

# Narrative Effects on Brand Attitude Formation: An Experimental Study on an E-book Device

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## ABSTRACT

*Beyond the notion that 'information' plays a key role for consumer attitude formation, there are some articles in which 'narrative' has effects on one's brand attitude. Narrative is composed of both its 'message' and 'method', and consumer researchers traditionally have been interested in understanding the interrelationships between the 'message' and attitude change. However, when we consider a commitment to improving the practice of branding, it is indispensable to acquire new knowledge of its 'method.' This study empirically examines narrative effects on positive brand attitude, clarifying what narrative methods impact the favorability ratings and purchase intentions of consumers.*

*For this purpose, a total of eight narratives were developed on the basis of methods narratology has formulated. 'Trinity', a fictitious e-book device brand, was selected as the experiment object. A three-factor analysis of variance was applied in this experimental study. Favorability ratings and purchase intentions were adopted as objective variables, and narrator, worldview, and character as explanatory ones.*

*This study found the worldview was the most influential factor for both favorability ratings and purchase intentions. Particularly, it was more effective to show the narrative that emphasized the 'Trinity' manufacturer not only improved the product but also resolved global information divide than the one that emphasized it just improved the product and content distribution. The former narrative was developed on the basis of the worldview that focused on global 'common good.'*

*This experiment demonstrated that worldview and character had significant interactive effects on the purchase intentions. Especially, the most effective narrative was the one that 'Trinity' manufacturer tried to resolve global information divide in collaboration with a certain nonprofit organization. This narrative was developed on the basis of the critical narrative model: A challenge to the new global problem with an independent and fragile actor, not with an established institution*

**Field of Research:** Branding

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