



Role Of Brand Story Telling In Influencing Consumer Buying Behavior Towards Luxury Beauty Products With Special Reference To Coimbatore City

* Dr. A.Y.Kettiramalingam, Professor, Department of Commerce in Business Process Services,
Dr. N.G.P. Arts and Science College, Coimbatore -641048.

** K.R.Maheshwari, Student, Department of Commerce in Business Process Services, Dr. N.G.P.
Arts and Science College, Coimbatore -641048.

ABSTRACT

In today's competitive marketplace, brands are increasingly differentiated by emotional appeal, brand identity, and meaningful consumer engagement rather than just product quality or price, especially in the luxury segment. Luxury brands aim to deliver experiences, emotions, and a sense of belonging to consumers. In this context, brand storytelling has emerged as a powerful strategy to communicate a brand's values, heritage, and purpose through engaging narratives. By humanizing the brand, storytelling helps create emotional connections, trust, and long-term loyalty among consumers. The luxury cosmetics and beauty industry has grown significantly due to rising disposable income, social media influence, and changing consumer lifestyles. Consumers seek brands that align with their values and aspirations, leading luxury beauty brands to adopt storytelling through advertisements, digital campaigns, influencer collaborations, and brand experiences.

Lakmé, a leading Indian beauty brand, effectively uses brand storytelling to combine Indian heritage with modern trends, positioning itself as a premium and empowering brand. Brand storytelling plays a crucial role in shaping consumer preferences, trust, loyalty, and brand image, particularly in the luxury segment where emotional value outweighs functional benefits. It also influences different age groups in varied ways, making it essential to understand demographic responses. This study aims to evaluate the role of brand storytelling, with special reference to Lakmé, in predicting consumer preferences for luxury products, providing insights into its impact on emotional connection, buying behavior, and brand image.

Keywords: Brand Storytelling, Consumer Preferences, Luxury Beauty Products, Brand Image, Emotional Connection, Consumer Buying Behaviour, Luxury Branding, Influencer Marketing, Digital Marketing Strategies

INTRODUCTION

Lakme was established in **1952** as India's first indigenous cosmetics brand. The brand was founded following the initiative of the Indian government, which sought to reduce the country's dependence on imported beauty products. Lakme was named after the French opera Lakme, symbolizing beauty, elegance, and sophistication. From its inception, Lakme aimed to cater specifically to Indian skin tones, climatic conditions, and beauty preferences, making it a pioneering brand in the Indian cosmetics industry.

✚ **Early Product Development and Growth:** During its early years, Lakme introduced basic beauty products such as face creams, powders, lipsticks, and nail enamels. These products were developed keeping in mind the needs of Indian women, offering shades and formulations suitable for Indian complexions. Lakme quickly gained popularity as a trusted household name and became synonymous with quality and reliability.

✚ **Acquisition by Hindustan Unilever Limited:** In the 1990s, Lakme was acquired by Hindustan Unilever Limited (HUL), one of India's leading FMCG companies. This acquisition marked a significant turning point in Lakme's product history. With HUL's strong research capabilities, distribution network, and marketing expertise, Lakme was able to expand its product portfolio significantly. The brand began focusing on innovation, improved formulations, and modern packaging to compete with international beauty brands entering the Indian market.

✚ **Expansion of Product Portfolio:** Over the years, Lakme expanded its product range to include makeup, skincare, hair care, and beauty tools. The introduction of specialized makeup lines such as Lakme 9 to 5, Lakme Absolute, and Lakme Cushion Matte helped the brand position itself in the premium segment. Skincare products such as moisturizers, sunscreens, serums, and cleansers were also added to meet growing consumer demand for comprehensive beauty solutions.

✚ **Innovation and Fashion Association:** Lakme's association with Lakme Fashion Week, launched in 2000, significantly influenced its product evolution. This association allowed Lakme to introduce bold shades, experimental textures, and runway-inspired products. Innovation became a key aspect of Lakme's product strategy, with a strong focus on long-wear formulas, skin-friendly ingredients, and multifunctional beauty products.

STATEMENT OF THE PROBLEM

In the luxury cosmetics market, brands invest heavily in storytelling to attract and retain consumers. However, it is unclear whether these storytelling efforts effectively influence consumer preferences, emotional connection, trust, and loyalty. While Lakme uses storytelling as a key branding strategy, there is a lack of systematic research evaluating its actual impact on consumer behavior. The problem addressed in this study is to examine whether brand storytelling significantly influences consumer preferences for luxury products and to understand how emotional narratives affect buying decisions, trust, brand image, and loyalty. The study also seeks to identify differences in responses among various age groups. Addressing this problem will help determine the effectiveness of storytelling as a strategic marketing tool in the luxury segment.

OBJECTIVES OF THE STUDY

- ✚ To examine the influence of brand storytelling on consumer preference for luxury products
- ✚ To analyze the impact of emotional brand stories on consumers' buying decisions
- ✚ To examine the effect of brand storytelling on customer loyalty towards luxury brands
- ✚ To assess the impact of brand storytelling on the overall image of luxury brands

SCOPE OF THE STUDY

The scope of the study is confined to analyzing the role of brand storytelling in influencing consumer preferences for luxury products with special reference to the Lakme brand. The study focuses on understanding consumer perceptions regarding emotional storytelling, trust, emotional connection, buying decisions, brand image, and loyalty. The research includes consumers from different age groups to examine variations in responses towards brand storytelling. The study primarily covers storytelling communicated through advertisements, social media content, brand campaigns, and promotional activities of Lakme. The geographical scope of the study is limited to the selected study area, and the data is collected within a specific time period. The findings of the study are useful for marketers, brand managers, and researchers interested in luxury brand communication and consumer behavior.

NEED FOR THE STUDY

In today's competitive luxury market, consumers are not influenced only by product quality or price. Emotional connection and brand meaning also affect their buying decisions. Brand storytelling helps luxury brands connect with consumers and create a strong impression. Lakme uses storytelling through advertisements, fashion events, influencer marketing, and digital platforms to promote its products. This study is important to understand how Lakme's brand stories influence

consumer preference, trust, loyalty, and brand image. It also helps to know how different age groups respond to these stories and supports better marketing strategies.

RESEARCH METHODOLOGY

- 1. Sampling Method:** The study adopts a **Convenience Sampling Method**. Under this method, respondents are selected based on their accessibility and willingness to participate in the survey. This method is suitable for the study as it allows easy and quick collection of data from consumers available in Coimbatore city. It is also cost-effective and practical for descriptive research.
- 2. Sample Size:** The total sample size for the study is **120 respondents**. This number is considered sufficient to understand consumer perceptions and analyze the influence of brand storytelling on buying behavior toward luxury beauty products. The sample includes respondents from different age groups to ensure diverse opinions and better representation.
- 3. Sampling Unit:** The sampling unit consists of **individual consumers of luxury beauty products in Coimbatore city**. These individuals are selected because they are directly involved in purchasing and using luxury beauty brands, making them appropriate respondents for the study.
- 4. Source of Data (Primary Data Only):** The study is based entirely on **Primary Data**. The data is collected through a **structured questionnaire** specially designed for the research. The questionnaire includes statements related to brand storytelling, emotional connection, trust, loyalty, purchase intention, and brand image. A **five-point Likert scale** (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) is used to measure respondents' opinions. The collected responses are then analyzed using statistical tools such as percentage analysis and mean score analysis to draw meaningful conclusions.

SIGNIFICANCE OF THE STUDY

The study holds significant value for marketers, brand managers, and academicians. It provides insights into how brand storytelling influences consumer preferences and emotional engagement in the luxury cosmetics sector. The findings help marketers understand the importance of emotional narratives in building trust, loyalty, and a strong brand image. For Lakme, the study offers practical insights into the effectiveness of its storytelling strategies and highlights areas for improvement. Academically, the study contributes to existing literature on brand storytelling and consumer behavior, especially in the Indian luxury market context. The study also benefits future researchers by serving as a reference for similar studies on storytelling, branding, and experiential marketing.

LIMITATIONS OF THE STUDY

Despite careful planning, the study has certain limitations. The research is limited to the Lakme brand, and hence the findings may not be applicable to all luxury brands. Consumer opinions are subjective and may vary based on personal preferences, experiences, and moods at the time of data collection. The study relies on primary data collected through questionnaires, which may be affected by respondent bias and inaccurate responses. The sample size is limited, which may restrict the generalization of results. Time constraints and accessibility of respondents also limit the depth of the study. Additionally, the rapidly changing nature of consumer preferences and digital marketing trends may influence perceptions, which may not be fully captured within the study period.

TOOLS AND TECHNIQUES OF ANALYSIS

- PERCENTAGE ANALYSIS
- RANKING ANALYSIS
- ANOVA ANALYSIS
- CHI SQUARE ANALYSIS

DATA ANALYSIS AND INTERPRETATION

TABLE NO.:1
AGE OF THE RESPONDENT

AGE GROUP	NO. OF THE RESPONDENT	PERCENTAGE
BELOW 18 YEARS	11	9.2
19-25 YEARS	61	50.8
26-35 YEARS	29	24.2
36-45 YEARS	13	10.8

46 YEARS AND ABOVE	6	5.0
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

The table shows that most of the respondents (50.8%) are in the 19–25 years age group. The next largest group is 26–35 years (24.2%). About 10.8% of the respondents are aged 36–45 years. Around 9.2% are below 18 years, and only 5.0% are 46 years and above. This indicates that the majority of respondents are young people.

TABLE NO.:2
GENDER OF THE RESPONDENT

GENDER	NO. OF THE RESPONDENT	PERCENTAGE
MALE	23	19.2
FEMALE	91	75.8
PREFER NOT TO SAY	6	5.0
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, the majority are female (75.8%), while males make up 19.2% of the total. A small percentage (5%) preferred not to disclose their gender. This shows that the survey is largely dominated by female respondents.

TABLE NO.:3
EDUCATIONAL QUALIFICATION OF THE RESPONDENT

QUALIFICATION	NO. OF THE RESPONDENT	PERCENTAGE
HIGHER SECONDARY	10	8.3
UNDERGRADUATE	73	60.8
POSTGRADUATE	32	26.7
OTHERS	5	4.2
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 60.8% of the respondents are Undergraduates, indicating that the majority of the participants are pursuing or have completed an undergraduate degree. 26.7% of the respondents are Postgraduates, while 8.3% have completed Higher Secondary education. Most (60.8%) of the respondents are Undergraduates.

TABLE NO.:4

OCCUPATION OF THE RESPONDENT

OCCUPATION	NO. OF THE RESPONDENT	PERCENTAGE
STUDENT	36	30.0
EMPLOYED	53	44.2
SELF-EMPLOYED	15	12.5
HOMEMAKER	11	9.2
OTHERS	5	4.2
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 44.2% of the respondents are employed, 30.0% of the respondents are students, 12.5% of the respondents are self-employed, and 9.2% of the respondents are homemakers. Additionally, 4.2% of the respondents fall under the “Others” category. Most of the respondents (44.2%) are employed.

TABLE NO.:5
MONTHLY INCOME OF THE RESPONDENT

MONTHLY INCOME	NO. OF THE RESPONDENT	PERCENTAGE
₹20,000 – ₹40,000	36	30.0
₹40,000 – ₹60,000	17	14.2
ABOVE ₹60,000	24	20.0
BELOW ₹20,000	43	35.8
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 35.8% of the respondents earn below ₹20,000 per month, 30.0% of the respondents earn between ₹20,000 – ₹40,000, 20.0% of the respondents earn above ₹60,000, and 14.2% of the respondents earn between ₹40,000 – ₹60,000. Most of the respondents (35.8%) earn below ₹20,000 per month.

TABLE NO.:6
FREQUENCY OF NOTICE OF LAKME ADVERTISEMENTS BY THE RESPONDENTS

FREQUENCY	NO. OF THE RESPONDENT	PERCENTAGE
OFTEN	52	43.3
VERY OFTEN	18	15.0
RARELY	11	9.2
SOMETIMES	39	32.5
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 43.3% of the respondents often notice Lakme advertisements, while 32.5% of the respondents sometimes notice them. 15.0% of the respondents very often notice Lakme advertisements, and 9.2% of the respondents rarely notice them. Most of the respondents (43.3%) often notice Lakme advertisements.

TABLE NO.: 7
SOURCE OF LAKME BRAND STORIES OF THE RESPONDENTS

BRAND STORIES	NO. OF THE RESPONDENT	PERCENTAGE
MAGAZINES	4	3.3
SOCIAL MEDIA	66	55.0
TELEVISION	31	25.8
YOUTUBE	19	15.8
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 55.0% of the respondents come to know about Lakme brand stories through social media, while 25.8% of the respondents learn through television. 15.8% of the respondents get information through YouTube, and 3.3% of the respondents come to know through magazines. Most of the respondents (55.0%) come to know about Lakme brand stories through social media.

TABLE NO.:8
EMOTIONAL CONNECTION WITH LAKME DUE TO STORYTELLING AMONG THE RESPONDENTS

EMOTIONAL CONNECTION	NO. OF THE RESPONDENT	PERCENTAGE
CONNECTED	51	42.5
NOT CONNECTED	7	5.8
SLIGHTLY CONNECTED	38	31.7
VERY CONNECTED	24	20.0
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 42.5% of the respondents feel connected to Lakmé due to storytelling, while 31.7% of the respondents feel slightly connected. 20.0% of the respondents feel very connected, and 5.8% of the respondents do not feel connected due to storytelling. Most of the respondents (42.5%) feel connected to Lakmé due to storytelling.

TABLE NO.:9**LOYALTY TOWARDS LAKMÉ DUE TO STORYTELLING OF THE RESPONDENTS**

LOYALTY TOWARDS LAKMÉ	NO. OF THE RESPONDENT	PERCENTAGE
AVERAGE	30	25.0
LIKELY	68	56.7
POOR	2	1.7
VERY LIKELY	20	16.7
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 56.7% of the respondents are likely to remain loyal to Lakmé due to storytelling, while 25.0% of the respondents show an average level of loyalty. 16.7% of the respondents are very likely to remain loyal, and 1.7% of the respondents show poor loyalty towards Lakmé due to storytelling. Most of the respondents (56.7%) are likely to remain loyal to Lakmé due to storytelling.

TABLE NO.:10**OVERALL BRAND IMAGE CREATED THROUGH STORYTELLING OF LAKMÉ AMONG THE RESPONDENTS**

BRAND IMAGE	NO. OF THE RESPONDENT	PERCENTAGE
AVERAGE	25	20.8
EXCELLENT	28	23.3
GOOD	65	54.2
POOR	2	1.7
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 54.2% of the respondents feel that Lakmé has created a good overall brand image through storytelling, while 23.3% of the respondents rate the brand image as excellent. 20.8% of the respondents consider the brand image to be average, and 1.7% of the respondents rate it as poor. Most of the respondents (54.2%) feel that Lakmé has created a good overall brand image through storytelling.

TABLE NO.:11**ALTERNATIVE PURCHASE DECISION OF THE RESPONDENTS**

ALTERNATIVE PURCHASE DECISION	NO. OF THE RESPONDENT	PERCENTAGE
BUY ONLINE	70	58.3
CANCEL PURCHASE	8	6.7
CHOOSE ANOTHER BRAND	22	18.3
WAIT UNTIL AVAILABLE	20	16.7
TOTAL	120	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be inferred that 58.3% of the respondents prefer to buy online if the product is unavailable, while 18.3% of the respondents choose another brand. 16.7% of the respondents prefer to wait until the product is available, and 6.7% of the respondents cancel the purchase. Most of the respondents (58.3%) prefer to buy online if the product is unavailable.

TABLE NO.:12

ONE - WAY ANOVA

PARTICULARS		Sum of Squares	df	Mean Square	F	Sig.
AGE & LAKMÉ STORYTELLING PURCHASE INFLUENCE	Between Groups	.484	1	.484	.503	.480
	Within Groups	113.483	118	.962		
	Total	113.967	119			
OCCUPATION VS FEELING TOWARDS LAKMÉ DUE TO STORYTELLING	Between Groups	2.871	2	1.435	1.244	.292
	Within Groups	134.996	117	1.154		
	Total	137.867	119			
EDUCATIONAL QUALIFICATION & HOW DO LAKME BRAND STORIES CONVEY THEIR MESSAGE	Between Groups	.561	3	.187	.410	.746
	Within Groups	52.906	116	.456		
	Total	53.467	119			
MONTHLY INCOME & LOYALTY DUE TO LAKMÉ STORYTELLING	Between Groups	3.084	2	1.542	1.212	.301
	Within Groups	148.882	117	1.272		
	Total	151.967	119			

(SOURCE: PRIMARY DATA)

INTERPRETATION

1. Age & Lakmé Storytelling Purchase Influence

The mean scores are almost the same for both age groups, which shows that Lakmé's storytelling influences purchase decisions similarly across ages. The ANOVA result (Sig. = 0.480 > 0.05) also confirms that there is no significant difference between the age groups.

2. Occupation vs Feeling Towards Lakmé Due to Storytelling

The mean scores show a small difference in feelings towards Lakmé due to storytelling among different occupational groups. The standard deviation indicates some variation in respondents' opinions. The ANOVA result (Sig. = 0.292) is greater than 0.05, so there is no significant difference in feelings towards Lakmé among different occupational groups.

3. Educational Qualification & Lakme Brand Stories Convey Their Message

The significance value (0.746) is greater than 0.05, so the result is not statistically significant. This means educational qualification does not affect how people understand Lakmé's brand stories. People with different education levels understand Lakmé's brand messages in a similar way.

4. Monthly Income & Loyalty Due To Lakmé Storytelling

The significance value (0.301) is greater than 0.05, which means the result is not statistically significant. This indicates that monthly income does not have a significant effect on customer loyalty created by Lakme's storytelling. In simple terms, people from different income groups show similar levels of loyalty towards Lakme due to its brand stories. This suggests that Lakme's storytelling appeals to consumers across different income levels.

TABLE NO.:13
ATTITUDE TOWARDS BRAND STORYTELLING

S.NO	STATEMENT	MEAN	STD. DEV	N	Rank
1	Different age groups respond differently to Lakmé brand storytelling	3.12	1.26	120	I
2	Lakmé storytelling differentiates the brand from other beauty brands	3.31	1.20	120	II
3	Lakmé brand stories make the products more meaningful to me	3.39	1.16	120	III
4	Lakmé brand storytelling attracts my attention more than regular advertisements	3.42	1.18	120	IV
5	Brand storytelling increases my loyalty towards Lakmé products	3.49	1.17	120	V
6	Storytelling improves the overall image of Lakmé	3.55	1.15	120	VI
7	Brand stories of Lakmé increase my liking towards luxury beauty products	3.58	1.14	120	VII
8	Emotional storytelling used by Lakmé influences my buying decisions	3.61	1.12	120	VIII
9	Lakmé brand stories create an emotional connection with consumers	3.68	1.11	120	IX
10	Brand storytelling helps me trust Lakmé as a luxury brand	3.74	1.09	120	X

(SOURCE: PRIMARY DATA)

INTERPRETATION OF RANK OUTPUT

The rank analysis shows that “Brand storytelling helps me trust Lakmé as a luxury brand” has secured the first rank, indicating that consumers strongly believe storytelling enhances trust in the brand. The second rank is obtained by emotional storytelling influencing buying decisions, revealing that Lakmé’s storytelling plays an important role in shaping purchase behavior. Emotional connection and increased liking towards luxury beauty products hold the fourth and fifth ranks, showing that storytelling positively impacts consumer attachment and preference. Brand differentiation and product meaningfulness occupy moderate ranks, indicating that storytelling helps Lakmé stand out from competitors. Factors such as improvement of overall brand image and attention-grabbing ability are ranked comparatively lower. The statement “Different age groups respond differently to

TABLE NO.:14

AGE & STORYTELLING INFLUENCED PURCHASE

CHI-SQUARE TESTS			
	VALUE	DF	ASYMPTOTIC SIGNIFICANCE
Pearson Chi-Square	3.558 ^a	4	.469
Likelihood Ratio	3.428	4	.489
N of Valid Cases	120		

NULL HYPOTHESIS (H₀): There is no significant association between age and storytelling influence on purchase decision.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant association between age and storytelling influence on purchase decision.

INTERPRETATION

The Chi-square test was conducted to examine whether there is a significant association between age and storytelling influence on purchase decision of Lakmé. Since the p-value (0.469) is greater than 0.05, the relationship is not statistically significant. This indicates that storytelling influence does not significantly differ among different age groups. Respondents across all age categories show similar responses regarding whether Lakmé's brand storytelling influenced their purchase decision.

TABLE NO.:15
GENDER & FREQUENCY NOTICED

CHI-SQUARE TESTS			
	VALUE	DF	ASYMPTOTIC SIGNIFICANCE
Pearson Chi-Square	13.678 ^a	6	.033
Likelihood Ratio	13.639	6	.034
N of Valid Cases	120		

NULL HYPOTHESIS (H₀): There is no significant association between gender and the frequency of noticing Lakmé's brand storytelling advertisements.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant association between gender and the frequency of noticing Lakmé's brand storytelling advertisements.

INTERPRETATION

The Chi-square test was conducted to examine whether there is a significant association between gender and the frequency of noticing Lakmé's brand storytelling advertisements. Since the p-value (0.033) is less than 0.05, the relationship is statistically significant. This indicates that the frequency of noticing Lakmé's brand storytelling advertisements significantly differs between male and female respondents. Therefore, gender plays a significant role in determining how often consumers notice Lakmé's brand storytelling content.

FINDINGS OF THE STUDY

- ❖ Most 9.2% of the respondents are below 18 years old, and 5.0% of the respondents are 46 years and above.
- ❖ Most (75.8%) of the respondents are female.
- ❖ Most (60.8%) of the respondents are Undergraduates
- ❖ Most of the respondents (44.2%) are employed.
- ❖ Most of the respondents (35.8%) earn below ₹20,000 per month.
- ❖ Most of the respondents (43.3%) often notice Lakme advertisements.
- ❖ Most of the respondents (55.0%) come to know about Lakme brand stories through social media.
- ❖ Most of the respondents (50.8%) find Lakmé brand storytelling advertisements memorable.
- ❖ Most of the respondents (42.5%) feel connected to Lakmé due to storytelling
- ❖ Most of the respondents (51.7%) feel that Lakmé brand stories represent modern consumer values well.
- ❖ Most of the respondents (56.7%) are likely to remain loyal to Lakmé due to storytelling.
- ❖ Most of the respondents (54.2%) feel that Lakmé has created a good overall brand image through storytelling.
- ❖ Most of the respondents (58.3%) prefer to buy online if the product is unavailable.

SUGGESTION OF THE STUDY

- ✚ Brands should maintain consistency in storytelling across all marketing channels such as social media, websites, advertisements, and in-store displays.
- ✚ Influencer collaborations should focus on authenticity and credibility to build trust among consumers. Transparent partnerships will improve brand reliability.
- ✚ Luxury beauty brands should emphasize sustainability, ethical sourcing, and ingredient transparency within their brand narratives to appeal to conscious consumers.
- ✚ In-store experiential storytelling techniques such as digital screens, product origin stories, and live demonstrations should be implemented to enhance customer engagement.
- ✚ Brands should leverage customer testimonials and real-life success stories to build credibility and

social proof. Storytelling campaigns should be culturally relevant and aligned with the preferences of consumers in Coimbatore city to improve relatability.

CONCLUSION

In conclusion, brand storytelling significantly influences consumer buying behaviour toward luxury beauty products in Coimbatore city. Consumers are attracted not only by product quality but also by the emotional connection, heritage, and premium image communicated through brand stories. Storytelling helps build trust, strengthen brand recall, and increase purchase intention. Digital media and influencer marketing further enhance the impact of these stories. Therefore, effective and meaningful storytelling plays an important role in building customer loyalty and supporting the growth of luxury beauty brands in a competitive market.

