketing in various fields.(Park, 2017)

The use of storytelling marketing is increasing as the value of brand awareness and brand image is increasing (Czepiel & Glimore, 1987). Image or attitude in the aviation industry is an important means of differentiation from other companies, formed from the views of states and past experiences of consumers, formed by more factors than any service company, and the importance of components varies depending on consumer needs.

According to the preceding study, positive images and attitudes about brands directly affect the willingness to buy and also the profits of companies. In the aviation industry, the nature of the concurrent and intangible air transport services makes it difficult for the customer to deliver air services before experiencing them on-site, and it takes a lot of time and money for the company to change its image or attitude.

Therefore, the purpose of this study is to develop the relationship between brand image and brand attitude based on experience that has been remembered or viewed more than two times by setting up more than two ads on storytelling marketing to enhance the reliability of research and questionnaire.

## **2. Theoretical background**

### **2.1. Storytelling Marketing**

Storytelling marketing isn't just about buying products, it's about "emotional marketing," about people who are more emotional by adding stories to their marketing activities.(Knapp & Hall, 2009)

A case in point is Coca Cola's use of Santa Claus in red clothes to boost winter sales (a poetic dictionary). Storytelling marketing is not just a piece of information, but is the most effective way to convey a subject in that it is easy to understand, remember, and elicits emotional immersion and empathy (Choi, 2014).

As one of the emotional marketing activities that elicited consumer-brand interaction by providing a personal story or meaning rather than stressing the functional characteristics of the product itself, such as content-based advertising and promotional activities, it was more likely to offer a rigid, direct, commercial advertising message(Burgoon et al, 1990). Thus, storytelling marketing has become a popular marketing tool to enhance the brand value of companies in the 21st century modern society, and research is already underway in various areas of emotional society(Kwang & Lee, 2009).

Holt & Thompson(2004) argued that the process of shaping a brand into a personified target is storytelling about the brand, and that consumers could discovering their identify through a brand reflection, and it could lead to an opportunity to use products and services through experience. As such, consumers have also presented themselves as 'Product Symbolism' in terms of purchasing and consuming products(Belk, 1988; Sirgy, 1985).

A research focused on Kim(2005)'s brand of luxury brand found that storytelling marketing not only affects purchasing but also setting new relationships by narrowing the gap between consumers and brands and increasing intimacy. Lee and Jang(2004) showed that the brand's experience and attachment to the brand's experience and attachment to the brand through storytelling has been reproduced and spread by storytelling, thus increasing brand loyalty and influencing purchasing behavior.

To increase brand value through building trust between brands and customers, effective persuasion of purchasing can be enhanced by delivering a story that consumers can accept and share. For these reasons, it is important for businesses to understand consumers' needs and form a story that can meet them. It is time for companies to build competitiveness in the coming creative industry era, not simply by selling goods, but by becoming a person who conveys a story that consumers can relate to and recognize images differentiated by the brand.

In this study, storytelling marketing based on prior research is defined as a brand, product, or other advantages of a company, a brand, and a product.

A prior study on storytelling has attempted a classification centered on story focusing on marketing strategy, web-based storytelling, and brand storytelling(Low & Lamb, 2000).

The first type is 'real-base storytelling', which is fact-based storytelling, and fact-based storytelling can be divided into two categories: 'experience storytelling' and 'embedded storytelling'.

Experience Storytelling is based on fact-based storytelling, but unlike episode storytelling, buyers who buy products that are not related to one company can experience products directly and talk about their experiences. In

other words, the actual purchaser will be able to talk about the performance and effectiveness of the product based on their own experience, and other buyers will listen and trust the experience more because it is similar to them.

Episode Storytelling refers to related stories such as companies, CEO, products, brands, and creators. The materials will be used to tell the story of the company's birth, the story of the product development, the meaning of the brand name, how the company manages, and the story of its founder or CEO. As storytelling is based on facts, episode storytelling tries to express the truth and sincerity of its life story. Therefore, episode storytelling can be more effective as it reflects reality as much as possible, eliciting a sense of goodwill and curiosity for products and brands and differentiating it from other competitors.

The second type, 'modified, processed storytelling', refers to a slight transformation of a story and is divided into three storytelling types. It can appear as parody storytelling, de facto storytelling and rumors storytelling.

Parody storytelling is a new way of drawing consumers' interest into movies, art, TV programs, advertisements, events, and characters that everyone has heard about or heard. Parody storytelling can raise the image of products and brands as well as promote the public's original works.

Derivative storytelling refers to derived storytelling. Its main point is to utilize a story to create a successful brand and to use that brand's story to create different products, and to continue to expand to other product categories without staying in one product category.

Rumor storytelling refers to reinterpreting a story, a story that is not real, or that is not true, but that is dispersed, and that is transformed and reinterpreted into another story. That is, it is to make stories that are not true so much fun and interesting that they encourage and interest consumers. Rumor Storytelling is a case of tobacco brand Malvo, which is a sad love story between a poor boy and a daughter of local maintenance. It is a story that was created after the front letter of an English sentence, and gained popularity through consumer gossip.

The last type of storytelling refers to how to create a new story and is divided into three storytelling. It can be represented by Dream Storytelling, Series storytelling, and Anniversary storytelling.

Dream Storytelling is a method that utilizes basic needs and reflects hope and dreams that consumers want to bring to their brand through stories. Dream storytelling is also called 'dream marketing.' Dream Storytelling marketing enables us to build a high-positive image by delivering messages to people with human hopes and dreams that we want to achieve. As an example, Adidas' ad "impossible, it's nothing" has created a positive brand image, portraying sports players running for their dreams together without giving up.

Series Storytelling is about creating a story and delivering a series of diverse stories through a consistent concept on a single subject. As an example, Vita Oback advertises in a series using the same lifelong workplace, universities, hospitals and military. Asiana Airlines also had a series of events that provided indirect experiences by introducing VR as its subject matter and receiving personal episodes of consumers related to the destination and conducting them instead. Consumers often trust the long-term brand they have been using for a long time. Therefore, storytelling of series with recurring themes gives confidence and confidence in brand consumption.

Anniversary Storytelling is a way to create stories that fit on a particular day, so that consumers can communicate and participate voluntarily. It used consumers' psychology to meet their desire to take advantage of the holiday. To succeed, the origin and meaning of anniversaries must be fully recognized by consumers, and the appropriate stories must be combined to serve as anniversaries storytelling. Some examples are White Day, Valentine's Day, and Pepero Day. A variety of anniversaries such as Samgyeopsal Day, which eats samgyeopsal, are being held.

If the brand has a variety of stories to tell, the storytelling method that tells the story based on facts may be more emotional, but most importantly, any type of storytelling marketing that will appeal to consumers.

## **2.2. Customer Attitude**

The American Marketing Association(AMA) has identified the brand as 'a comprehensive concept of service and goods that is designed to differentiate it from competitors' services and goods'. When image is the overall perception of a target, it means that the overall impression consumers have about a brand is a brand image(Locelock & Wirtz, 2004).

Sundaram and Webster(2000) divided the brand image into five. First, comprehensive definition. Second, symbolic definition. Third, a definition that emphasizes meaning or message. Fourth, a definition that emphasizes personalization. Fifth, it is a conscious or psychological definition. In other words, consumers regard a particular brand as an inherent one already has and a foreign one that exists in the world.

Brand images can be defined as "a recognition of a brand expressed by a brand model in consumers' memory" and "brand images have long been recognized as an important concept in marketing(Keller, 1993). Therefore, brand image refers to the overall view of the brand image that consumers have(Leathers, 1986). Dodds et al(1991) in his

study of brand images called 'all of the older things consumers associate with a particular brand, emotional and psychological quality.'

Zaltman and Gerald(2003) defined the brand image as 'all the emotions, imagination, and thoughts associated with the brand in the consumer's memory and Aaker(1996) was 'collectively organized in a period of time.'

Graeff(1996) defined the 'set of consumers' beliefs about the brand' and listed steps until consumers purchase and select the brand. In addition, in the brand awareness section, the brand image plays an important role as a link between the creation of a brand preference.

Keller(1993) described the relevant network memory model of brand knowledge and defined the brand image as 'a perception of a brand reflected through a comprehensive brand association in consumer memory'. It was also divided into three categories: attribute, benefit, and attitude.

The following <Table 1> summarizes definitions related to brand image from various perspectives.

As such, the concepts of brand image have been varied and studied according to the views of various scholars. Although the focus of various views depends on whether the focus is on the brand, on the subjective or mental aspect, on objectively or physical attributes, or on defining the brand image as a total perception, the main body recognizing the brand image is consumers.

**Table 1: Summary of Define of the Brand Image**

Researchers(s) & Year	Definition
Aaker (1996)	A collection of meaningful and organized associations
Kapfer (2000)	Integration of all signals received from the brand
Keller (1993)	Perception of the brand reflected by the comprehensive brand model in the consumer's memory
Graeff(1996)	Symbolic and external attributes of the brand
Assod(1998)	Overall perception of brand information and past experience
Kotler (2000)	A collection of consumer beliefs, ideas and impressions about the brand
Belk & Bohorquez (2012)	Consumer perception of the tangible and intangible linkages of the brand
Limayemetal(2000)	Overall character of the product as a whole as an idea that the consumer has by the product as well as its composition and shape
Denning(2005)	Recognition of brand associations in consumer memory

Brand images can be viewed as additional and essential. Additional factors refer to factors related to consumer perception, not as brand itself, such as unit price of a product, advertising or manufacturer's image, store division crisis, etc. An essential factor is the essence of a brand's possession of a certain product, such as its taste or aroma, size, appearance and color(Kim et al, 2009).

The brand image is also considered an intangible asset, and companies continue to strive to create positive images and promote awareness among consumers. If bad images start to be perceived by consumers, they get a negative view on a variety of areas such as sales, job announcements, and rumors. Therefore, companies have become more concerned about the importance of brand image and brand image management.

The direct and indirect experience of a brand's products or services delivered to consumers through marketing activities creates a brand image, which also improves the brand image of other products and, in turn, creates a knock-on effect for the company. Accordingly, companies should create positive brand images to drive consumers to buy the brand, thereby increasing consumers' desire to buy more by recognizing the excellence of technology and ease of use(Morwitz, 2003).

Engle and Miniard(1998) classified defined brand images into five categories until the 1980s: first, the combination of collective impressions, and the overall impression of definition, simple definition, second and symbolism.

According to a study by Faircloth et al(2001) as mentioned in the table above, it was viewed as a collection of organized associations, which were divided into brand attributes, symbolic personality, and attitude images, and associated with brand values and organizational characteristics. The brand image also demonstrated that the buyer's willingness to purchase and customer loyalty were directly affected by the brand image.

Holt and Thomson(2004) defined the concept of brand image as "a more holistic impression of a relative position of a brand at a lower level of sophistication than at a higher level of sophistication" and argued on the basis of general concepts of marketing, marketing, advertising and consumer domain of general concepts of concept of brand image definition. In addition, the brand image is being studied in the representative aviation industry of service companies, and the brand image is becoming important as a means to maintain customers and create new customers.

Frederick & Charles(1997) called it the airline brand image to have a positive, negative attitude toward the company as a general of consumers' impressions and concepts about the airline. A case in point is the positive assessment of A airline's image as 'safe' rather than by its outstanding situation judgment and crew members who have shown activity in the U.S. (Herald Economy).

Huang(2010) has developed a brand image for an airline brand image based on personal experience, or by oral or advertising, and since brand awareness is highly subjective, the choice of airlines of different experience and backgrounds of the individual.

Research on the impact of airline brand images on selective behavior shows that logos and reputations averaged higher than the importance of brand images, and as a result, brand images are being evaluated positively. In addition, the overall image and evaluation of the airline brand will affect consumers' decision-making(Low & Lamb, 2000). Kim et al(2009) analyzed the difference between the airline brand image and the customer's satisfaction after the actual boarding.

While the recognition that the product brings usually becomes a brand in the enterprise, the satisfaction it receives from the service provider, such as ground, in-flight and check-in, is recognized as a brand. In other words, the image of the airline brand is shaped by the actions of the overall, mutual, and organic elements. Therefore, to enhance the brand value of airlines, efforts are needed to identify the airline brand to consumers through various means of communication(Hong & Kim, 2012) and to create an effective brand image that will give consumers a favorable impression and increase their recognition.

Based on prior research, this study defined and analyzed the overall impression consumers have in mind about a particular brand or the combination of associations related to that brand. Huang(2010) defined what consumers feel and think as a brand image, and found that a brand's success requires a good story to create a good brand image.

Consumers recognize stories linked to the brand and code them into their memories. These stories make a difference, such as influencing other consumers, reevaluating consumers' new or previous experiences, or being adopted by marketing professionals. Consumers use a variety of information to develop their stories(Zaltman & Gerald, 2003).

In the introduction of Lee et al.(2012) in evaluating the usefulness of storytelling to long-term brand growth through brand sophistication, story recognition and story persistence.

With the iconic value of a brand, consumers are eager to identify themselves with the same brand image(No, 2008) and the higher the degree to which they identify the brand image, the more positive they feel about the brand. These experiences increase with continued interest in the brand, thereby maximizing the availability of the product(Rodoula, 2006). In other words, it has elements of emotional marketing that form active relationships and generate purchasing intent through the emotional experiences of consumers. The brand image can be said to be an impression that consumers perceive the brand through direct and indirect experience of the brand. This brand image is formed in the realm of sensibility as an image, i.e. an image that comes up in the mind. Thus, what companies need to do to build a brand image is emotional(Moscardo, 2007).

Today, it is important for a brand's success to inspire the imagination and sensibility of consumers to come up with a brand name and an image. It will be very powerful to keep brand information flowing into stories that stimulate human emotions, and since the brand penetrates deep into our lives with the powerful story, the brand has close relationships with consumers while stimulating emotions and imagination. Brand story is not just about explaining the company's origins and growth process to customers, but it is a collage of sensory clues that lead to a particular emotional experience(Rodoula, 2006).

### **2.3. Brand Attitude**

Ajzen and FishBein(2000) divided the brand attitude into five characteristics. First, brand attitude refers to the act of buying a particular brand, and secondly, it is based on the level of self-expression, experience acquired on its own without the knowledge of the third person, or lack of appeal. Finally, we shared that brand attitude means a constant attitude and consistent attitude to the brand. If you look at the five characteristics of a brand attitude, it is behavior that is closely related to the attitude of the brand, and it is created by the connection of information or consumers' direct experience to the environment, and it is important to speculate

Achenbaum(1992) conducted a study of attitudes toward advertising and brands related to the message of advertising, and of course, a preference to purchasing or using a product or service was made directly by consumers who liked the brand attitude.

Brand attitude refers to feelings related to a brand that are positive or negative or unfavourable and can be viewed as consumers' behavior to consistently evaluate a brand in a positive or unfavourable manner. This brand attitude influences future purchasing decisions and is an important factor in understanding and predicting consumers' purchasing behavior(Hong & Kim 2012).

Research on brand attitudes has already been conducted in a number of areas, including consumer behavior studies, and has been shown to be correlated with a variety of variables. Woo et al.(2009) looking at the relationship between brand identity and customer loyalty indicated that each variable significantly affects customer loyalty and may have a relationship between brand attitude and loyalty. In a study conducted by Huang(2010), the brand attitude may be influenced by the immersion and loyalty of the brand, and the research result that the attitude made through the brand blog affects the brand attitude. The consumer-led community voluntarily organized by consumers also showed a higher level of corporate-led community identity and reliability, which has a positive impact on brand attitudes(Morwitz, 2003).

In his work on measuring the brand awareness and preference of a tourist hotel, a favorable attitude was also defined as an expression of a strong willingness to purchase a particular brand that exists when it appears for a certain period of time in terms of similarity or immutability (Kim & Koo, 2009). Through research into the perceived quality and preference of Internet portal brands and the impact of visits by Shin and Ahn(2007), perceived quality also influenced preferences and visitation intentions, and revealed that preference has a high effect on visitation. This is in line with a number of preceding studies that preferences such as attitude levels affect visit intent, which is directly linked to visit intent. In other words, in order to improve the willingness to visit Internet portal brands, it was suggested that the perception of perceived quality first improves the brand preference and ultimately increases the willingness to visit and use portal sites(Shin & Ana, 2007).

In the case of air transport services, the nature of the intangible and concurrency of the service until the customer experiences it in the field is not only difficult to convey the nature of the service but also reduces the overall assessment of the brand(e. A positive brand attitude ensures a predictable experience from an airline, and a positive brand attitude enables the airline to drive customer purchases with confidence in quality(You & Song, 2010).

In a typical enterprise, the product is primarily a brand, but service companies in the aviation industry with intangible and concurrency are perceived as a brand by the airline itself or the service provider unlike the product. In order to improve the brand value of airlines perceived by the customer, efforts should be made to stamp the airline brand through various communication channels(Hong & Kim, 2012). For these reasons, airlines must come up with various marketing strategies to create a positive and likable brand attitude for their customers.

In a study of airline brand attitudes by Hong and Kim(2012), service companies such as the airline industry, unlike the primary companies in which products are branded, are brand-recognized by the customers themselves or by the customers. Therefore, to improve consumer awareness, the need to focus on airline brand values and brand attitudes, as well as brand recognition through various activities, promotions and communications.

In an airline study involving Land Attitude, the brand attitude of Park and Lee(2013) influences the customer's brand satisfaction, and the brand attitude of the airlines with higher expectations and needs compared to other airline brands. In addition, Park and Choi(2013), a research focused on low-cost airlines, revealed that the image of low-cost airlines significantly influences consumers' brand behavior.

Hong and Kim(2012) also had a significant impact on the brand attitude by systematically understanding the relationship between perceived customer value and customer satisfaction and brand attitude of airline customers. In the service industry, it is understood that the attitude of the service provider is paramount because the attitude of the service provider that the customer perceives as a key evidence to infer the brand attitude(Yoo, 2004).

Jang(2006)'s study on the relationship between various customer-satisfaction factors in the service industry and the impact of brand preference's intention to buy again suggested that brand preferences should be improved in order to increase corporate value. In marketing, an entity acts as an important link between variables and argued that it should develop and implement a variety of marketing strategies that increase preference by regularly measuring brand preferences by developing tools to measure brand preferences identified by research.

Prior to the brand crisis, Huh & Jung(2011) acknowledged that when a company is in a brand crisis, the company was responsible for changing the attitude of consumers when it was responsible. In other words, it is important to recognize a favorable brand attitude to consumers because brand attitudes that have an important impact on consumers' purchasing decisions also lead to oral effects.

In this study, based on prior research, the brand attitude was defined as the psychological and emotional tendency of consumers who want to evaluate the brand, and the brand preference was analyzed based on the brand attitude.

Son et al.(2009) found that storytelling advertising affects the formation of brand assets composed of brand image, awareness and loyalty, and also affects the willingness to purchase that specifically describes brand behavior.

Seo(2016) said that brand stories play a key role in creating brand attitudes, encouraging consumers to imagine by providing meaningful information they need and promoting emotional bonds with the brand. And we found that the image refinement and story involvement of the brand story also affected brand intimacy through the parameters of the flow experience.

### 3. Research Method

#### 3.1. Research model

This study was designed to investigate and explore the relationship between the brand image and brand attitude of airline storytelling marketing and the impact of brand image and brand attitude on purchasing intent. Thus, the research model was developed to verify the brand image, brand attitude, and the impact between brand image of the airline's storytelling marketing, brand attitude of the airline's storytelling marketing to those who have remembered or watched

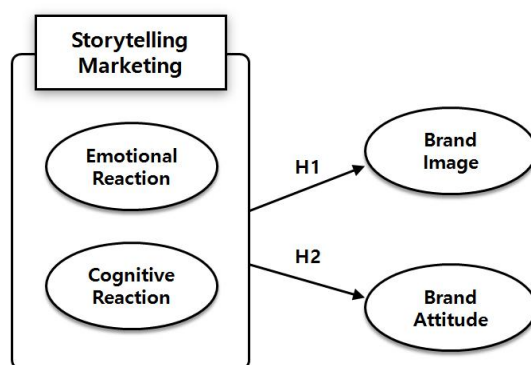


Figure 1: Research model

#### 3.2. Setting a hypothesis

As shown in Figure 3, this study hypotheses were established to identify the relationship between storytelling marketing, brand image and brand attitude.

Hypothesis1 was derived by dividing storytelling marketing into emotional and cognitive responses in a study based on prior studies to analyze whether it significantly affects the brand image of storytelling marketing.

**H1:** Storytelling marketing will have a significant impact on the brand image.

**H1-1:** Emotional responses will have a significant impact on the brand image.

Hypothesis2 was derived by dividing storytelling marketing into emotional and cognitive responses in a study based on prior studies to analyze whether it significantly affects the brand attitude of storytelling marketing.

**H2:** Storytelling marketing will have a significant impact on the brand attitude.

**H2-1:** Emotional responses will have a significant impact on the brand attitude.

**H2-2:** Cognitive reactions will have a significant impact on brand attitudes.

#### 3.3. Operational Definition of Variables

The operational definition of non-verbal communication quality for the empirical analysis of this study was based on studies by Aaker(1991), Assoal(1998), Kotler(2000), and Belk(2013).

① Storytelling Marketing

Airline Storytelling marketing refers to the marketing of airlines consisting of emotional stories, and to measure the effectiveness of such marketing, we used subcomponents to express fresh, original, impressive, interesting and emotional responses. Items related to storytelling marketing consisted of 10 measuring items applied to preceding studies such as Park (2005), Jeon(2007), Kim(2007) and Son(2009) and measured Likert 5 points.

② Brand Image

Based on prior study, the brand image represents the overall and comprehensive impression of a particular airline brand that is recognized by consumers, and it is also defined as the recognition of the brand that is emerging in the memory of the passengers. In the measurement question, 'The brand of the airline in the storytelling marketing ad is the first company to come to mind when it comes to airlines.'

To measure the brand image, four measurement items were measured using the Likert five-point scale, focusing on items that were applied to preceding studies such as Keller (1993), Kim(2007), and Chen & Tseng (2010).

③ Brand Attitude

Based on prior studies, the study considered brand attitudes to be the same as those of consumers who want to evaluate and judge the brand, and also recommended preferences for the airline brand attitudes that consumers perceive relative to other airlines. The question is, 'I'm attracted to the brand of airlines in the Stereling marketing ads.'

To measure the brand attitude, four items were constructed using the metrics of Mithchel & Olsen(1981), Park et al.(2008), Kim and Jeong-(2009).

## 4. Methodology

### 4.1. Data collection method

The composition variables of this study were based on existing prior studies and used validated measurement questions. However, the questions were adjusted or modified to meet the needs of this research. For storytelling marketing measurement, emotional and cognitive responses in consumer response were composed of 10 sub-indices, consisting of 4 questions to measure brand image, and 4 questions to measure brand attitude. In this study, a total of 23 questions were used to analyze the results of the questionnaire.

To define the purpose of this study, the population was targeted at Korean men and women who had received information related to domestic airlines, and to improve reliability of research and questionnaire, more than one sample of experienced people who had memorized or watched storytelling marketing. Experiences other than those above were excluded from the study, and a total of 500 copies were collected to determine 488 of the questionnaire with less reliable responses or errors as valid samples and used for the analysis. The survey was conducted from June 12, 2017 to September 12, 2017 using the collection of self-adoption data, which requires the survey to be completed face-to-face with online for about four months.

**Table 2:** Profile of respondents

Variable		Frequency	Percentage(%)
Gender	Male	212	43.4
	Female	276	56.6
Age Groups	under 29	332	68.0
	30~39	58	11.9
	40~49	71	14.5
	50 or older	27	5.5
Marriage	Single	378	77.5



Status	Married	110	22.5
Carrier Used	Korean Air	225	46.1
	Asiana Airline	82	16.8
	Low Cost Carrier	150	30.7
	Foreign Airline	23	4.7
Occupation	student	162	33.2
	private business	56	11.5
	Civil servant	67	13.7
	Office worker	60	12.3
	Housewife	47	9.6
	Profession	81	16.6
	Retirement / the others	15	3.1

#### 4.2. Factor analysis and reliability analysis

First, the results of exploring factors analysis and reliability verification for storytelling are shown in <Table 3>.

In this study, we performed the  $\chi^2$  test, which is the most representative of the model fit, based on the application of the absolute fitness index (Normal- $\chi^2$ , RMR, GFI, AGFI, RMSEA) and incremental integration (NFI, TLI, CFI), due to the size of the sample and the complexity of the model, the exact value is limited.

Normed- $\chi^2$  divides  $\chi^2$  by degrees of freedom (df), which is acceptable if the sample size is not more than 750 or more representative or model is very complex, but less than 3 and 2 is a good model (Woo, 2012). In addition, if the model is 0.9, the model can be determined as a suitable model for at least 0.9 or higher. In addition, RMR can be judged as good at less than 0.05 and RMSEA, which is least affected by the size of the sample, is good at less than 0.08, and normal at less than 0.1. Therefore, the model fit was evaluated based on the key fit indices in this study.

The results of a positive factor analysis of the constructions used in this study were shown in <Table 4>. The most commonly used goodness-of-fit indices are  $\chi^2=594.045$  (df=199, p=000) appears to be an unsuitable model. However, if the sample size is large, the difference between the two covariates may appear to be small and, even if not statistically significant, the sample size makes a difference. This is because as the sample size increases, it also becomes statistically significant in response to minor differences between the model and the reality (Lee, 1990). Thus, in this study, an alternatively presented value of Normed- $\chi^2$  was used to determine the fit of the model. Therefore, the model was judged appropriate based on the current model's  $\chi^2/df=2.985$ . In addition, the conformity of the measurement model was determined based on the conformity index of RMR, NFI, TLI, CFI and RMSEA, which is relatively free from the number of samples. Therefore, the conformity index of the measurement model other than the  $\chi^2$  value shows  $\chi^2/df=2.985$ , RMR=.030, GFI=.895, AGFI=.867, NFI=.927, TLI=.941, CFI=.949, RMSEA=.066. Although the GFI and AGFI values affected by the size of the sample with 0.66 were lower, the conformity index of the study was relatively free to be determined by the number of samples.

$$AVE = \frac{\sum_{i=1}^p \lambda_{\eta_i}^2}{\sum_{i=1}^p \lambda_{\eta_i}^2 + \sum_{i=1}^p Var(\epsilon_i)}$$

In this study, the correlation analysis between each potential variable is shown in <Table 3>. Through this process, the model was tested for multiple airworthiness and discriminated against.

**Table 3:** Exploratory factor analysis and reliability tests

Items		Components					
Factors	Scale Items	S.F	S.E	C.R. <sup>a</sup>	AVE <sup>b</sup>	CCR <sup>c</sup>	R (α) <sup>d</sup>
Emotional Reaction	Fresh	.759	-	-	.633	.896	.865
	Original	.812	.071	18.872			
	Impressive	.840	.062	19.661			
	Interesting	.772	.073	17.797			
	Individual	.794	.077				
Cognitive Reaction	Persuasive	.783	-	-	.643	.900	.864
	Touching	.784	.060	18.899			
	Reliable	.794	.067	19.308			
	Likable	.818	.050	20.084			
	Meaningful	.828	.055	20.388			
Brand Image	Reflection	.710	-	-	.590	.852	.765
	Separator	.763	.072	15.754			
	Familiarity	.787	.059	16.239			
	Distinct	.810	.071	16.680			
Brand Attitude	Good Feeling	.827	-	-	.678	.800	.847
	Familiarity	.823	.042	21.777			
	Preference	.828	.041	21.965			
	Recommendation	.815	.042	21.465			
$\chi^2=594.045(df=199, p=000)$ , $\chi^2/df=2.985$ , RMR=030, GFI=.895, AGFI=867 NFI=927, TLI=.941, CFI=949, RMSEA=.066 ***: p<.001, a. Critical Ratio, b. Average Variance Extracted c. Construction Composite Reliability, d. Cronbach's Alpha							

In this study, the correlation analysis between each potential variable is shown in <Table 4>. Through this process, the model was tested for multiple airworthiness and discriminated against. A method for assessing the discriminative equivalence of a measurement model is considered to be more rigorous than whether the variance extraction index value exceeds the square value ( $R^2$ ) of the inter-conceptual correlation coefficient, i.e. the square value( $R^2$ ) of the coefficient.

**Table 4:** Correlation Analysis Results

Factor	M.D	SD	Emotional Reaction	Cognitive Reaction	Brand Image	Brand Attitude
Emotional	3.57	.421	.503 <sup>a</sup>	.120 <sup>b</sup>	.093 <sup>b</sup>	.151 <sup>b</sup>
Cognitive	3.14	.354	.347	.603 <sup>a</sup>	.130 <sup>b</sup>	.212 <sup>b</sup>
Brand Image	2.88	.366	.305	.361	.555 <sup>a</sup>	.218 <sup>b</sup>
Brand Attitude	3.46	.375	.388	.460	.467	.537 <sup>a</sup>

Note: a: A: AVE value, b: Two-variable relationship square (R2).

The relationship between all the potential variables was less than the absolute value of 0.7 and no doubt of porosity was required; the AVE value of all potential variables was greater than the correlation squared value of the potential variables. Thus, it was deemed that the distinction between each concept of composition was established. In addition, the direction of the relationship between each of the constructions was determined to be a positive relationship that coincides with the direction of the hypothesis set in this study, thus establishing a legal justification. Therefore, it was deemed that the conceptual validity of the measurement tools in this study was sufficient.

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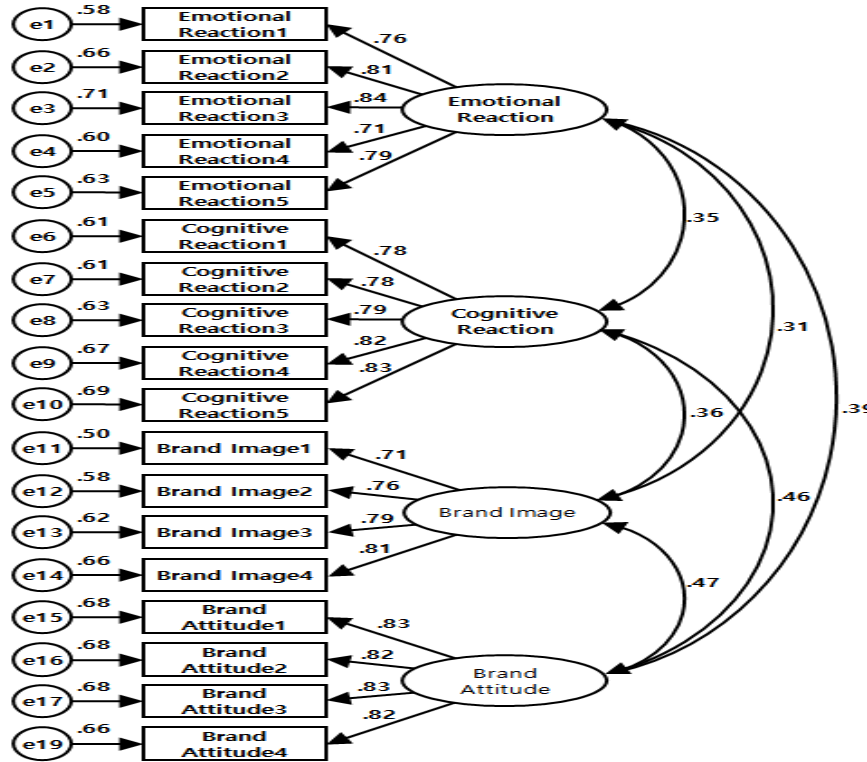


Figure 2: Research model

In this study, the proposed model was analyzed through structural equation model analysis and the study theory was verified by estimating the path factor. Structural equation models provide rationality in many ways, including clarifying the relationship between external and internal variables and explaining their theoretical justification and proposed relationships and various aspects related to model estimation.

The fit of the structural equation model set for hypothesis testing in this study is  $\chi^2=536.223(df=201, p=.000)$  indicates statistically significant within 5 percent of the significance level. This does not reject the null hypothesis that 'the input covariance matrix is the same as the estimated covariance matrix' and therefore uses the alternative theory that 'the input covariance matrix is suitable for estimation covariance'. However, as noted in the study's confirmatory factor analysis, the  $\chi^2$  value was more appropriate for the number of samples than for the determinative factor analysis, as the number of samples could increase together to reduce the suitability of the model.

Other fitted values for the structural equation model of this study other than  $\chi^2$  statistics are Normal- $\chi^2=2.68$ , RMR=.031, GFI=.894, AGFI=.867, NFI=.926, TLI=.940, CFI=.948, RMSEA=.067 showed that the Normed- $\chi^2$ , NFI, TLI, CFI and RMSEA indices were weighted to match the standard values. In addition, the model was judged appropriate in this study because GFI, AGFI, was found to be somewhat below the benchmark but not significantly lower than the reference value.

The results of hypothesis testing based on the final model derived from the goodness-of-fit assessment of the structural equation set out in this study were shown in <Table 5>.

Table 5: Structural Equation Model Analysis Results

H	Measuring Question	SD	S.E.	C.R. <sup>a</sup>	SMC <sup>b</sup>	Adoption
H1-1	Emotional Reaction→ Brand Image	.419	.051	8.496***	.584	Adoption
H1-2	Cognitive Reaction→ Brand Image	.640	.050	11.091***		Adoption
H2-1	Emotional Reaction→ Brand Attitude	.212	.049	.5.066***	.798	Adoption
H2-2	Cognitive Reaction→ Brand Attitude	.492	.59	8.595***		Adoption

Normal- $\chi^2=2.668$ ; RMR=.031, GFI=.894 AGFI=.867 NFI=.926, TLI=.940, CFI=.948 RMSEA=.067

\*\*\*: p<.001, a.C.R.(Critical Ratio), b.SMC(Squared Multiple Correlation)

According to the expatriate's description of each end-of-life variable, 58.4% of the variation was explained by two study variables, such as emotional and cognitive responses, which are subcomponents of storytelling marketing. For brand attitude, 79.8% of the variables were explained by three study variables: emotional response, cognitive response, and brand image, which are sub-components of storytelling marketing. As a result, the internal variables of this model can be judged to be well explained by external variables because they are generally descriptive.

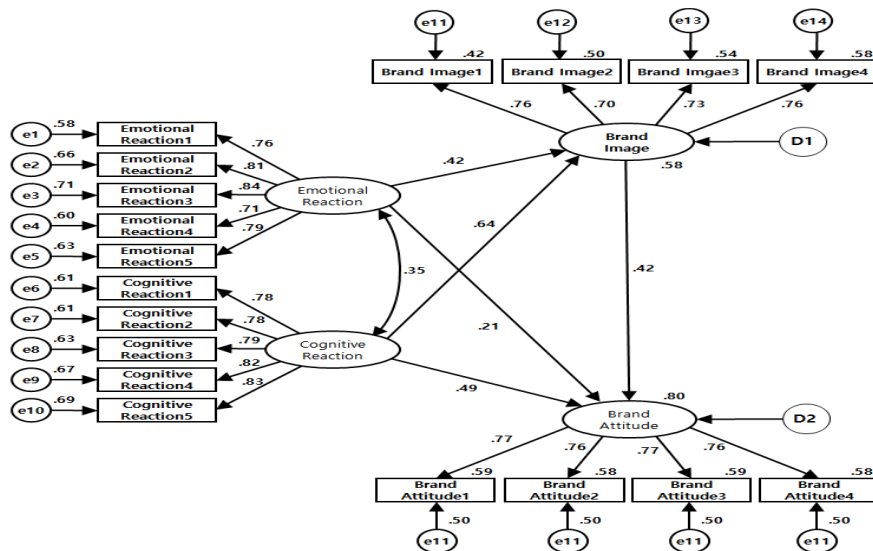


Figure 3: Result of Final Research model

Meanwhile, the results of the verification of the hypothesis of this study are as follows. In this study, two detailed theories were set up to verify that [H1], 'Storytelling marketing will have a significant impact on the brand image.' Among them, the emotional response of [H1-1] to the brand image was .419, and  $t=8.469$  ( $p<001$ ) showed a statistically significant effect at the 5% significance level. Therefore, [H1-1] 'The emotional response will have a significant impact on the brand image' was adopted. The cognitive response of [H1-2] also had a .640 effect on the brand image, and the effect of  $t=11.091$  ( $p<001$ ) was shown to have a statistically significant effect on the 5% significance level. Therefore, [H1-2] 'The cognitive response will have a significant impact on the brand image' was adopted.

In this study, two detailed theories were established to verify that [H2] 'Storytelling marketing will have a significant impact on brand attitudes.' Among them, the emotional response of [H2-1] was .212, and  $t=5.066$  ( $p<001$ ) was shown to have a statistically significant effect on the 5 per cent significance level. Therefore, [H2-1] 'The emotional response will have a significant impact on the brand attitude.' The effect of the cognitive response of [H2-2] on brand attitude was also shown to be .492 and as  $t=8.595$  ( $p<.001$ ) was shown to have a statistically significant effect on the 5% significance level. Therefore, [H2-2] 'The cognitive response will have a significant impact on the brand attitude. Based on the hypothesis test results, the results of this study are summarized in <Table 5>.

## **5. Conclusions**

### **5.1. General Discussion and Implications**

To explore the brand image of airline storytelling marketing and the impact of brand attitudes, this study presented a basis for effective marketing strategies that could capture the goodwill of rival markets in the aviation industry by combining the method of literature and empirical research.

The results of this study are summarized as follows:

First, two detailed theories were established in this study to verify that [H1] 'Storytelling marketing will have a significant impact on the brand image.' [H1-1] 'The emotional response will have a significant impact on the brand image (+)'. [H1-2] 'The cognitive response will also have a significant impact on the brand image.' This is the same as Song Go-un's hypothesis 1 and hypothesis 2, and through storytelling marketing, we can predict the growth potential of brand image and brand.

Second, in this study, two detailed theories were set up to verify that [H2] 'Storytelling marketing will have a significant impact on brand attitudes.' [H2-1] 'The emotional response will have a significant impact on the brand attitude.' [H2-2] 'The cognitive response will also have a significant impact on the brand attitude.'

The results of this empirical analysis indicated that the higher the emotional and cognitive responses, which are sub-components of storytelling marketing, the more closely the relationship between brand image and brand attitude. This means that the brand can be continuously remembered using marketing to make it easier for consumers to remember, and that emotional experiences and experiences can create a favorable attitude toward the brand. It consisted of questions of emotional responses to whether marketing is original, fresh, interesting, impressive, and individual while asking questions of whether there is persuasion, emotional, reliable, meaningful and likeness.

It needs an effective marketing strategy that can differentiate itself from other brands through emotional elements in today's competitive market, and a strategy that enables airlines to constantly develop and deliver stories that appeal to consumers and recognize brands by providing them with an emotional experience of brand.

In this study, we present to experienced people who have remembered or watched more than one commercial for the airline storytelling marketing to analyze the impact on the brand image and brand attitude of the airline to enhance the competitiveness of the airline in the future.

However, during the course of the study, we have the following limitations, and we want to complement these limitations to suggest ways for further study.

First, in this study, the storytelling marketing, brand image, brand attitude and purchase intent of foreign passengers using national airlines were poor, while limiting sampling to Koreans. Therefore, it is deemed that there is a limit to representative or generalizing the results of surveys on airline storytelling marketing. Therefore, further studies are supposed to produce more valuable research if the specimens are collected widely, including foreigners of various nationalities as well as Koreans.

Second, among the various types and classifications of storytelling marketing in this study, storytelling marketing based on the prior study of Easter Communications (2008) has limitations between the variables due to segmentation, since it has been studied as independent variables without a sub-factor. If the types of storytelling marketing have been added as sub-indices by sub-categories, it is judged that the effects of the resulting brand image, brand attitude, and purchase intent could change. Therefore, it is expected that further studies will draw deeper conclusions and more diverse findings if the type of storytelling marketing is subdivided into sub-variables and their impact relationship with each variable.

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