

The Power of Storytelling in Product Placement of TikTok's Short-Form Content: A qualitative study

Kim Anh Dao

Tomas Bata University in Zlin, Czech Republic, Faculty of Management and Economic, Department of Management and Marketing

kim@utb.cz

Abstract: This research explores the role of storytelling in product placement within short videos on social media, with a focus on the success of TikTok. With the rapid growth of social media marketing, TikTok has become a prime platform for brands to seamlessly integrate their products into engaging, story-driven content. The study uses a two-phase qualitative methodology; phase 1 consists of in-depth interviews with TikTok users and influencers, while stage 2 includes focus groups. The thematic analysis highlights how storytelling enhances the effectiveness of product placement on TikTok by shaping users' perceptions, influencing their behaviors, and positively impacting overall brand perception. The findings reveal three major themes: storytelling enhances the effectiveness of product placements on TikTok by fostering entertainment, engagement, and perceived usefulness. When products seamlessly integrate into relatable storylines, users perceive them as more genuine, memorable, and practical. Storytelling on TikTok enhances product placements by making them feel more authentic, increasing brand trust, engagement, and purchase intent. This makes it a beneficial strategy for brands in the changing world of social media marketing. This study applies the Narrative Transportation Theory to short videos on TikTok, demonstrating that even short stories can maintain viewer interest and enhance the effectiveness of product placements. This study offers marketers and content creators TikTok product placement strategies using narrative. By integrating storytelling into short video content, brands can enhance viewer engagement, brand memory, trust, brand recall, and buy intentions.

Key words: TikTok, Social Media, Product Placement, Storytelling, Narrative Transportation Theory, Short Videos

1. Introduction

"The rise of new media creators and advertisers emphasizes the value of "emotional capital," leading storytellers to frame their narratives in ways that invite active consumer participation and engagement." (Jenkins, 2006).

Social media has enabled consumers to share their own brand experiences and engage with brands in a more interactive manner, transforming them from passive listeners to active storytellers (Singh & Sonnenburg, 2012). This transformation has occurred because of the rise of social media. In recent years, both consumers and brands have increasingly preferred to engage with one another via social media (Bailey et al., 2021; M. Kim et al., 2021). Storytelling can significantly influence individuals, particularly when they resonate with corporate values, evoke emotions, demonstrate empathy, and facilitate audience identification (Sousa, 2021).

TikTok has emerged as a crucial platform for storytelling and brand communication in the digital media era, using its short-form video format to enhance dynamic and personalized audience engagement (Amit, 2019). This format allows brands to effortlessly incorporate product placements into narrative content that appeals to users (Mussa, 2023). The efficacy of product placement storytelling on TikTok primarily hinges on the degree to which these integrations conform to the platform's unique narrative style and the audience's content anticipations. Storytelling marketing plays a crucial role in helping airlines differentiate and maintain a competitive advantage (Kim et al., 2018).

Product placements have expanded across modern technological platforms, including video games on gaming consoles, online games, and mobile applications, as well as traditional media formats such as radio, television, and films (Eagle & Dahl, 2015). The incorporation of storytelling within product placements has garnered increased attention for its ability to create seamless, narrative-driven content that enhances persuasiveness through natural and organic integration. This study fills a significant research gap by examining the function of storytelling in product placements on TikTok, a short-form video platform largely overlooked in previous research that primarily focused on long-form narratives and traditional media. This study investigates how product placement in short, narrative-driven video content improves user engagement and brand perception using Narrative Transportation Theory. This study enhances the existing literature by explaining the application of storytelling in creating seamless and engaging product placements that resonate with TikTok users while providing actionable strategies to improve recall, build trust, and drive purchases.

2. Literature Review

2.1 Narrative Transportation Theory

Narrative Transportation Theory, introduced by Green and Brock (2000), provides a robust framework for understanding how narratives enhance audience engagement and enjoyment, particularly in media and advertising contexts (Nabi & Krömer, 2004). Empirical evidence underscores the significance of narrative transportation across various domains, particularly in marketing. For example, Huang et al. (2018) found that narrative transportation mediates the effects of comprehension fluency and transportability on persuasive outcomes, indicating that individuals who are more susceptible to narrative immersion are more likely to be influenced by the story's message. The narrative transportation theory posits that when consumers are completely engrossed in a story, they are more inclined to embrace the integrated marketing messages. This theory explains how a narrative can reduce skepticism toward advertising and foster a positive atmosphere for brand messaging, making it especially pertinent to the context of product placement within storytelling. Customers are less likely to critically assess the existence of branded products when they are drawn into a story and their attention is diverted to the plot and characters (Ching et al., 2013). According to Yang and Kang (2021), narratives that effectively transport viewers can significantly improve brand perception and emotional connection, illustrating the persuasive potential of storytelling in shaping consumer behavior. Jaud's research (2023) suggests that storytelling, when aligned with a product's characteristics, can enhance both taste perception and the overall sensory experience, influencing purchasing decisions.

2.2 Story Telling in Product Placement

Product placements in media content are increasingly favored as an advertising strategy, driven by challenges such as ad clutter, rising television commercial costs, ad-skipping technologies, and growing consumer skepticism toward traditional advertisements (Davtyan & Cunningham, 2017). In marketing, consumer storytelling plays a important role in expressing emotions and sharing personal insights, including perceptions, attitudes, preferences, and behaviors. Narratives in product placements improve audience enjoyment and cultivate more positive attitudes toward the embedded brands when they increase perceptions of realism (Gillespie & Joireman, 2016).

Storytelling in advertising offers distinct advantages, often proving more persuasive than non-narrative approaches (Kim, Ratneshwar, & Thorson, 2017). As Denning (2001) highlights, storytelling is an engaging and natural method for conveying ideas, helping audiences comprehend complex concepts and shaping or altering their perceptions. Stories successfully arouse feelings, offer fresh viewpoints, and establish a strong bond between the audience and the information. Product placement, sometimes referred to as "advertising without signal," makes use of these narrative strategies by subtly integrating products into the narrative (DeLorme and Reid, 1999). These placements can be explicit, acting as essential plot points, or implicit, quietly existing in the background. Research by Russell (2002) indicates that explicit placements tied to pivotal story moments significantly enhance brand recall, underscoring the power of storytelling in modern advertising strategies.

3. Methodology

This study employed a two-phase qualitative approach to examine how storytelling enhances product placement effectiveness on TikTok. The first phase consisted of expert interviews, while the second phase involved focus group discussions with TikTok users.

3.1 Phase 1: Expert Interviews

To gain insights into storytelling strategies in digital marketing, six experts were interviewed, including a head of marketing, a marketing professor, a social media strategist, and three TikTok influencers. These interviews, conducted via Zoom and lasting 30 to 45 minutes, followed a semi-structured format to allow flexibility. Topics included the role of storytelling in product placements, best practices for integrating brands into narratives, and the differences between short-form storytelling and traditional advertising.

Insights from these expert interviews directly informed the structure and focus of the subsequent focus group discussions. Experts emphasized relatable humor, emotional engagement, and seamless product integration as critical success factors in TikTok storytelling. Based on their input, focus group participants were later shown both humorous and serious product placements to compare their effectiveness.

Example Expert Quotes:

“Audiences don’t want to be sold to, they want to be entertained. The key is making product placement feel like part of the story, not an interruption.” (Social Media Strategist, Expert Interview)

“Humor lowers resistance to advertising. When people laugh, they drop their guard and absorb the message naturally.” (TikTok Influencer, Expert Interview)

3.2 Phase 2: Focus Groups

The second phase involved five focus groups, each consisting of five participants, totaling 25 TikTok users aged 18 to 32. Participants were selected based on their frequent TikTok usage (at least two hours per day) to ensure familiarity with influencer-driven product placements. To diversify perspectives, focus groups included users who engage with a variety of TikTok content categories, particularly in technology and education.

To explore emotional engagement and product perception, structured and open-ended questions were used:

“How do you feel when you see a product placement in a TikTok video?”

“What makes a TikTok product placement engaging?”

“Can you recall a product from a TikTok video you recently watched? What made it memorable?”

“Did the storytelling in the video influence your perception of the product?”

These questions helped identify emotional triggers, entertainment value, and perceived usefulness of storytelling-based product placements. The focus group discussions were guided by the themes emerging from the expert interviews, ensuring continuity between the two research phases.

3.3 Data Analysis

A thematic analysis was conducted following Braun and Clarke’s (2006) framework. Transcripts were reviewed, coded, and categorized into three key themes: entertainment, emotional engagement, and perceived usefulness. Findings from expert interviews and focus groups were compared to ensure consistency and strengthen validity. Participant quotes were included to illustrate responses, with clear labeling (e.g., P2 = Participant 2). This structured methodology allowed for a comprehensive understanding of how storytelling enhances TikTok product placements.

4. Result and Discussion

The study followed a two-phase structure, allowing insights from expert interviews in the first phase to shape the focus group discussions in the second phase. The expert interviews highlighted essential aspects of effective storytelling in product placements, which were further examined with TikTok users. Key themes such as entertainment, emotional engagement, and perceived usefulness emerged from these discussions and directly influenced the design of the focus group questions. Additionally, experts emphasized the effectiveness of humor and relatability in engaging audiences, leading to a deeper exploration of these elements in participant discussions.

4.1 Entertainment

The alignment between a product and a compelling narrative significantly enhances the entertainment value of product placements, making them more engaging and memorable for viewers. Storytelling fosters deeper emotional and cognitive connections, increasing the persuasiveness of the embedded marketing message. Prior research highlights that comedic narratives are particularly effective in product placement, as they create a lighthearted and enjoyable viewing experience (Chan et al., 2015). In contrast, highly emotional or dramatic narratives may divert attention from the product due to heightened emotional involvement (Garczarek-Bak, 2024).

Insights from expert interviews in Phase 1 emphasized the importance of tailoring storytelling techniques to TikTok’s unique content style, where humor and relatability play a central role in user engagement. One influencer noted that “successful product placements on TikTok rely on making the product part of the story rather than forcing it into the frame.” This insight guided the focus group discussions in Phase 2, where

participants were shown TikTok videos with different storytelling styles and asked about their entertainment value.

In Phase 2, participants consistently highlighted the role of humor, creativity, and relatability in making product placements enjoyable. For example, P2 explained, "It was engaging and enjoyable to watch, not just an ad." P3 expanded on this, saying, "It felt less like an advertisement and more like something worth watching because the content itself was entertaining." These responses indicate that users are more receptive to product placements when they are seamlessly integrated into narratives that entertain rather than explicitly advertise.

Additionally, thematic analysis revealed that short-form storytelling is particularly effective in engaging modern audiences, who prefer fast-paced and easily digestible content (Li, 2023). When product placements are embedded in engaging, relatable, and humorous stories, they enhance consumer recall, purchase intent, and brand trust (Laban et al., 2020; Gistri & Corciolani, 2020).

4.2 Emotional Engagement

Emotional engagement plays a critical role in storytelling-driven product placement by fostering deeper connections between consumers and brands. According to Narrative Transportation Theory, when viewers are emotionally absorbed in a story, they become less critical of embedded advertising and are more likely to develop positive brand associations (Yang & Kang, 2021). Prior studies confirm that emotionally engaging narratives create a stronger bond between consumers and products, enhancing recall and purchase intentions (Pera & Viglia, 2016; Grisaffe & Nguyen, 2011).

Findings from Phase 1 expert interviews highlighted that emotional resonance is a key driver of effective product placement. A social media strategist noted that "audiences connect more with brands when the story evokes emotion, whether it's nostalgia, excitement, or humor." These insights informed the Phase 2 focus groups, where participants evaluated how emotional elements in TikTok videos influenced their perception of the promoted products.

During focus group discussions, participants consistently expressed that emotionally compelling stories made product placements feel more authentic and memorable. P7 stated, "It felt natural, not like a typical advertisement, and that's what made it memorable." Similarly, P15 shared, "The product is unforgettable because of the emotional connection I felt after watching the short video." P20 reinforced this sentiment, saying, "I can easily recognize the product showcased in the short video."

Thematic analysis of participant responses revealed that emotional storytelling reduces resistance to promotional content by making it feel less intrusive. This aligns with previous research showing that emotional attachment to a narrative increases consumer engagement and recall (Tabassum et al., 2020; Vrontis et al., 2021). Furthermore, TikTok's short-form video format enhances this effect by delivering concise yet emotionally compelling stories that resonate with viewers (Barta et al., 2022).

4.3 Perceived Usefulness

Beyond entertainment and emotional engagement, storytelling enhances the perceived usefulness of product placements by demonstrating the product's real-world applications. Unlike traditional advertisements that rely on direct messaging, storytelling allows brands to illustrate how their products fit naturally into consumers' lives, increasing their appeal and relevance (Kamleitner & Jyote, 2013).

Insights from Phase 1 expert interviews highlighted that audiences are more likely to engage with product placements when they see practical benefits demonstrated in an authentic way. One marketing expert explained, "Product placements are most effective when they provide value whether through educational content, tutorials, or real-life applications." This perspective shaped the Phase 2 focus group discussions, where participants were asked to assess how well product placements conveyed practical benefits.

Participants frequently mentioned that they were more inclined to consider purchasing a product when they could see its usefulness demonstrated in relatable scenarios. P5 remarked, "I feel more comfortable purchasing a product when I see how it functions in actual situations." Similarly, P18 noted, "I feel I have all the information I need while watching the short TikTok video." P3 reinforced this by stating, "It felt less like an advertisement," suggesting that the narrative-driven approach enhanced trust and engagement.

Thematic analysis confirmed that when storytelling effectively showcases a product's functionality, it increases consumer confidence and purchase intent. Prior research supports this finding, indicating that mixed

placements, incorporating both visual and verbal references, enhance consumer recall and perceived value (Hofman, 2020; Cheon et al., 2016). By seamlessly integrating product benefits into engaging stories, TikTok creators can enhance brand perception while maintaining authenticity.

5. Theoretical Contributions and Practical Contributions

This study extends Narrative Transportation Theory to TikTok's short-form video environment. Most Narrative Transportation Theory applications have focused on long-form media like films and books, but this research shows that even short, story-driven content can engage viewers emotionally and reduce promotional resistance. Even in fast-paced, transient digital platforms, short-form storytelling can create meaningful cognitive and emotional connections with audiences. Storytelling provides businesses with a competitive advantage in quickly changing internet sites by facilitating their connection with customers, especially through product placement in short videos. This study can help marketers and content creators maximize TikTok product placements. Products should be integrated into authentic, narrative-driven content that emotionally connects with audiences, according to the findings. By prioritizing seamless and relatable storytelling over overt advertising, brands can boost viewer trust, engagement, and recall, influencing purchase intentions. The research also highlights the strategic value of working with TikTok influencers who naturally integrate products into engaging stories.

6. Conclusion and Suggestions

This study shows that storytelling improves TikTok product placements by leveraging entertainment, emotional engagement, and perceived usefulness. Entertainment stories evoke positive emotions and boost brand recall. Emotional resonance deepens user engagement, supporting Narrative Transportation Theory by reducing resistance to promotional content and boosting brand perception. Showing a product's practical use in relatable stories boosts its perceived value, helping viewers visualize its benefits and increase purchase consideration. Brands seeking to reach modern, ad-resistant audiences can benefit from TikTok's short-form storytelling. By combining authentic, emotionally engaging, and relatable stories, brands can seamlessly integrate their products into content that resonates with viewers and leaves a lasting impression. These findings demonstrate the power of storytelling in digital marketing on fast-paced, visually driven platforms like TikTok.

Acknowledgement

The authors would like to thank doc. Ing. Michal Pilík, Ph.D. for his guidance.

Funding

This work is supported by the Internal Grant Agency of FaME, Tomas Bata University in Zlínno.IGA/FaME/2025/008

I would like to express my sincere gratitude to my co-authors for their invaluable contributions to this research. Their insights, support, and collaboration have greatly enhanced the quality of this work. I extend my appreciation to: Dr. Rita Glozer, University of Pecs, Faculty of Humanities and Social Sciences, Department of Communication and Media, for her expertise in qualitative research methodology

References

- Amit, K. (2019, August). *The Influence of Social Media on Modern Storytelling*. International Journal of Multidisciplinary Research in Science, Engineering and Technology. https://www.ijmrset.com/upload/2019/august/9_The_new.pdf
- Bailey, A. A., Bonifield, C. M., & Elhai, J. D. (2021). Modeling consumer engagement on social networking sites: Roles of Attitudinal and motivational factors. *Journal of Retailing and Consumer Services*, 59, 102348. <https://doi.org/10.1016/j.jretconser.2020.102348>
- Bednarek, M., & Syron, L.-M. (2022). Functions of dialogue in (television) drama: A case study of indigenous-authored television narratives. *Language and Literature: International Journal of Stylistics*, 32(1), 3–27. <https://doi.org/10.1177/09639470221096601>
- Barta, S., Belanche Gracia, D., Fernández, A., & Flavián, M. (2022). Influencer marketing on Tiktok: The roles of humor and followers' hedonic experience. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4053155>
- Chan, F. F., Lowe, B., & Petrovici, D. (2015). Young adults' perceptions of product placement in films: An exploratory comparison between the United Kingdom and Hong Kong. *Journal of Marketing Communications*, 23(3), 311–328. <https://doi.org/10.1080/13527266.2015.1061036>

- Ching, R. K. H., Tong, P., Chen, J., & Chen, H. (2013). Narrative online advertising: Identification and its effects on attitude toward a product. *Internet Research*, 23(4), 414–438. <https://doi.org/10.1108/intr-04-2012-0077>
- Calder, B. J. (1977). Focus groups and the nature of qualitative marketing research. *Journal of Marketing Research*, 14(3), 353. <https://doi.org/10.2307/3150774>
- Cheon, M., Ahn, Y., Mo, J. H., & Park, J.-S. (2016). Product-story congruence and actor attractiveness in product placements in television drama. *Fashion Business*, 20(3), 104–118. <https://doi.org/10.12940/jfb.2016.20.3.104>
- Denise Threlfall, K. (1999). Using focus groups as a consumer research tool. *Journal of Marketing Practice: Applied Marketing Science*, 5(4), 102–105. <https://doi.org/10.1108/eum000000004560>
- Denning, S. (2001), *The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations*, Butterworth-Heinemann, Boston, Oxford.
- Dessart, L., & Pitardi, V. (2019). How stories generate consumer engagement: An exploratory study. *Journal of Business Research*, 104, 183–195. <https://doi.org/10.1016/j.jbusres.2019.06.045>
- Davtyan, D., & Cunningham, I. (2017). An investigation of brand placement effects on brand attitudes and purchase intentions: Brand placements versus TV commercials. *Journal of Business Research*, 70, 160–167. <https://doi.org/10.1016/j.jbusres.2016.08.023>
- Delorme, D. E., & Reid, L. N. (1999). Moviegoers' experiences and interpretations of brands in films revisited. *Journal of Advertising*, 28(2), 71–95. <https://doi.org/10.1080/00913367.1999.10673584>
- Green, M. C. (2004). Understanding media enjoyment: The role of transportation into narrative worlds. *Communication Theory*, 14(4), 311–327. <https://doi.org/10.1093/ct/14.4.311>
- Gillespie, B., & Joireman, J. (2016). The role of consumer narrative enjoyment and persuasion awareness in product placement advertising. *American Behavioral Scientist*, 60(12), 1510–1528. <https://doi.org/10.1177/0002764216660136>
- Gistri, G., & Corciolani, M. (2020). Towards a better understanding of practitioners' ideas about product placement: An empirical analysis in the Italian context. *Italian Journal of Marketing*, 2020(4), 261–288. <https://doi.org/10.1007/s43039-020-00014-5>
- Grisaffe, D. B., & Nguyen, H. P. (2011). Antecedents of emotional attachment to Brands. *Journal of Business Research*, 64(10), 1052–1059. <https://doi.org/10.1016/j.jbusres.2010.11.002>
- Garczarek-Bak, U., Szymkowiak, A., Jaks, Z., & Jansto, E. (2024). Impact of product vs brand storytelling on online customer experience. *International Journal of Wine Business Research*, 36(3), 370–405. <https://doi.org/10.1108/ijwbr-07-2023-0041>
- Huang, R., Ha, S., & Kim, S.-H. (2018). Narrative persuasion in social media: An empirical study of luxury brand advertising. *Journal of Research in Interactive Marketing*, 12(3), 274–292. <https://doi.org/10.1108/jrim-07-2017-0059>
- Hofman, K. M. (2020). Impact of product placement strategies on Brand Reception – Literature Review. *Zeszyty Naukowe Wyższej Szkoły Humanitas Zarządzanie*, 21(3), 69–86. <https://doi.org/10.5604/01.3001.0014.4509>
- Jenkins, H. (2006). *Convergence culture where old and new media collide*. New York University Press.
- Júnior, J. R., Limongi, R., Lim, W. M., Eastman, J. K., & Kumar, S. (2022). A story to sell: The influence of storytelling on consumers' purchasing behavior. *Psychology & Marketing*, 40(2), 239–261. <https://doi.org/10.1002/mar.21758>
- Jaud, D. A., Braconnot, A. R., & Lunardo, R. (2023). Do stories (always) make food products taste better? the boundary effects of matching package type and product dimension. *Journal of Consumer Behaviour*, 22(5), 1224–1236. <https://doi.org/10.1002/cb.2207>
- Kamleitner, B., & Khair Jyote, A. (2013). How using versus showing interaction between characters and products boosts product placement effectiveness. *International Journal of Advertising*, 32(4), 633–653. <https://doi.org/10.2501/ija-32-4-633-653>
- Kim, S. H., Song, M. K., & Shim, C. (2020). Storytelling by medical tourism agents and its effect on trust and behavioral intention. *Journal of Travel & Tourism Marketing*, 37(6), 679–694. <https://doi.org/10.1080/10548408.2020.1795046>
- Kim, H.-J., Park, S.-Y., & Park, H.-Y. (2018). A study on the effect of storytelling marketing on brand image and brand attitude. *International Convergence Management Association*, 6(4), 1–16. <https://doi.org/10.20482/jemm.2018.6.4.1>
- Kim, E. (Anna), Ratneshwar, S., & Thorson, E. (2017). Why narrative ads work: An integrated process explanation. *Journal of Advertising*, 46(2), 283–296. <https://doi.org/10.1080/00913367.2016.1268984>
- Li, H., & Tu, X. (2023). Who generates your video ads? the matching effect of short-form video sources and destination types on visit intention. *Asia Pacific Journal of Marketing and Logistics*, 36(3), 660–677. <https://doi.org/10.1108/apjml-04-2023-0300>
- Laban, G., Zeidler, C., & Brussee, E. (2020). *Binge-Watching (Netflix) Product Placement: A Content Analysis on Different Product Placements in Netflix Originals vs. Non-Netflix Originals, and Drama vs. Comedy Shows*. <https://doi.org/10.33767/osf.io/hxjgf>
- Mussa, M. (2023). The impact of TikTok influencers on TikTok users' online buying decisions in Egypt. *The Academic Journal of Contemporary Commercial Research*, 3(2), 1–17. <https://doi.org/10.21608/ajccr.2023.304705>
- Nabi, R. L. (2004). Conceptualizing media enjoyment as attitude: Implications for mass media effects research. *Communication Theory*, 14(4), 288–310. <https://doi.org/10.1093/ct/14.4.288>
- Pera, R., & Viglia, G. (2016). Exploring how video digital storytelling builds relationship experiences. *Psychology & Marketing*, 33(12), 1142–1150. <https://doi.org/10.1002/mar.20951>

- Sousa, V. (2021). Storytelling and retromarketing: Strengthening Brand Communication. *Redmarka. Revista de Marketing Aplicado*, 25(2), 44–62. <https://doi.org/10.17979/redma.2021.25.2.8752>
- Singh, S., & Sonnenburg, S. (2012). Brand performances in Social Media. *Journal of Interactive Marketing*, 26(4), 189–197. <https://doi.org/10.1016/j.intmar.2012.04.001>
- Tarmawan, I. (2020). Building brand awareness through film narrative. *Proceedings of the International Conference on Business, Economic, Social Science, and Humanities – Humanities and Social Sciences Track (ICOBEST-HSS 2019)*. <https://doi.org/10.2991/assehr.k.200108.019>
- Tabassum, S., Khwaja, M. G., & Zaman, U. (2020). Can narrative advertisement and EWOM influence generation Z purchase intentions? *Information*, 11(12), 545. <https://doi.org/10.3390/info11120545>
- Vredevelde, A. J. (2018). Emotional intelligence, external emotional connections and brand attachment. *Journal of Product & Brand Management*, 27(5), 545–556. <https://doi.org/10.1108/jpbm-10-2017-1613>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social Media Influencer Marketing: A systematic review, Integrative Framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Wojdyski, B. W., & Evans, N. J. (2015). Going native: Effects of disclosure position and language on the recognition and evaluation of online native advertising. *Journal of Advertising*, 45(2), 157–168. <https://doi.org/10.1080/00913367.2015.1115380>
- Yang, K. C., & Kang, Y. (2021). Predicting the relationships between narrative transportation, Consumer Brand Experience, love and loyalty in Video storytelling advertising. *Journal of Creative Communications*, 16(1), 7–26. <https://doi.org/10.1177/0973258620984262>