



# USE OF STORYTELLING TO BUILD EMOTIONAL CONNECTION BETWEEN COMPANY AND CUSTOMER

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## Abstract

This is a study about how companies use storytelling to build emotional connection with the customer. The need to comprehend the ability of storytelling as a weapon that marketers have at their disposal to significantly influence the devotion that consumers have about a particular brand justifies the study on storytelling.

A good storytelling will help the brand stand-out from all its competitors. With so many companies in the market a good storytelling helps the brand create a long lasting impression in the minds of customer. It is a very engaging way to inform customers about the company and their product. A good story is easier to remember as people are emotionally relating to the story.

## Introduction

Storytelling is a process of blending facts and story to reach target audience. Many businesses use fictional stories while there are many companies that use stories of actual occurrences to highlight key components of their core messages. It is a very effective way to create a bond with customers as stories are a thing that we as a human being love. We are wired to love and be responsive towards stories as we tend to search for meaning in everything. Companies craft their mission, vision and what they offer in the form of story to make it relatable to the customer. To implement it effectively the marketers need to understand what message they want to send their customers, and how to make the character relatable to customers. A good storytelling will help the company in getting brand loyalty.

A strong brand narrative will set it apart from the competition. With so many businesses competing for customers' attention, effective storytelling aids in leaving a lasting impression. It is a highly interesting technique to educate people about the business and its offering. People can relate to a good narrative on an emotional level, which makes it easier for them to recall. Storytelling helps the company in building brand identity and a personality with a similar tone of story. Having a similar story tone can help set a unique persona for the brand and it will be

easier for the customers to recognize the brand apart from all the other competitor brands. A corporation can use the potent instrument of storytelling to create a distinctive brand identity and character. A corporation can distinguish itself from its rivals and develop a distinctive persona that clients can easily recognize by developing a consistent story tone. This can be crucial in markets when numerous businesses are vying for customers' attention. A business can foster confidence, faith, and trust by telling tales that speak to the values, beliefs, and goals of its customers. In the long run, this may result in more client retention, increased revenue, and improved market standing.

A company's goal, vision, and values can also be communicated through the use of narrative. A business can show its dedication to the people it serves and the larger community by incorporating these components into its brand story. This can contribute to creating a sense of meaning and purpose for the company, which can be crucial for younger, socially concerned customers.

The story tells about the values that drives the company to the customer. If the story of the brand is good enough and interesting, they can be shared by the people and can potentially be viral which if happens can get a lot more attention to the company and will drive a lot of new customers to try the product.

With the rise of internet and Social Media, the companies have got multiple platforms to share their story with the audience and will lead to massive exposure to the company with a very low budget. Social media engagement is constantly increasing and can be a very good way to share the story with the audience. As social beings we naturally want to know others' stories therefore storytelling will attract the attention of the customer more than normal advertisement. Storytelling is a very powerful tool when it comes to connecting emotionally with customers while creating a strong identity for the company.

To create a strong story, the companies have to understand the targeted customers, their beliefs and culture since we create connections on the basis of the common experiences that we share with the other person. So the companies have to create a story that resonates with the culture and beliefs of the targeted customers to create that connection which is needed.

### **Customer - Company relation**

In today's brutally competitive market, harnessing emotion to attract, engage, and convince consumers to use the products or services you provide has shown to be a very effective approach. Businesses can establish an immediate bond with their audience by appealing to their emotions because they have a strong influence on human behaviour and decision-making.

You may improve your audience's trust and brand loyalty by building a relationship with them through emotional involvement. This can result in a large increase in client lifetime value because customers are more likely to keep using and recommending your goods and services. Customers are inclined to be brand loyal when you have a good relationship with them. Loyal consumers are more inclined to continue making repeat purchases and refer people to your company, which can result in higher sales and business expansion.

You can decrease customer churn rates by making an investment in creating a lasting relationship with your customers. Customers are far less inclined to switch to a rival when they feel appreciated and valued, which can increase your client retention rates. Strong customer

relationships can also contribute to a rise in a customer's lifetime value. You can convince them to make additional purchases and perhaps possibly upgrade to more premium goods or services by building a relationship with them over time.

Strong client relationships foster an environment of trust and respect between businesses and customers. Customers are more willing to communicate their opinions, suggestions, and firsthand accounts of the goods or service to the company. They feel free to share their thoughts, offer criticism, and voice any worries they may have. It's essential for a company to maintain open channels of communication with its customers in order to comprehend their demands, preferences, and problem concerns. Corporations can address any problems or difficulties that customers might have faced and seek to improve their goods or services with honest and helpful feedback.

Strong customer relationships can significantly enhance a customer's overall business experience. Customers are inclined to feel valued and happy with the goods or services offered by a company when they believe the company values their wants and preferences. Giving customers individualized care and support fosters a connection between a firm and its clients that results in long-term relationships.

The emotional connection with the customer also heavily helps in decreasing the cost and improve the financial condition of the company as there will less cost required for the marketing and promotion once the bond is established.

### **Different types of storytelling companies can use**

1. **Brand Storytelling** - Using storytelling, businesses may develop a brand narrative that is consistent with their values, purpose, and vision. By doing so, they may develop a strong brand identity, set themselves apart from rival businesses, and win over repeat customers.
2. **Employee stories**: Businesses can use employee stories to highlight their corporate culture and values. This enables the customers to have a peak behind the corporate veil and see the humans behind it working to provide the services. It humanizes the company in the mind of customers and makes it easier for them to form an emotional bond. One of the prime examples for this is "Humans of Zomato" where Zomato shares the story of its delivery boys.
3. **Customer stories**: Businesses can use customer stories to highlight the benefits of their goods and services. This may persuade potential clients to buy from you by fostering a sense of credibility and trust. The most popular Indian instant noodle brand Maggi used to share the stories of the customers behind the packet.
4. **Stories about products or services**: Businesses can use storytelling to highlight the characteristics and advantages of their goods or services. Customers may be better informed, more aware of the goods, and more likely to buy.
5. **Company history tales**: Businesses may tell their history to highlight their development, expansion, and influence. This can foster a sense of legacy as well as authenticity and strengthen relationships with clients.
6. **Industry trends and insights**: Businesses can utilize storytelling to offer their viewpoint on market trends, innovations, and difficulties. This can enhance their brand's visibility, present themselves as thought leaders, and draw in new clients.

## Relatable Characters

Effective storytelling in marketing relies heavily on relatable people. Relatable characters can be quite important when it comes to engaging clients on an emotional level by enabling them to identify with the main characters and develop a stronger bond with the business.

Customers that can relate to the characters are relatable characters. The audience must be able to identify with them in some way, whether they are imaginary or real. Businesses may make their narratives more captivating and memorable by developing characters that their target audience can identify with.

## Shift in consumer behaviour

There has been a change in customer behaviour, including their preferences for specific brands and shopping visits. The customers in the present scenario feel the need to get validation from others and thus they focus more on the emotional fulfillment more than finding high-quality goods at reasonable prices. Numerous reasons, such as the growing importance of online communities and the development of the experience economy, have contributed to this transition. Instead of just offering a product at a low price, consumers are now becoming more interested in brands and shopping experiences that provide them with an emotional connection.

Thus, businesses and marketers must consider the considerable effects of the shift in consumer behaviour towards the pursuit of emotional benefits from their consumer experiences. Long-term success is expected to be better for brands that can capitalize on this trend and establish deep connections with their consumers.

## Examples of successful storytelling

1. "Daag Ache Hain" Campaign by Surf Excel: In India, the "Daag Ache Hain" ad from Surf Excel has become a symbol of marketing storytelling. The emotional ads for the campaign, which initially began in 2007, depicted women using Surf Excel to clean up dirty stains after their kids got into trouble. The commercials successfully emphasized the brand's "dirt is good" positioning while also evoking strong feelings in viewers. The advertising campaign was a great hit and enabled Surf Excel to become one of the most well-liked companies in India.
2. Campaign by Lifebuoy, "Help a Child Reach 5": The "Help a Child Reach 5" campaign by Lifebuoy employed storytelling to advance proper hygiene habits and enhance public health. A video advertisement for the campaign depicted a mother in a remote part of India losing her child to diarrhoea, a treatable disease. The advertisement encouraged the usage of Lifebuoy soap and asked audiences to take action to stop the spread of disease. The advertisement received countless views and had a significant impact on India's public health.
3. "Thanda Matlab Coca-Cola" campaign: which debuted in 2002, is another well-known illustration of advertising in India that uses narrative. Through the use of memorable jingles and relatable scenarios, the campaign featured a series of advertisements that highlighted Coca-Cola's refreshing properties. The advertisements helped Coca-Cola establish itself as a dominant soft drink brand in India and became a part of popular culture there.
4. "Khud Se Naya Rishta" Campaign by Titan: In order to encourage self-love and empowerment, Titan's "Khud Se Naya Rishta" ad, which debuted in 2019, uses storytelling. The campaign included a number of advertisements that told the tales of women who had

overcame their own obstacles and discovered a new sense of self-worth. The advertisements received plaudits for their upbeat tone and for bucking the trends in jewellery advertising.

## Conclusion

It can be difficult for businesses to stand out from the competition and connect with the audience in today's fast-paced and intensely competitive business environment. Businesses need to figure out how to establish an emotional connection with their target market if they want to succeed. Using stories to accomplish this is an effective strategy.

Since the dawn of time, stories have played a key role in human communication. They are an organic and efficient approach to interact with people while also effectively and powerfully delivering information. When it comes to promoting a brand, fostering customer connection, and ultimately boosting sales, storytelling can be a very important tool.

Understanding your target audience's requirements and desires is the first step in effective storytelling. You may create narratives that connect with your audience more deeply by getting a better knowledge of what matters most to them. This may facilitate the development of an emotional bond between your brand and your target market.

Authenticity is one of the most crucial components of good storytelling. A phoney or dishonest story can be instantly identified by customers, which can damage your brand's reputation. Businesses need to concentrate on the distinctive qualities of their brand and utilise storytelling to emphasize those characteristics in order to develop credible stories. This can foster loyalty among customers by allowing them to relate to the company more personally.

The utilization of relatable characters is a key component of good narrative. Businesses can forge a stronger emotional bond with their audience by developing characters that audience can relate to. Customers are more likely to interact with the business if they can view themselves as being a part of the narrative.

Using storytelling to connect with customers on an emotional level can also help brands stand out in an increasingly competitive market. Businesses can stand out from their rivals by developing distinctive and memorable stories. Customers may be more likely to prefer the brand over competing products if they can recall it.

Overall, using storytelling to engage emotionally with clients is a great strategy for organizations. Businesses may connect with their target market on a deeper level and eventually increase sales by creating real, relatable stories that emphasize the distinctive features of their brand. Storytelling may be a highly efficient way to stand out from the competition and leave a lasting impression in the noisy digital world.

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