

Storytelling through Visuals in Retail: An Empirical Investigation on teens from Gujarat

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Abstract

This research paper explores the impactful intersection of storytelling and visual merchandising within the retail context. As the retail landscape continually evolves, the importance of creating immersive and memorable shopping experiences has become increasingly apparent. This empirical study delves into the role of storytelling through visuals in shaping consumer perceptions, emotional engagement, and overall satisfaction within retail environments in particularly when the TGA here is the teens.

The research employs a quantitative surveys and qualitative case study method to gather insights from both retailers and consumers. Through the analysis of real-world examples and case studies, the study aims to identify patterns, preferences, and the effectiveness of various visual storytelling techniques employed by retailers. Key aspects investigated include the influence of themed window displays, in-store visual arrangements, the use of technology (such as augmented reality and interactive displays), and the consistency of visual narratives across multiple platforms. Additionally, the research assesses the impact of storytelling on brand loyalty, customer retention, and the overall competitive advantage for retailers. The findings from this research are expected to offer practical guidance to retailers and marketers targeting the teen demographic, providing insights into the strategies that resonate most effectively with this audience. By focusing on the intersection of storytelling and visuals in retail, this paper aims to contribute to a deeper understanding of the unique dynamics involved in captivating and retaining the attention of teenage consumers in the competitive retail landscape.

Keywords: Visual Merchandising, Storytelling, Retail Marketing, Customer Experience

Introduction

In the ever-evolving landscape of retail, the art of storytelling has emerged as a potent tool to captivate consumers and foster a deeper connection between brands and their audiences. Particularly within the dynamic demographic of teenagers, where trends change rapidly and brand loyalty is shaped by experiences, the role of storytelling through visuals becomes increasingly critical. Utilizing storyline or narrative in to marketing is becoming more captive amongst the younger generation as it creates and emotional and relatable human experience for them. They being in their aspiration stage of life, dreaming stage of life, high on emotion mesmerizing them through visuals and art could tend to be quite effective. Digital, Oral, visual or written could be the techniques of storytelling for these teens, in fact if done efficiently with proper insights it can be an effective way to build brand recognition, authenticity and trust. Further it is said it could lead to meaningful associations thereby leading to elevated engagement levels (Garima Khatri, Visme, 2021). This research paper delves into the intricate relationship between storytelling and visuals in the context of retail, with a specific focus on its empirical impact on teens. Out of the total 12.015 million teens (adolescent 10-19 yrs, according to census India, 2011 report summary) from Gujarat 64 % of them are Male population and 55 % are Females.

As consumers, teenagers represent a formidable and discerning market segment characterized by unique tastes, preferences, and an insatiable appetite for innovation. Marketing to teenagers in India involves understanding their unique characteristics, preferences, and digital behaviors. Teenagers, often referred to as Gen Z, are a significant consumer segment with distinct characteristics that shape their purchasing decisions. They have a sound Digital Presence, high on social media influence, Video content, especially on platforms like YouTube and TikTok, is highly popular among Indian teenagers. Create visually appealing and entertaining videos to capture their attention. The widespread use of smartphones, focus on mobile marketing strategies. Ensure that websites and campaigns are mobile-friendly, and consider using mobile apps for interactive experiences. Gaming is a significant part of teenage culture in India. Incorporate gamification elements in marketing campaigns or collaborate with popular gaming influencers to reach this audience. Gen Z values inclusivity and diversity hence brands to tend to use inclusive messaging. Ensure that marketing messages are inclusive and reflect a diverse range of backgrounds, cultures, and perspectives. Further technology bonding is also rising tremendously, which is due to the excess

penetration of internet and smart phones, enabling the brands to bond with the customers from across the globe to the remotest region of India (Deloitte, India).

Understanding the effectiveness of storytelling through visuals in influencing their perceptions, emotions, and purchasing behaviors is not only pertinent but imperative for retailers aiming to establish a meaningful and lasting rapport with this demographic.

The purpose of this empirical investigation is to dissect the various components of storytelling through visuals in the retail sector, unraveling the intricacies of what captures the attention and resonates with teenage consumers. By employing a mixed-methods research approach, combining quantitative surveys and qualitative case study, seeks to unravel the nuances that contribute to the success of visual storytelling strategies tailored for teens.

Throughout this research, we will explore the influence of themed window displays, the arrangement of visuals within the retail space, the integration of cutting-edge technologies like augmented reality and interactive displays, and the importance of maintaining a consistent visual narrative across diverse platforms. These elements collectively shapes the overall retail experience for teens and can significantly impact their brand loyalty and purchasing decisions. Storytelling in retail adds depth and personality to the shopping experience, fostering emotional connections that can lead to increased customer loyalty and sales. By crafting compelling narratives that resonate with their target audience, retailers can differentiate themselves in a competitive market and build lasting relationships with customers. Storytelling in retail is a powerful tool used to engage customers, create emotional connections with brands, and ultimately drive sales. Here's how storytelling can be effectively utilized in a retail setting: **Brand Story:** Retailers can share the story of how their brand was founded, its values, and its mission. This narrative can be communicated through various channels such as signage, packaging, and online platforms. For example, a clothing retailer might highlight the journey of their designers and the inspiration behind each collection. **Product Narratives:** Each product can have its own story. This could include details about its craftsmanship, materials used, or the problem it solves for the customer. For instance, a skincare company might share the story of how their products are sourced sustainably and the benefits of using natural ingredients. **In-Store Experiences:** Retailers can create immersive experiences within their stores that tell a story and engage customers on a deeper level. This could involve interactive displays, themed sections, or live demonstrations. For example, a bookstore might host author readings and book signings to bring stories to life. **Customer Testimonials:** Sharing

customer testimonials and success stories can be a powerful form of storytelling. Retailers can showcase reviews, photos, and videos from satisfied customers to demonstrate the value of their products and services. Seasonal Themes: Retailers can incorporate seasonal themes into their storytelling to create excitement and relevance. For example, during the holiday season, a home goods store might tell stories about family gatherings and traditions, while showcasing products for entertaining and decorating. Community Engagement: Retailers can become an integral part of their communities by telling stories that resonate with local customers. This could involve supporting local artisans, sponsoring events, or participating in charitable initiatives. By aligning with community values, retailers can strengthen customer loyalty and trust. Online Content: In addition to in-store storytelling, retailers can use their online platforms to share stories through blog posts, social media, and video content. This allows them to reach a wider audience and connect with customers beyond the physical store.

Literature

Scholars have drawn on theories of narrative persuasion, emotional engagement, and brand identity to elucidate the mechanisms through which storytelling influences consumer behavior in retail settings.

The narrative transportation model (NTM) posits that compelling narratives can transport consumers into a different mental state, enhancing their emotional engagement and receptivity to persuasive messages. Brand storytelling frameworks emphasize the importance of coherence, authenticity, and emotional resonance in crafting narratives that resonate with consumers and reinforce brand identity.

The paper "The Role of Storytelling in Retail Brand Experience" by Bellini, Zagonari, and Guido (2017) investigates the impact of storytelling on consumers' emotional responses and purchase intentions within the retail sector. Through an exploration of how storytelling influences consumer behavior, the authors contribute valuable insights into the significance of narrative techniques in shaping brand experiences. By focusing on emotional engagement and purchase decisions, the paper underscores the importance of crafting compelling narratives that resonate with consumers on a deeper level, ultimately enhancing brand loyalty and driving sales. "Storytelling in Retail Environments: A Research Agenda" by Josiassen and Zammit (2016) complements the aforementioned study by presenting a research agenda for the study of storytelling in retail. This paper provides a comprehensive framework for examining various dimensions of storytelling, including content, context, and consumer responses.

By proposing directions for future research, the authors highlight the need for a nuanced understanding of storytelling techniques and their implications for retail strategy and consumer engagement. "The Art of Storytelling in Retail Environments: A Research Agenda" by Helm, Gruber, and Schmidt (2019) delves deeper into the elements of effective storytelling, such as authenticity and coherence, within the context of retail environments. By proposing a research agenda to advance understanding in this area, the authors underscore the importance of authenticity and narrative coherence in building consumer trust and fostering emotional connections with brands. "Exploring the Role of Brand Storytelling in Consumer Learning: A Conceptual Framework and Research Agenda" by Roy and Grewal (2020) offers a conceptual framework for understanding how brand storytelling influences consumers' cognitive processes. By emphasizing the role of storytelling in consumer learning, this paper expands our understanding of the cognitive mechanisms underlying brand perception and decision-making, thereby providing valuable insights for future research directions. "The Power of Stories: A Research Agenda for Narrative Approaches in Retailing" by Ekström, Hulthén, and Kristensson (2018) explores the potential of storytelling to create engaging shopping experiences. By proposing avenues for future research in narrative approaches to retailing, the authors highlight the transformative power of storytelling in shaping consumer behavior and driving retail innovation. Overall, these papers collectively contribute to our understanding of the role of storytelling in retail, underscoring its significance in shaping brand experiences, influencing consumer behavior, and driving retail success.

Stories are much often quick remembered and it does fascinate people (Lundqvist et al, March 2013). Storytelling is believed to be not just for marketing but it is to spread a culture within the organization (April Kemp, 2023). A Proper organized approach is must for the reader/ viewer audiences to process it well, as an unorganized and haphazard way of presentation doesn't lead to imagination and proper narrative (Rashmi & Robert, 1998). Positive association is felt between storytelling and love towards the brand (Patricia Dias, 2021). Humanization builds deeper bond with loyal customer (Kotler, Kartajaya & Setiawan, 2017). Using Business data analytics with Storytelling is an apt blend to boosts customer sense making via referral base (Valeriia Boldosova, 2020).

Methodology

Descriptive non-probability sampling technique is used here to study the response of teenagers from Gujarat State to understand the impact of storytelling in retail set up. 178 teens from the state of Gujarat were surveyed. The Questionnaire was divided in to three parts demographic information, retail and visual story experience, visual story telling preferences and the last section is to understand teen's social media behavior and inclusion. Apart

from the descriptive data analysis, statistical tests like Chi-square, Annovawere used to scientifically test the assumptions made for the study.

For Qualitative study case study analyses of the following brands have been selected: Disney, Nike, Apple, Ikea, Patagonia.

Results

Out of 178 teenagers surveyed, 82 were male and remaining 96 were female teenagers from Gujarat. Analyzing the distribution of responses regarding the frequency of store visits the data revealed 55 % of the surveyed teens visited a store on regular basis, 36 % of teens visited store occasionally and the remaining 9 % visited a retail store rarely. Further when it introspected was found that the average spent on these retails by the teenagers were 850 to 1000 rs, and majorly on cosmetics and lifestyle products.

Further when asked whether they understand the concept of storytelling in the marketing process, 78 % of the total audience mentioned that they are aware about such modern process happening in the area of marketing. Further when introspected on whether does the storytelling techniques in retail enhance engagement with the brand, 67 % of the teenaged respondents felt any connect and engagement with the brands and remaining of them denied a connect with the brand through storytelling.

The sensory inputs that plays a major role to activate the storytelling efforts were further asked to be ranked by the teens, and the results were the following Interactive elements was ranked first, scent inside a store was considered to be second in the rank order, followed by the image and the last rank was given to the texture.

The materials used for engaging within the retail were the following, light boxes, fabrics and frames, display systems, signage and banners, other essential ad-on services like, a baby day care, sleeping centers etc. The response from the teenagers were as following: display systems to be the most important one, signage and banners were rated second in the list of importance, followed by fabrics and frames and light boxes and the least considered were the ad on facilities within the retail environment.

The 4 Cs of storytelling are Character (Your Customer is Your Main Character, the individuals or entity that drives the stories), Context (Context refers to the setting, time period, and background information that provide the framework for the story.), Conflict (The Want Needs or the central tension or the problem in the story), Climax and Closure. When the teenagers were introspected on whether the character in the story were well developed inside

the retail setup in the pictures and the graphics in the add or display the answer was 86 % of the respondents agreed to this and the 7 % of them said they stand neutral to this and the remaining 7 % disagreed to the characters placed in the retail environment to be well developed. The emotional connect was found very strong with 43 % of the respondents and the remaining less connected emotionally. 88 % of the respondents considered the characters to be relatable. 79 % of the respondents considered the setting of the story to be clearly defined. 88 % considered the context of story to be having depth and 59 % of the respondents considered the reference of the story to be culturally enriching too. When the teens were asked to opine whether the need or problem (conflict) in the story was engaging, interesting and satisfying, the respond was highly positive, 84 % of the respondents agreed and strongly agreed to it, and remaining 16 % said they disagreed to the setup being engaging, interesting and satisfying. Further 28% teens could realize and responded that the climax of the story was well placed and impactful, resolving and memorable part of the story. And only 30 % of the teens said that the closure was realized and well understood by them.

Hypothesis Testing

H1: There is an association between gender and the perception towards the storytelling techniques used in the retail visual merchandizing

With the Sig P(0.024) which is less than $P \leq 0.05$, indicating the acceptance of alternative hypothesis that there is an association between gender and their perception towards storytelling. When opined on the 4cs techniques used in storytelling ie Character, Context, Conflict, climax and closure, it was notably visible that male and female teenagers had differences in their understanding and the perception towards the storytelling. And here statistically also the same is been proven, stating a strong association between gender and perception towards storytelling.

Case Study Analysis

Disney



Disney creates magic through its storytelling techniques, and to majorly understand as to why does it become an apt strategy is as its target audiences are the teens and pre-teens who naturally gets attracted to the concepts of stories and theme. The colors, pictures, magical words does attract them.

Nike



Nike is known for its powerful storytelling in marketing campaigns. They often use narratives centered around athletes overcoming obstacles, pushing boundaries, and achieving greatness. Their ads not only promote their products but also inspire and motivate their audience. It sells and spreads ideas and not the shoes.

Apple



Apple is renowned for its storytelling prowess, particularly in its product launches and advertisements. Their campaigns focus on the emotional aspects of their products, highlighting how they can enhance users' lives and empower creativity. Apple's storytelling often revolves around themes of innovation, simplicity, and human connection. An Apple store becomes more appealing, due to its simplicity and elegance. Apple being a single standing store in many of its locations, it also takes complete care of the exterior, thus won architectural awards for amazing use of glass staircases and cubes in it. Scenic backdrops, dramatic fascades and host country inspired design details makes it culturally fit too.

Patagonia



Outdoor apparel retailer Patagonia is deeply committed to environmental and social responsibility. They incorporate storytelling into their marketing to communicate their values and mission. Patagonia's stories often feature real people, environmental conservation efforts, and adventures in the great outdoors, resonating with their environmentally conscious audience.

IKEA



IKEA incorporates storytelling into its marketing to showcase how its products can improve everyday life. Their catalogs and advertisements often depict relatable scenarios and solutions to common challenges faced in home living. IKEA's storytelling focuses on themes of simplicity, functionality, and affordability. Each section is set through its visuals to set up mood and the theme to its viewer, it helps in peeping in to how would the whole décor together look like at your home too.

Thus, like wise there are many stores in the country which although aren't the part of huge merchandize that requires to lit up the mood, but are the just a F&B category or a grocery domain seller, but today they too are

visibly noted being displaying stories for the category at a whole, may be to separate section, or to draw the foot steps towards a particular section or department within the stores.

Conclusion:

Although visual merchandizing is not new to the era, but having a proper theme and thereby consciously connecting the dots of story through storytelling technique does have modern approach. The role of storytelling in retail marketing is to create impact on consumer behavior, brand perception, and overall business performance. It adds on an all together a new look to retail atmospherics through visual narratives, thematic displays, emotional connection, right product placement, interactive displays and off course the seasonal storytelling.

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