

The Impact of Digital Storytelling on Tourist Loyalty: The Mediating Role of Consumer Purchase Decision

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Abstract

Digital storytelling has emerged as a very effective digital marketing strategy for developing robust and enduring consumer relationships, while concurrently fostering heightened customer loyalty. The utilization of storytelling as a means of conveying the product's greatness and vision is employed to effectively influence tourists' emotions, pique their curiosity, and enhance their ability to recall the experience, ultimately fostering the desired level of loyalty. The objective of this study is to examine the various factors within Digital storytelling that may have an impact on tourist loyalty. It tries to investigate the correlation between digital storytelling and tourist loyalty, as well as enhance the cognitive representation of the tourism services. Additionally, the study aims to explore the most effective methods and mechanisms for implementing storytelling. The present research used questionnaire as a means of data collection. A total of 478 forms were collected from tourists visiting Cairo as their chosen destination. Statistical analysis is employed to validate hypotheses and analyse the gathered data. The research findings revealed a statistically significant positive correlation between digital storytelling and tourist loyalty. Furthermore, several findings were obtained that could assist decision makers in utilizing storytelling as a contemporary strategy in the realm of digital marketing.

Key words: Digital storytelling, customer loyalty. Consumer purchase decision.

Introduction

The ubiquity of technological advancements in the digital era is an inescapable reality that permeates contemporary society. The utilization of digital technology is pervasive across all domains, including the realm of business, where nearly all actions are conducted. Social media has gained significant popularity among the general public (Maria et al., 2019a; Maria et al., 2019b). In contemporary times, marketers are increasingly drawn to social media as a platform for product introduction and promotion due to its cost-effectiveness and

expansive reach, in addition to its provision of regular information updates. The evolution of marketing in the contemporary digital landscape demonstrates that customers are not solely interested in purchasing items, but also seek the experiences that accompany them. Additionally, people now anticipate the emergence of emotional connections while engaging with a product (Maria et al., 2020).

Digital storytelling marketing can be characterized as a strategic approach employed to generate or elicit emotional responses. Digital storytelling marketing is an emerging practice that has evolved from the experience marketing trend, aiming to elicit emotional, cognitive, sensory, and behavioural responses from consumers. Hence, it can be observed that digital storytelling marketing exerts an impact on tourist loyalty by evoking consumer emotions, thereby stimulating their desire to purchase tourism services (Tsai, 2020; Rizkia & Oktafiani, 2020). Content marketing, akin to digital storytelling marketing, has the potential to impact tourist loyalty by the delivery of sympathetic information, hence influencing the audience's purchasing decisions (Gunelius, 2010). This study employs an analysis formulated by Kaufman (2003), Peterson et al. (1997), and Rowley (2008) to examine the utilization of digital storytelling marketing and content marketing. These scholars assert that tourist loyalty is perceived through an emotional lens, highlighting the potential of emotions as a primary motivator for consumer purchasing decision.

The present research employs a framework that is structured into three distinct dimensions. The initial framework emphasizes the introductory section that elucidates the phenomena pertaining to the objectivity of the investigation. The second component exemplifies a literature review, wherein theoretical expectations are juxtaposed with prior pertinent data articulated by other researchers, so culminating in the development of models and proposed hypotheses. Within the framework of the third structure, an examination of analyses interpretations and debates is conducted in order to discern distinct disparities between the proposed hypothesis and the empirical data and the report incorporates a comprehensive framework that provides a concise overview of the research findings.

Review of Literature

Digital Storytelling

A storytelling can be regarded as a transformative experience for the recipient, wherein the act of embarking on this experiential journey evokes novel emotions and ultimately leads to the phenomenon of persuasion or even behavioural change (Aaker et al., 2012). The utilization of narratives and the act of narrating are crucial in attaining a comprehensive comprehension of consumer psychology (Escalas, 2004). The impact of storytelling marketing on consumer purchase behaviour. The act of storytelling elicits a sense of consumer participation in the experiential aspects associated with the utilized product. This engenders an emotional response within the listener, prompting them to embark on a narrative journey that evokes a distinct and transformative experience. Consequently, this process of engagement often leads to persuasion, and in some cases, the actual purchase of the specific product in question. Based on these underlying assumptions, it is possible to formulate a hypothesis.

H1: Digital storytelling has a significant effect on tourist loyalty.

H2: Digital storytelling has a significant effect on consumer purchase decisions.

The Psychological Underpinnings of Attraction to Storytelling

The psychological allure of storytelling resides in its capacity to elicit emotional reactions. Narratives engage multiple regions of the brain, encompassing areas associated with emotional processing, sensory perception, and the formation of memories. When tourists interact with a captivating storytelling, they develop an emotional attachment, establishing a connection with the depicted characters and settings. The establishment of an emotional connection engenders a durable influence, hence increasing the likelihood of destination and message retention.

The allure of storytelling as a persuasive tool for attracting potential opportunities.

The appeal of storytelling to tourists is rooted in the inherent human inclination to establish connections through narratives. In the midst of a crowded and saturated digital environment, characterized by an abundance of adverts competing for attention, a skilfully constructed narrative emerges as a distinct and refreshing entity. The utilization of a narrative method aligns with the inherent human longing for genuineness and connection, hence fostering a greater openness among potential tourists to engage with the brand's communication. Rather of perceiving themselves as being subjected to sales tactics, they instead view the brand as a provider of inspiration or solutions.

The Advantages of Storytelling in Marketing: A Customer-Centric Analysis

1. Public dissemination of storytelling:

From the standpoint of the consumer, the utilization of storytelling in marketing provides a wide range of advantages that extend beyond the mere commercial exchange. First and foremost, it cultivates a perception of trustworthiness and openness. When a brand discloses its trajectory, obstacles, and achievements, customers perceive a sense of accessing privileged information, fostering a genuine bond. The experience evokes a sense of nostalgia among tourists, serving as a reminder of their professional or personal trajectory. The establishment of openness fosters trust, a fundamental element in developing robust consumer connections.

2. Eliciting appropriate emotional responses:

Storytelling marketing has the ability to effectively captivate clients by establishing an emotional connection. The human psyche is inherently inclined to react to emotional stimuli, and when a brand's storytelling elicits favourable emotions, it establishes a potent connection. Humans are inherently emotional creatures that possess a strong inclination to establish connections between their own emotions and the brands they encounter. The establishment of an emotional connection between tourists and a brand plays a significant role in fostering brand loyalty and advocacy. This connection transforms tourists from mere purchasers into ardent advocates who actively support and promote the brand's storytelling.

One aspect that makes a destination or brand appealing to tourists is the presence of relatable principles and a clear mission statement.

3. The utilization of storytelling within marketing extends beyond the mere promotion of a product, instead including the larger principles and objectives of the company. When tourists establish a strong emotional connection with a brand's core principles and beliefs, they are more inclined to associate themselves with it. The act of resonating with a brand prompts tourists to interact with the brand's website or social media platform on at least one occasion. After careful examination, if these products remain consistent with the brand's ideology, tourists proceed to consider purchasing them. The establishment of alignment fosters tourists who share similar beliefs and values, leading them to not only make purchases of the product but also actively support the brand's underlying principles.

Positive impact of digital storytelling on tourism

The utilization of digital storytelling in the context of destination promotion has been found to have positive outcomes.

According to Fog et al. (2005) and Silverstein and Fiske (2003), tourists actively pursue experiences that resonate with their feelings and aspirations. In this regard, storytelling play a crucial role in facilitating the creation of such experiences. Storytelling often have protagonists, and in the realm of marketing, it is possible for destination, or customers to assume the role of heroes, so yielding favourable outcomes in terms of both internal and external impressions of the destination (Guber, 2007; Kelley & Littman, 2006).

According to previous research (Escalas, 2004a; Mossberg and Nissen Johansen, 2006), storytelling have the ability to capture the attention of customers and persuade them through a phenomenon known as narrative transportation. This concept suggests that tourists who become fully engaged in a tale experience a transformative effect (Escalas, 2004a; Green and Brock, 2000). According to Kaufman (2003), storytelling play a significant role in enhancing consumers' comprehension of the advantages associated with a particular brand. Additionally, Escalas (2004a, p. 38) suggests that stories are subject to less critical scrutiny and evoke fewer negative ideas compared to conventional commercials.

The act of storytelling elicits favorable emotions among customers and is regarded as more persuasive than presenting factual information. This, in turn, enhances the level of trust customers place in a destination, amplifies destination recognition, and establishes a distinct destination identity (Kaufman, 2003; Kelley & Littman, 2006; Mossberg & Nissen Johansen, 2006). According to Escalas (2004a), empirical studies in the field of advertising research have demonstrated that advertisements incorporating storytelling elements have a propensity to elicit positive emotional responses, such as feelings of optimism or affection. According to Mossberg and Nissen Johansen (2006), storytelling are retained in memory through various modalities, including factual, visual, and emotional aspects. Consequently, it is probable that tourists will have a higher likelihood of remembering these stories.

According to Rosen (2000), storytelling also generate anticipations that might influence subsequent assessments of the destination. The storytelling has the potential to effectively.

Znanewitz and Gilch (2016, p. 32) have identified a set of criteria that are deemed essential for the achievement of good storytelling in the realm of marketing.

- The storytelling must accurately encapsulate the fundamental essence of the company. The most optimal course of action can be determined by examining the historical trajectory of the organization, as well as drawing insights from the experiences of its members and other relevant stakeholders.
- The provision of entertainment and excitement is in accordance with contemporary trends that hold significance for the intended tourists.
- The attribute of uniqueness distinguishes it from the promotional narratives of other entities.
- The concept of conciseness refers to the ability to express information or ideas in a brief and succinct manner, typically requiring only a few sentences for effective communication.
- Simplicity - The storytelling exhibits a straightforward and uncomplicated structure, devoid of excessive intricacies. The storytelling structure exhibits a strict adherence to a well-defined plot, characterized by a deliberate scarcity of descriptive elements. This intentional omission of information allows the recipient of the narrative to actively participate in the creative process, effectively assuming the role of a co-creator.
- Connectivity refers to the deliberate inclusion of gaps, open ends, and incomplete background information in order to engage the recipient as a co-creator in the communication process.
- The concept of destination and brand persona involves the utilization of archetypes to establish a swift and effortless connection with the target audience. In order to align with the destination, an archetype must be congruent.

From various forms of media, such as video and virtual reality, to the realm of social media and beyond, there exists a wide array of platforms through which a brand may effectively communicate their narrative. Furthermore, there are numerous strategies and approaches available to accomplish this objective.

Existing research on the efficacy of storytelling indicates that its utilization yields favorable outcomes in terms of specific communication and behavioral consequences. This assertion is supported by various scholarly sources, including

Hajdas (2011, pp. 121), Smith (1995), Tun (1989), Polyorat, Alden, and Kim (2007), Adaval and Wyer (1998), and Matilla (2000).

- The level of awareness regarding advertisements is found to be higher when storytelling advertisements, which present product information in the form of a story, are employed, as compared to physical advertisements that provide factual or direct descriptions of product features and benefits.
- Storytelling advertising has a greater impact on shaping a positive perception of the quality of services and products, in comparison to physical advertising.
- Positive attitudes towards advertising are more likely to be formed through the use of storytelling advertising, as opposed to physical advertising.
- Storytelling advertising leads to stronger purchase intentions for services and products, in comparison to physical advertising.
- The level of engagement with the content of advertising is higher when storytelling advertising is employed, as compared to physical advertising.

Tourist loyalty

The concept of tourist loyalty can be defined as the degree to which customers exhibit a consistent and sustained preference for a certain brand, product, or service through time. It encompasses the significance of tourist loyalty in the achievement of a firm is considerable, particularly when tourist acquisition alone does not guarantee long-term success (Heidt, Der, & Ponirin, 2010). The primary focus of strategic marketing planning is to cultivate tourist loyalty, as it yields numerous favourable effects for firms. According to Flint, Blocker, and Boutin (2011), the cost of retaining existing customers is significantly lower compared to the expenses incurred in acquiring new ones. Moreover, it has been shown that consumers who exhibit loyalty are more inclined to engage in positive discussions regarding their previous service experiences, as compared to customers who lack loyalty. This phenomenon presents a promising opportunity for service providers to benefit from word-of-mouth advertising without incurring any additional costs (Shoemaker & Lewis, 1999). Furthermore, it establishes a secure and mutually beneficial relationship between the tourist and the service provider. In contrast to first-time customers, loyal customers are typically more readily accessible due to firms' practice of retaining records, hence enabling the implementation of tailored indirect marketing strategies. This understanding

enables suppliers to effectively focus on the repeat segment and elicit immediate responses to promotional efforts (Reid and Reid, 1993).

The dimensions pertaining to tourist loyalty

Tourist loyalty encompasses three distinct dimensions: behavioural, attitudinal, and composite. Behavioural loyalty refers to the assessment of continuous and repetitive purchasing behaviour as an indicator of loyalty. Specifically, the aforementioned study elucidates a certain type of consumer behaviour that is focused on a particular brand and occurs over a period of time (Bowen & Shoemaker, 1998).

Tourist loyalty, particularly in terms of behavioural aspects, was measured by Ehrenberg, Goodhardt, and Barwise (1990) and Krishnamuthi and Raj (1991). One limitation of this measurement, as highlighted by Dick and Basu (1994), is its restricted ability to comprehensively capture the underlying determinants influencing recurrent purchase behaviour. One additional concern about the behavioural approach is that repeat purchases may not always stem from a genuine brand commitment (TePeci, 1999).

The attitudinal measures focus on the concepts of loyalty, engagement, and affiliation. There exist instances in which a client has a positive disposition towards a hotel, yet refrains from actually staying at the establishment (Toh et al., 1993). The attitudinal aspects refer to the client's inclination to make a purchase and provide recommendations, which serve as reliable markers of tourist loyalty (Getty and Thompson, 1994). A consumer may possess a favourable opinion of a hotel, endorse the hotel to others, but perceive the hotel as financially burdensome for frequent utilization.

The composite measurement of loyalty, as proposed by Pritchard and Howard (1997), Hunter (1998), and Wong et al. (1999), integrates the behavioural and attitudinal dimensions to assess tourist loyalty. This approach evaluates loyalty based on factors such as customers' product preferences, propensity to switch brands, frequency of purchases, and total purchase amount. The inclusion of both attitude and conduct in the conceptualization of loyalty significantly enhances the ability to accurately anticipate loyalty outcomes. Therefore, composite measurement has gained widespread recognition as a multidimensional concept that allows researchers to gain insights about tourist loyalty across several industries, such as retail, recreation, high-end hotels, and airlines (Pritchard and Howard, 1997).

The present study explores the composite approach to tourist loyalty, drawing upon established principles in the field of tourist loyalty. Tourist loyalty encompasses two main components: an attitudinal commitment to the relationship, which includes factors like price insensitivity, and various observable loyalty behaviours, such as positive word of mouth and repeat patronage (Oliver, 1999). Hence, loyal consumers can be defined as those who possess favourable opinions towards the hotel, demonstrate a commitment to repurchasing its products or services, and actively promote the hotel to others. This notion posits that client loyalty exists on a spectrum, encompassing individuals who exhibit perfect commitment to those who never contemplate utilizing the same business again. Based on the above definition, an individual exhibiting a high degree of tourist loyalty can be characterized by three key attributes: consistent utilization of a particular service, a strong affinity towards the service accompanied by a favourable perception, and a steadfast commitment to exclusively patronize the service within the given geographic area. On the opposite end of the spectrum, there exists a consumer who exhibits a high degree of disloyalty. The user expresses three main sentiments: a reluctance to utilize the service again, a poor perception of the service, and an openness to exploring alternative competitors and their offerings.

The conceptualization provided aligns with the loyalty to firm characteristics outlined by Zeithaml, Berry, and Parasuraman (1996) in their behavioural-intentions battery. The study conducted an examination of tourist loyalty, utilizing five distinct parameters for measurement. These factors are outlined as follows: 1. Expressing favourable sentiments towards the company; 2. Recommending the company to individuals seeking information; 3. Encouraging acquaintances and family members to engage in transactions with the company; 4. towards the company as the primary option for obtaining services; and 5. Pledging to engage in further business endeavours with the company in the forthcoming period. Therefore, the measure employed by the researchers encompasses elements from each of the three dimensions of tourist loyalty.

Dick and Basu (1994) introduced the concept of relative attitudes while delineating different manifestations of loyalty as outlined subsequently. Loyalty was defined as the measure of the connection between a customer's inherent disposition and their tendency to repeatedly engage with a particular business.

Researchers have found four distinct dimensions of loyalty, namely true loyalty, latent loyalty, spurious loyalty, and no loyalty.

H3: Consumer purchase decision has a significant effect on tourist loyalty.

The Correlation between Storytelling Marketing and the Consumer Purchase Decision

The utilisation of storytelling in marketing strategies elicits an emotional connection between customers and a company, ultimately resulting in consumer engagement through behaviours such as liking, commenting, and sharing stories with others. This engagement subsequently influences consumer purchasing decisions (Hari, 2020). Within the realm of marketing, Transportation Theory has been able to identify and elucidate the effectiveness of utilising a narrative or textual story as a persuasive tactic to foster consumer engagement and exert influence over customer purchasing decisions (Wang & Calder, 2009).

H4: Consumer purchase decision mediates the relationship between digital storytelling and tourist loyalty.

Methodology

A study was conducted with the purpose of empirically testing the research framework and the hypotheses mentioned before. The study's target respondents encompass all tourists who have been exposed to storytelling marketing. The survey instrument was specifically developed to assess several elements, such as consumer purchasing decision and tourist loyalty. In this study, an online survey service provider was utilised with the widely recognised social networking platforms, namely Facebook and Instagram, to distribute and disseminate our questionnaire.

The term "measures" refers to actions or steps taken to achieve a specific goal or In order to ensure the content validity of a measurement, it is necessary to select measurement items that accurately represent the idea under investigation (Ong et al., 2004). A 5-point Likert scale was employed, with values ranging from 1 (strongly disagree) to 5 (strongly agree).

Questionnaire design and Measurement Variable

The questionnaire of this research consists of four components. The initial component pertains to demographic data, followed by the second component which focuses on storytelling marketing and was assessed from Mavilinda, H. F.,

Putri, Y. H., & Nazaruddin, A. (2023). The third component examines the consumer purchase decision the researcher constructed the scale on consumer purchase decision adapted from Belanget et al. (2002), Lee and Lin (2005). Lastly, the fourth component investigates tourist loyalty is based on 5 questions have been developed from several researchers (Srinivasan et al., 2002; Yang et al., 2006; Gupta and Kabadayi, 2010).

The research Population and Sample

This research is centered on examining the correlation between storytelling marketing, purchase decisions, and tourist loyalty. The present study employed a quantitative research design utilizing a descriptive technique. The study's sample consisted of tourists who were actively engaged in the practice of storytelling marketing. The utilization of the Lemeshow formula was employed in order to ascertain the appropriate sample size for the population, while the actual size of the population was unknown, the sample target respondents encompass 25 tourists who have been exposed to storytelling marketing. The formula employed in this study for the estimation (P) of 15% and the alpha (sampling error) of 5% is as follows:

Computation rule:

$$\text{Sample size rule} = \frac{\frac{z^2 X p(1-p)}{e^2}}{1 + \frac{z^2 X p(1-p)}{N e^2}}$$

And when population size exceed 10000 so we are talking about infinite population which means $N = \infty$

Z: is the value of z distribution for $\alpha=0.1$ equal 1.645

E: is the marginal error which equal 0.0475

P: the percentage of existence of the studied phenomenon equal 0.5 (in case of non-knowing the real percent)

$$\text{Sample size rule} = \frac{\frac{1.645^2 X 0.5(1-0.5)}{0.0475^2}}{1 + \frac{1.645^2 X 0.5(1-0.5)}{(\infty)0.0475^2}} = 478$$

The sample was distributed mainly for Tourists via social media tools to obtain more responses. The distribution of the sample was facilitated by the utilisation of social media technologies in order to enhance the number of replies obtained. A total of 478 forms were collected, indicating a response rate of 93.78%. These forms were obtained from the entire study population, which consisted of 515 individuals. The recovery rate for this sample was found to be 94.9%.

Statistical tests and techniques

The questionnaire and comments on the results are analysed utilizing the Statistical Package for the Social Sciences (Warppls). Prior to doing any further analyses, the data underwent a thorough examination and verification process to identify and rectify any recording errors and ensure the accuracy of data entry. This section presents the outcomes of hypothesis testing in the study, employing appropriate statistical tests and procedures as follows:

- Frequencies tables
- Bar Chart
- Cronbach`s alpha
- Pearson correlation coefficient
- Regression analysis

Coefficient value	Correlation	Coefficient value	Correlation
0	No	0	No
From 0.05 to 0.4	Weak direct	From -0.05 to -0.4	Weak reverse
From 0.4 to 0.6	Medium direct	From -0.4 to -0.6	Medium reverse
From 0.6 to 0.9	Strong direct	From -0.6 to -0.9	Strong reverse
From 0.9 to 0.95	Almost perfect direct	From -0.9 to -0.95	Almost perfect reverse
1	Perfect direct	1-	Perfect reverse

The statistical methodology employed to ascertain the impact of one or more independent variables on a dependent variable.

The impact of project size on markup.

The equation can be expressed as $y = \beta_0 + \beta_1x + \dots + \varepsilon$, where y represents the dependent variable.

The independent variables in this study are denoted as X's.

The symbol ε denotes the error term, which serves as a representation of the unobserved variables. The regression coefficient, often known as Beta, is a statistical measure that quantifies the relationship between a dependent variable and one or more independent variables in a regression analysis.

The statistical measure is employed to ascertain the impact of the independent variable on the dependent variable. The coefficient of determination, often known as R squared, is a statistical measure that quantifies the proportion of the variance in the dependent variable that can be explained by the independent variable(s).The user's text does not provide any information to be rewritten in an academic manner. The statistical metric evaluates the ability of the independent variables to explain the variations observed in the dependent variables. The variable has a range of values that extends from 0 to 1. A value in close proximity to 1 functions as a dependable indicator. This particular approach is highly

appropriate for circumstances that entail the manipulation of a solitary independent variable.

Data Analysis

Participant's profile

There were 364 (76.2%) men and 114 (23.8%) women among the 478 participants involved in this study. A total of 232 (48.5%) respondents were between the ages of 30 and less than 40, while 185 (38.7%) were under the age of 30, and 61 (12.8%) were between the ages of 40 and more than 50. Furthermore, the vast majority (n=385, 80.5%) have a bachelor's degree.

Table 1. Participant's profile (N=478).

		Frequency	Percent
Gender	Male	364	76.2
	Female	114	23.8
Age	< 30 years	185	38.7
	30 : < 40 years	232	48.5
	40 : > 50 years	61	12.8
Education	High schools	78	16.3
	Bachelor	385	80.5
	Master/PhD	15	3.1
Income	1000\$	90	18.8
	1500 : 2500 \$	215	45.0
	2500 : 3500 \$	94	19.7
	More than 3500 \$	79	16.5

Reliability and validity

Confirmatory factor analysis was used (see Table 2). The computed item loadings ranged between 0.518 and 0.910, according to the results. Factor loading values greater than 0.5 were deemed acceptable by Hair et al. (2010). Table 2 further shows that Cronbach's alpha and composite reliability values are more than 0.7 for all variables, indicating good reliability. Furthermore, because the AVE values are greater than 0.5, the scales' validity has been proved using the Hair et al. (2020) criterion. Moreover, variance inflation factors (VIFs) are generated for each latent variable in a model. A VIF greater than 3.3 is considered an indication of pathological collinearity and indicates that a model may be impacted by common method bias. As a result, Kock (2015) recommends that if all VIFs from the whole collinearity test are equal to or less than 3.3, the model is free of common method bias.

Table 2. Factor loadings, Cronbach's, CR, AVE, and VIF

	Item loading	P value**	CR	CA	AVE	VIF
Digital Storytelling (DS)	-	-	0.900	0.873	0.570	1.548
DS.1	0.833	<0.001				
DS.2	0.910	<0.001				
DS.3	0.641	0.004				
DS.4	0.518	0.006				
DS.5	0.873	<0.001				
DS.6	0.543	0.007				
DS.7	0.587	<0.001				
DS.8	0.832	<0.001				
DS.9	0.916	<0.001				
Tourist Loyalty (TL)	-	-	0.903	0.863	0.656	1.641
TL .1	0.897	<0.001				
TL .2	0.836	<0.001				
TL .3	0.775	<0.001				
TL .4	0.876	<0.001				
TL .5	0.650	<0.001				
Customer Purchase Decision (CPD)			0.921	0.886	0.746	1.076
CPD .1	0.861	<0.001				
CPD .2	0.845	<0.001				
CPD .3	0.844	<0.001				
CPD .4	0.906	<0.001				
CR: Composite reliability; CA: Cronbach's alpha; AVE: average variance extracted; VIF: variance inflation factors						
** P value for item loading (<0.001)						

Additionally, according to Franke & Sarstedt (2019), "the AVE value for each variable must be greater than the greatest common value, and the correlation between two latent variables must be significantly less than unity to prove discriminant validity". According to the data in Table 3, the study model's discriminant validity has therefore been reached.

Table 3. Results of discriminant validity

	DS	CPD	TL
Digital Storytelling (DS)	0.714	0.064	0.589
Customer Purchase Decision (CPD)	0.064	0.863	0.246
Tourist Loyalty (TL)	0.589	0.246	0.810

The HTMT for validity was also calculated (see Table 4), and all values were less than 0.90, indicating that the results to confirm validity are satisfactory.

Table 4. HTMT for validity

HTMT ratios (good if < 0.90, best if < 0.85)	DS	CPD	TL
Digital Storytelling (DS)			

Customer Purchase Decision (CPD)	0.212		
Tourist Loyalty (TL)	0.677	0.310	
P values (one-tailed) for HTMT ratios (good if < 0.05)	DS	CPD	TL
Digital Storytelling (DS)			
Customer Purchase Decision (CPD)	<0.001		
Tourist Loyalty (TL)	<0.001	<0.001	

Study model’s fit and quality indices

The current study met all of Kock's (2021) model fit and quality index requirements (see Appendix B).

Results of testing study hypotheses

The results of testing hypotheses as shown in Figure (2) and Table (5) revealed that digital storytelling (DS) positively affects customer purchase decisions (CPD) ($\beta=0.35$, $P<0.01$) and tourist loyalty (TL) ($\beta=0.58$, $P<0.01$). This means that when DS increases CPD and TL tend to be higher. Thus, H1 and H2 are supported. Moreover, CPD positively affects TL ($\beta=0.43$, $P<0.01$), which means that when CPD is high, TL tends to be higher. Therefore, H3 is supported.

Moreover, figure 1 shows that DS interpreted 12% of the variance in CPD ($R^2=0.12$). Furthermore, DS and CPD interpreted 54% of the variance in TL ($R^2=0.54$).

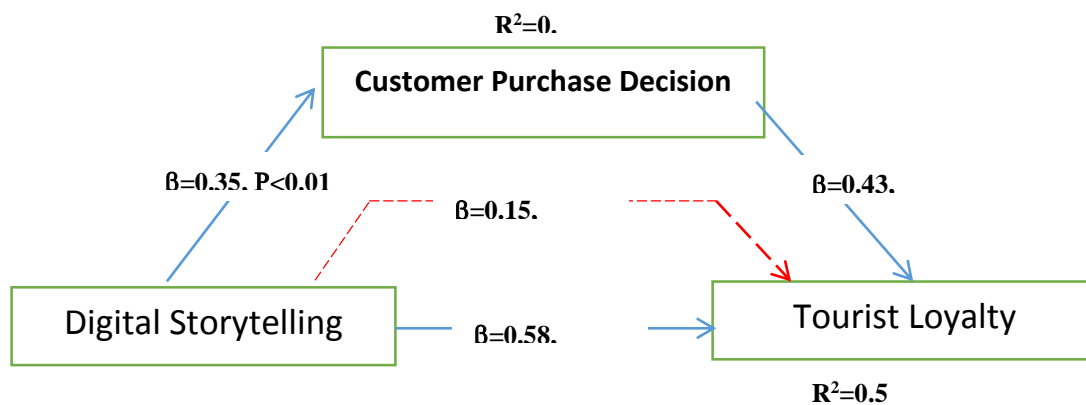


Figure 1: final model of the study

Table 5. Mediation analysis’ Bootstrapped Confidence Interval

Hypothesis	Path a DS-CPD	Path b CPD-TL	Indirec t Effect	SE	t- value	95% LL	95% UL	Decision
6								
DS-CPD-TL	0.350	0.430	0.151	0.032	4.703	0.088	0.213	Mediatio n

Lastly, to explore the mediating role of the effect of CPD, a “Bootstrapped Confidence Interval” analysis was applied as shown in Table (5). Findings revealed that the Std. β for the indirect effect equals 0.151 (0.350×0.430) was

statistically significant (p-value <0.05), which has a t-value of 4.703. Findings also revealed that the indirect effect of 0.151, "95% Bootstrapped Confidence Interval": (LL= 0.088, UL= 0.213), does not exist a zero in between, indicating the mediation effect. As a result, statistically significant evidence for the mediation role of CPD in the DS→TL relationship exists. Therefore, H4 is supported.

Conclusion and Recommendations

The findings of the research substantiate the notion that digital storytelling has a direct impact on tourist loyalty. The findings of this study have significant significance for enterprises and destination tourism services seeking to enhance tourist loyalty. The impact of storytelling content quality and experiential factors on consumer purchase decisions and tourist loyalty is both direct and indirect. This study has conducted empirical research to examine and validate the effects of digital storytelling on tourist loyalty in the context of purchasing services through digital storytelling marketing. Based on the research results, while the storytelling marketing variable directly and significantly affected tourist loyalty. In addition, customer interaction positively and dramatically affected purchasing decisions and loyalty. Consumer purchase decisions also mediated the relationship between storytelling marketing and tourist loyalty. The retention of information acquired from any source tends to diminish over the course of a few days. The exception holds significant relevance and is disseminated through the medium of storytelling. The diversification of the tourist offer and tourist loyalty is a manifestation of the continuous evolution of tourists' wants. The utilization of storytelling techniques in promoting information about tourist destinations or tourism services can yield favourable outcomes in enhancing the appeal of tourism in a given place. Moreover, it can operate as a catalyst for elevating the quality of services provided to tourists and fostering their loyalty.

Therefore, it is crucial for tourism business and marketing field to actively participate in the development and improvement of marketing strategies through the creation of captivating storytelling content. The objective of this technique is to stimulate tourist interest, encourage active engagement with destination and tourism services, and ultimately influence future behaviors that can have a substantial effect on tourist purchasing decisions and their loyalty. When developing content, business professionals and marketers need to consider multiple variables, such as the choice of titles, storylines, characters, story character development, the coherence of message content, and the manner in which the story is presented.

Further research

To enhance the scope of future research, it is recommended to explore and analyse additional elements that may exhibit an impact on tourist loyalty within the framework of digital storytelling marketing, which have not been addressed in the present study. Furthermore, it is recommended that future study should prioritize the analysis of the most efficient dimensions of storytelling in order to enhance customer engagement.

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Appendix (A) Measurement Scales

Customer Purchase Decision

- CPD.1. I would buy from this website.
- CPD.2. I would create a personalized account with this website.
- CPD.3. I would use my credit card to shop on this website.

- CPD.4. I would recommend this website to other people

Digital Storytelling

- DS.1. Storytelling promotions have caused me to buy products and services I normally would not buy.
- DS.2. When I get a promotion by Storytelling tool, I feel that am I getting a good deal.
- DS.3. Promotion by using storytelling makes me feel good.
- DS.4. Promotion by using storytelling is very important for me.
- DS.5. It is easy to find your needs.
- DS.6. The information on storytelling is attractively displayed.
- DS.7. I am satisfied with using storytelling marketing tools.
- DS.8. The information of storytelling is easy to understand and follow.
- DS.9. Storytelling marketing design is simple, reasonable, and attractive.

Tourist Loyalty

- TL.1. I will recommend Cairo as a destination to other people
- TL.2. I would encourage friends and relatives to purchase services by storytelling tools.
- TL.3. I would say positive things about Cairo to other people
- TL.4. I prefer storytelling to other tools.
- TL.5. When I need to make a purchase, Cairo is my first choice.

Appendix (B) Model fit and quality indices

	Assessment	Criterion	Supported/Rejected
Average path coefficient (APC)	0.453, P<0.001	P<0.05	Supported
Average R-squared (ARS)	0.333, P<0.001	P<0.05	Supported
Average adjusted R-squared (AARS)	0.331, P<0.001	P<0.05	Supported
Average block VIF (AVIF)	1.003	acceptable if ≤ 5 , ideally ≤ 3.3	Supported
Average full collinearity VIF (AFVIF)	1.422	acceptable if ≤ 5 , ideally ≤ 3.3	Supported
Tenenhaus GoF (GoF)	0.460	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	Supported
Sympson's paradox ratio (SPR)	1.000	acceptable if ≥ 0.7 , ideally = 1	Supported
R-squared contribution ratio (RSCR)	1.000	acceptable if ≥ 0.9 , ideally = 1	Supported
Statistical suppression ratio (SSR)	1.000	acceptable if ≥ 0.7	Supported
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	acceptable if ≥ 0.7	Supported

تأثير التسويق القصصي الإلكتروني على ولاء السائح

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الملخص

لقد برز السرد القصصي الرقمي كإستراتيجية تسويق رقمية فعالة لتطوير علاقات قوية ودائمة مع المستهلكين، وفي الوقت نفسه تعزيز ولاء العملاء المتزايد. يتم استخدام السرد القصصي كوسيلة لنقل إمكانيات المنتج أو الخدمة ورؤيته للتأثير بشكل فعال على مشاعر السائحين وإثارة فضولهم وتعزيز قدرتهم على تذكر التجربة السياحية، مما يؤدي في النهاية إلى تعزيز المستوى المطلوب من الولاء. الهدف من هذا البحث هو دراسة العوامل المختلفة في السرد القصصي الرقمي التي قد يكون لها تأثير على ولاء السائح. ويحاول التحقق من العلاقة بين السرد القصصي الرقمي وولاء السائح، فضلا عن تعزيز التمثيل المعرفي للخدمات السياحية. استخدم البحث الحالي الاستبيان كوسيلة لجمع البيانات. تم جمع إجمالي 478 نموذجًا من السائحين الذين يزورون القاهرة كوجهة مختارة. يتم استخدام التحليل الإحصائي للتحقق من صحة الفرضيات وتحليل البيانات المجمعة. وكشفت نتائج البحث عن وجود علاقة إيجابية ذات دلالة إحصائية بين السرد القصص الرقمي وولاء السائحين. علاوة على ذلك، تم التوصل إلى العديد من النتائج التي يمكن أن تساعد متخذي القرار في استخدام السرد القصصي كإستراتيجية معاصرة في مجال التسويق الرقمي.

الكلمات المفتاحية: السرد القصصي الرقمي، ولاء العملاء. قرار شراء المستهلك.