



What Role Does Emerging Technology (e.g., AI, AR, VR) Play in Enhancing Brand Storytelling on Digital Platforms and How Does It Influence Consumer Engagement?

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Abstract

“What Role Does Emerging Technology (e.g., AI, AR, VR) Play in Enhancing Brand Storytelling on Digital Platforms, and How Does It Influence Consumer Engagement?”

In today’s rapidly evolving digital landscape, brands are leveraging emerging technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR) to create immersive storytelling experiences that connect with consumers.

This dissertation focuses on Nike, a global leader in integrating innovative technology into its brand storytelling, to explore how these tools are redefining consumer engagement on digital platforms. Nike’s use of AR/VR allows users to virtually try on sneakers, creating a personalized and interactive shopping experience that extends beyond traditional retail. Additionally, AI-driven features like “Nike Fit” scan users’ feet to recommend the perfect shoe size, blending utility with storytelling by placing the consumer at the heart of the brand’s storytelling. This study investigates the role of AI and AR in enhancing Nike’s storytelling strategy, examining how these technologies transform consumer interactions into engaging, value-driven experiences. By analyzing consumer responses to these tech-enabled stories, the research uncovers insights into how emerging technologies influence brand perception, customer satisfaction, and overall engagement.

The findings aim to provide a framework for understanding the future of digital storytelling in marketing, highlighting the potential for AI, AR, and VR to create deeper emotional connections between brands and their audiences. This research not only sheds light on Nike’s innovative practices but also serves as a guide for brands seeking to navigate the complexities of storytelling in the digital age.

Keywords: Digital storytelling, AI, AR, VR, Consumer engagement, Brand perception, Nike

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Sumário

“Que papel desempenha a tecnologia emergente (por exemplo, IA, AR, VR) na melhoria da narrativa da marca em plataformas digitais e como influencia o envolvimento do consumidor?”

No atual panorama digital em rápida evolução, as marcas estão a adotar tecnologias emergentes, como Inteligência Artificial (IA), Realidade Aumentada (RA) e Realidade Virtual (VR), para criar experiências de storytelling imersivas que ressoam com os consumidores.

Esta dissertação centra-se na Nike, líder global na integração de tecnologia na narrativa da sua marca, para explorar como estas ferramentas estão a redefinir o envolvimento do consumidor nas plataformas digitais. A utilização de RA/RV pela Nike permite aos utilizadores experimentar sapatilhas virtualmente, criando uma experiência de compra personalizada e interativa. Já o “Nike Fit”, baseado em IA, recomenda o tamanho de calçado ideal, unindo utilidade e narrativa ao colocar o consumidor no centro da storytelling.

Este estudo investiga como IA e RA aperfeiçoam a estratégia de storytelling da Nike, transformando interações do consumidor em experiências envolventes e orientadas para o valor. Ao analisar as respostas dos consumidores a estas histórias tecnológicas, a investigação revela insights sobre como estas ferramentas influenciam a perceção da marca, a satisfação do cliente e o envolvimento geral.

As descobertas fornecem uma estrutura para compreender o futuro da narrativa digital, destacando o potencial da IA, RA e VR para criar ligações emocionais mais profundas entre marcas e públicos. Esta pesquisa ilumina as práticas inovadoras da Nike, mas também serve de guia para marcas que desejam navegar pela narrativa na era digital.

Palavras-chave: Storytelling digital, IA, RA, VR, Consumer engagement, Perceção da marca, Nike

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1. INTRODUCTION

1.1 Background and Context

1.1.1 The Role of Marketing and Brand Storytelling in Today's Digital Landscape

Marketing in the digital age has shifted from product-centric messages to a consumer-centric approach that emphasizes interaction and emotional connection. Brand storytelling is at the core of this evolution, serving as a strategic tool for brands to express their values, identity, and purpose in a way that appeals to consumers. In today's extremely competitive and saturated market, brand storytelling is critical for developing strong relationships, distinguishing from competitors, and sustaining brand loyalty (Pulizzi, 2012).

Digital platforms such as social media, websites, and e-commerce platforms have altered how brands communicate their stories, allowing for real-time engagement, visual storytelling, and interactive experiences. This transformation has enabled brands to implement multi-channel storytelling strategies, resulting in a unified and engaging narrative accessible to a global audience (Singh & Sonnenburg, 2012). With rising customer demand for relevant content and authentic brand communication, storytelling has become an essential component of effective digital marketing campaigns.

1.1.2 The Evolution of Storytelling: From Traditional Methods to Digital Platforms

Traditional brand storytelling was mostly communicated through one-way channels such as television advertising, print advertisements, and cinema. These mediums provided limited customer engagement and were primarily aimed at passive content consumption. This era's storytelling strategies depended primarily on innovative storylines, emotional appeals, and symbols to attract the audience's attention (Fog, Budtz, & Yakaboylu, 2005).

The rise of the internet and digital technologies has caused a paradigm change in storytelling techniques. Digital platforms provide two-way communication, allowing consumers to actively participate in the brand narrative. Social media, for example, has changed the storytelling dynamic by allowing users to create content, provide real-time comments, and share it virally.

Brands may now tell more sophisticated and compelling tales that are tailored to individual preferences by incorporating multimedia components such as movies, graphics, and interactive features (Herskovitz & Crystal, 2010).

The adoption of emerging technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR) represents the latest evolution in storytelling. These technologies provide personalised experiences that old approaches could never provide. AI, for example, can create personalized content based on user data, resulting in a distinct narrative for each consumer. AR and VR enable consumers to connect with brands in simulated environments, resulting in unparalleled levels of involvement and engagement (Huang & Rust, 2020). As these technologies continue to develop, they are likely to redefine the boundaries of digital storytelling and open up new possibilities for how brands connect with their audiences.

1.2 Problem Statement:

The use of digital platforms for brand storytelling has become increasingly prominent with the advent of emerging technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR). While traditional brand storytelling relied heavily on passive consumer participation, these technologies offer more immersive and interactive experiences. However, despite widespread adoption, the impact of these technologies on consumer engagement is not fully understood, and the mechanisms through which they enhance brand storytelling remain underexplored. This research aims to investigate how AI, AR, and VR are used in brand storytelling on digital platforms, identify the types of consumer engagement they foster, and evaluate their effectiveness across different storytelling contexts.

1.3 Research Questions:

1.3.1 Main Research Question:

"How do emerging technologies (e.g., AI, AR, VR) enhance brand storytelling on digital platforms, and what is their impact on consumer engagement, behavior, and brand perception?"

1.3.2 Sub-Research Questions:

- How do AI, AR, and VR individually contribute to the different stages of the consumer journey within digital brand storytelling and how do they affect consumer perceptions of brand value?
- How do technologies like AR and VR influence purchase intention and decision-making for consumers?
- What role does interactivity play in influencing consumers' emotional engagement and brand attachment compared to traditional storytelling methods?
- How do consumers perceive the use of AI and does it enhance or diminish their sense of connection to the brand?

1.4 Research Objectives:

1.4.1 Research Objectives

How does Nike use AI and AR to create Interactive and Personalized Stories?

Nike is renowned for leveraging cutting-edge technology to enhance its digital storytelling efforts and create unique, interactive experiences for its consumers. AI is utilized to generate personalized recommendations and tailor content based on individual consumer preferences, enhancing user engagement and driving deeper connections with the brand (Wang, Malthouse, & Krishnamurthi, 2015). For instance, the Nike Fit app utilizes AI to analyze foot morphology and suggest precise shoe sizes, creating a personalized experience that goes beyond traditional size charts.

In terms of Augmented Reality (AR) and Virtual Reality (VR), Nike has been at the forefront of innovation, investing significantly in cutting-edge technologies to enhance consumer experiences. Among these advancements are tools leveraging AR and VR, designed to create more interactive ways for customers to engage with the brand. For example, Nike has introduced AR features like Snapchat filters that allow users to virtually try on shoes, making the shopping process both fun and practical.

Moreover, Nike has actively integrated User-Generated Content (UGC) into its digital

storytelling strategies, enabling consumers to create and share their experiences with the brand. For instance, users can utilize AR tools not only to visualize products but also to personalize and showcase their interactions through social media platforms. Customers can participate in Nike's storytelling by sharing content, which builds community and expands the company's narrative reach. According to Berthon et al. (2008), user-generated content (UGC) from these technologies turns users into co-creators of the brand experience, strengthening their emotional bond and inspiring others to adopt these cutting-edge platforms.

This objective is to explain how these technologies, when paired with user-generated content, change Nike's storytelling tactics and allow customers to actively participate in and contribute to the brand's narrative.

What is the Impact of These Technologies on Consumer Engagement and Behavior?

Understanding the impact of AI and AR on consumer engagement and behavior is essential to determine their effectiveness in enhancing brand storytelling. Prior studies indicate that personalized content powered by AI can significantly increase engagement by making consumers feel valued and understood (Davenport et al., 2020). AR, on the other hand, has been shown to increase purchase intentions and brand recall by creating memorable, interactive experiences (Hilken et al., 2017). Nike wants to better understand the value these technologies provide to the relationship between customers and brands by measuring how they affect important engagement metrics like time spent on the app, interaction rates, and purchase behavior.

What are Future Trends in Brand Storytelling via Emerging Technologies?

The final research objective is to explore the future potential of AI, AR, and other emerging technologies in the context of digital storytelling. This involves identifying upcoming trends, such as the integration of Virtual Reality (VR) for more immersive storytelling or the use of generative AI to create dynamic, adaptive narratives (Huang & Rust, 2020). By analyzing Nike's current and future use cases, this objective will provide insights into how emerging technologies can further evolve brand storytelling and redefine consumer expectations.

1.5 Scope of Research:

Focus on Nike's Digital Platforms:

The Nike Fit app and its investment in upcoming AR/VR technologies are two of Nike's primary digital storytelling strategies that are the focus of this study. The Nike Fit app is an example of a useful AI tool that uses data-driven customisation to solve typical sizing issues. This platform demonstrates how new technologies can improve storytelling by customizing the user experience to meet the demands of each individual. Nike's dedication to use immersive platforms in the future is further evidenced by their continuous research into AR and VR technology. These initiatives offer insightful information about how companies may successfully engage consumers by using cutting-edge technologies into their digital narratives.

Broader Implications for the Marketing Industry:

Beyond the context of Nike, the research aims to identify broader implications for the marketing industry, providing a roadmap for how other brands can adopt similar strategies. By examining Nike's successes and challenges, the study will offer insights into the scalability and adaptability of AI and AR in various industries such as fashion, sports, and e-commerce (Pantano et al., 2017). The objective is to highlight best practices, potential pitfalls, and strategic considerations that marketers need to keep in mind when implementing these technologies for digital storytelling.

2. LITERATURE REVIEW

2.1 Scope and Frameworks:

The literature review will focus on the intersection of brand storytelling and emerging technologies (e.g., AI, AR, and VR) in the context of digital marketing. Key themes will include the evolution of brand storytelling techniques from traditional media (e.g., TV and print) to digital platforms, the role of interactive and immersive technologies in enhancing narrative engagement and the impact of AI-driven personalization on consumer perception and experience.

The review will predominantly focus on studies and industry reports published within the last decade (2014-2024), as these years mark the most significant advancements in AI, AR, and VR

applications in marketing. The review will include conceptual frameworks that explain how emerging technologies affect the storytelling process, including models of consumer engagement (e.g., Flow Theory and Technology Acceptance Model) and brand authenticity. The frameworks will be used to understand how digital narratives are structured and the psychological mechanisms behind immersive consumer experiences.

The literature review aims to provide a comprehensive overview of existing knowledge on the role of emerging technologies in digital brand storytelling. Specifically, it seeks to highlight the areas that lack empirical research, such as how AR and AI influence emotional engagement and the ethical implications of AI-driven narratives, define the primary theories that explain consumer engagement and behavior in response to digital storytelling, setting up a strong conceptual base for this research. Furthermore, it aims to discuss how marketers have leveraged these technologies and the ongoing debates on overuse of technology reducing brand authenticity or VR's effectiveness in creating memorable experiences.

2.2 Theoretical Frameworks and Concepts:

2.2.1 Media Richness Theory

The Media Richness Theory (MRT), first developed by Daft and Lengel (1986), is a framework that explains the effectiveness of communication mediums based on their ability to convey information and reduce ambiguity. The theory proposes that richer media, which have a greater capacity to facilitate understanding and reduce uncertainty, are more effective for delivering complex messages to consumers. This theory is highly relevant for comparing traditional versus digital storytelling channels, as emerging technologies like Augmented Reality (AR) and Virtual Reality (VR) offer new ways of communicating with audiences.

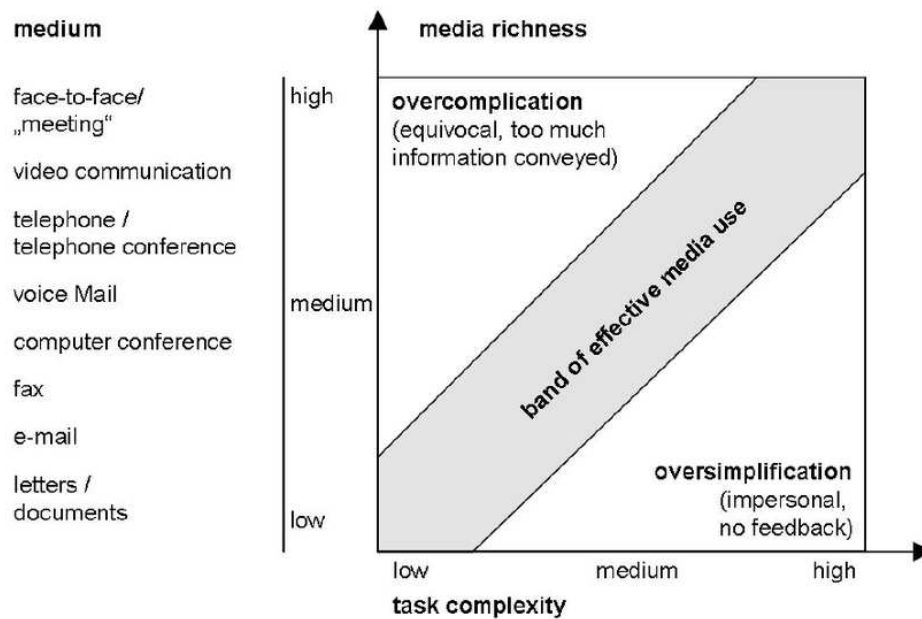


Figure 2: Media richness model (Reichwald et. al., 1998: 57)

A medium's risk of oversimplification is correlated with its richness, as shown by the Media Richness Model (Figure 2). "Media richness" is represented by the X-axis, and "oversimplification risk" is represented by the Y-axis. As the figure illustrates, richer media—like AR and VR—offer a more thorough communication experience, which lowers the danger of oversimplification. Richer media are better able to handle ambiguity and promote understanding because they can interpret many cues, give instant response, and employ natural language (Daft and Lengel, 1986).

In the context of brand storytelling, AR and VR exemplify "rich" media because they create immersive, interactive environments that allow users to engage with content on multiple levels, such as visually, auditorily, and emotionally. As Steuer (1992) emphasizes, immersive environments enhance user interaction and engagement, setting them apart from traditional media, which often confine consumer engagement to passive forms like reading or watching. By offering such personalized and impactful experiences, AR and VR align with the core principles of Media Richness Theory.

Unlike traditional media, which often limit consumer engagement, AR and VR enable consumers to actively participate in brand narratives. This makes them particularly suitable for complex storytelling scenarios where emotional engagement and immersion are essential. Through these technologies, brands can convey not just factual information but also emotions,

values, and narratives in a way that is more impactful than traditional media, which often struggle to achieve the same level of engagement.

Application of Media Richness Theory in Brand Storytelling

MRT is particularly relevant to brand storytelling as it underscores the importance of matching the medium to the complexity of the message. Emerging technologies such as AR and VR are considered "rich" media due to their ability to deliver highly interactive experiences. For instance, VR allows users to engage deeply with a brand's narrative by creating fully immersive environments, offering a richer communication channel than traditional media. In contrast, simpler or less nuanced brand stories may be effectively communicated through leaner media, such as text or images, which are more suited to straightforward, informational content.

Nike's use of AR/VR exemplifies how rich media can enhance consumer engagement by allowing users to virtually interact with products, creating a more immersive brand experience. By applying the principles of MRT, brands can strategically choose the most effective digital tools to convey their narratives, ensuring the medium aligns with the complexity and emotional depth of the message. Ultimately, richer media like AR, VR, and AI-driven personalization enhance the storytelling experience by fostering deeper consumer engagement and emotional connection.

2.2.2 Flow Theory:

The Flow Theory (Mihaly Csikszentmihalyi, 1995), explains how people or consumer achieve a state of deep focus and immersion when the challenge and their skill levels are balanced.. Hence, this theory is a useful for understanding how immersive technologies (e.g., AR and VR) enhance consumer engagement by creating experiences that absorb attention and reduce distractions.

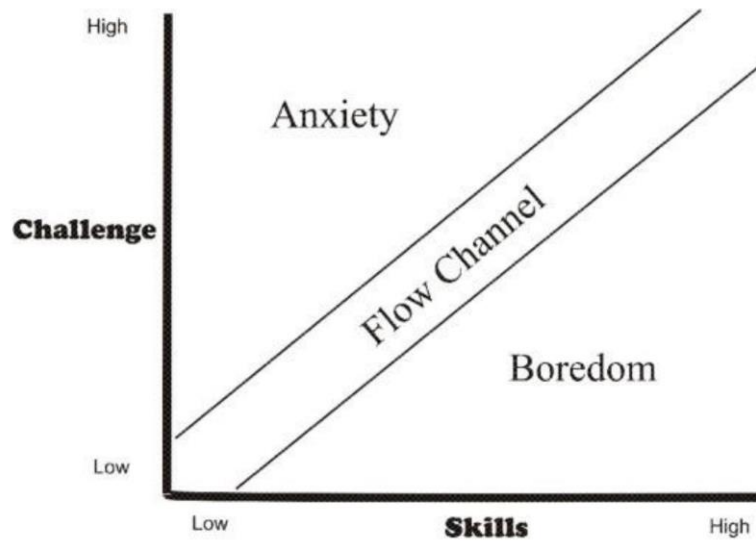


Figure 1: The Flow. After Mihaly Csikszentmihalyi, *The Flow* (1990), p.74

The Flow Model illustrates the dynamic relationship between challenge and skill levels, providing a visual representation of how these two variables interact to create an optimal experience. The horizontal axis (X-axis) represents the skill level of the individual, while the vertical axis (Y-axis) depicts the challenge level of the task or activity. The intersection of these axes forms different zones that determine the state of the individual's experience.

The optimal condition, referred to as the "Flow Channel," is reached when the degree of difficulty is appropriately proportioned to the person's skill level, producing a well-rounded and captivating experience that promotes intense concentration and enjoyment. However, the encounter enters the "Boredom Zone," which results in apathy and disengagement, if the task is much below the person's capabilities. On the other hand, the "Anxiety Zone," when the task becomes too much to handle and causes tension and frustration, is triggered when the challenge is far beyond the person's capabilities.

It is also crucial that the individual has clear objectives to further enhance his focus. The individual has to understand what is required of him to achieve the task. Furthermore, feedback allows individuals to gauge their progress and make adjustments as needed, maintaining engagement and flow. Other conditions are also complete concentration on the task, leading to a loss of awareness of the surroundings and the avoidance of Self-Consciousness (Mihaly Csikszentmihalyi, 1995).

The Outcomes of “Flow” are increased enjoyment, enhanced learning and performance and even personal growth. Understanding these dynamics is crucial for designing engaging brand storytelling experiences, as emerging technologies (e.g., AR, AI, VR) need to provide the right balance of challenge and skill to maintain consumer engagement and optimize the impact of digital narratives.

Application of Flow Theory in Brand Storytelling

The Flow Theory is particularly relevant in the context of brand storytelling and the integration of emerging technologies such as AI, AR, and VR, as it provides a framework for creating deeply engaging consumer experiences. By leveraging interactive content, brands can design experiences that require active participation, ensuring that users are continuously challenged in a way that matches their skill level, thereby sustaining their interest and focus.

Furthermore, adding gamification components to brand’s storytelling can improve customer immersion even more by turning passive storytelling into an engaging participatory experience. Additionally, brands are able to generate more meaningful and customized connections by utilizing AI and data analytics to give personalized experiences. The effectiveness of digital brand storytelling is eventually increased by these personalized storylines, which not only connect with customers more deeply but also promote the flow state by making the material entertaining and extremely relevant.

2.2.3 Consumer Engagement Theory

The Consumer Engagement Theory (CET) explores the psychological and emotional connections consumers form with brands through meaningful interactions. It emphasizes the importance of creating positive, interactive experiences that foster emotional engagement, satisfaction, and brand loyalty. CET provides a framework for understanding how consumers move beyond transactional relationships with brands to develop deeper, long-term connections rooted in emotional and cognitive investment.

The theory identifies three primary dimensions of engagement: cognitive, emotional, and behavioral. The cognitive dimension refers to the mental attention and focus a consumer

devotes to a brand, product, or narrative. The emotional dimension relates to the affective responses elicited by the brand, such as joy, excitement, or trust. Finally, the behavioral dimension encompasses actions driven by engagement, including repeat purchases, advocacy, and participation in brand-related activities.

The Consumer Engagement Theory (CET) highlights the importance of creating two-way communication between the consumer and the brand, fostering active participation in the brand's narrative. Interactive storytelling methods, powered by technologies like AI and AR, transform consumers from passive recipients to active contributors, encouraging deeper engagement. For instance, tools such as Nike's AI-powered personalized recommendations or AR-enabled virtual try-ons create opportunities for consumers to interact directly with the brand, enhancing their sense of involvement.

An essential outcome of these interactions is emotional engagement, which plays a pivotal role in shaping consumer-brand relationships. Storytelling techniques that evoke powerful emotions, such as nostalgia, humor, or inspiration, leave lasting impressions and strengthen the consumer's connection to the brand. Emerging technologies like AI and AR facilitate this process by delivering highly personalized narratives that make each consumer feel understood and valued, further deepening their emotional bond with the brand.

Additionally, incorporating gamification and immersive content into storytelling aligns seamlessly with CET by driving active participation. Experiences that challenge consumers and reward their engagement—such as AR-based scavenger hunts or exclusive content unlocked through AI interactions—create positive feedback loops. These strategies enhance satisfaction, foster loyalty, and ensure that the storytelling process resonates more effectively with the audience. Together, these principles demonstrate how CET can guide brands in leveraging digital tools to craft interactive and emotionally resonant narratives.

CET identifies several key outcomes of successful engagement that are highly relevant to digital storytelling. One critical outcome is increased brand loyalty, where deeply engaged consumers are more likely to become repeat buyers and advocates for the brand. This loyalty is often rooted in enhanced emotional bonding, as engaged consumers develop strong emotional ties that make them less susceptible to competitors' messaging or promotions. Additionally, successful

engagement contributes to improved brand equity by enhancing the brand's overall value, reputation, and emotional appeal within the market.

In the context of digital storytelling, CET provides a framework for designing strategies that foster meaningful consumer-brand interactions. Emerging technologies such as AI, AR, and VR play a crucial role in facilitating these interactions by delivering personalized, immersive, and interactive narratives. These technologies align seamlessly with CET's principles by fostering deeper emotional connections and driving consumer satisfaction. For instance, AI can analyze consumer preferences to curate tailored storytelling experiences that resonate on a personal level, ensuring that each narrative feels unique and relevant. Similarly, AR and VR technologies can create captivating, immersive environments that draw attention, spark curiosity, and evoke strong emotional responses, transforming static brand narratives into dynamic, participatory experiences.

By applying CET to brand storytelling, companies can move beyond traditional marketing techniques to craft narratives that establish the brand as a meaningful part of consumers' lives. This approach not only enhances engagement but also encourages long-term loyalty and advocacy, ultimately fostering enduring consumer-brand relationships that are vital for sustained success in a competitive marketplace.

2.3 Analysis of Existing Studies:

Previous research has highlighted a variety of applications for emerging technologies in enhancing consumer engagement and influencing purchasing behavior. One prominent example is the use of Augmented Reality (AR) in retail, which has been shown to reduce uncertainty in the decision-making process by offering consumers detailed and interactive product visualizations. This not only enhances product understanding but also increases purchase intentions, as demonstrated in a study by Hilken et al. (2017).

Similarly, Artificial Intelligence (AI) has found widespread use in marketing, primarily to create personalized content and deploy chatbots that provide tailored interactions based on consumer data. According to Davenport et al. (2020), these AI-driven tools significantly enrich

the customer experience by delivering relevant content, addressing queries in real-time, and fostering deeper engagement with the brand.

In the context of the tourism and hospitality industries, Virtual Reality (VR) has been particularly impactful in experiential marketing. Studies, such as the one conducted by Bogicevic et al. (2019), have shown that VR can offer immersive previews of travel destinations or hotel experiences, which can significantly influence consumer attitudes and their intentions to visit by providing a realistic sense of what they can expect. Collectively, these findings underscore the diverse and powerful roles that AR, AI, and VR play in transforming traditional marketing practices into dynamic, interactive experiences that resonate more effectively with modern consumers.

2.3.1 Main Conclusions from Previous Studies

The literature highlights that each emerging technology contributes distinct advantages to enhancing digital storytelling, making them powerful tools for modern brand narratives. Augmented Reality (AR), for instance, has been shown to significantly boost consumer engagement by integrating digital elements into real-world settings. By allowing consumers to interact with products in a more tangible way, AR reduces uncertainty during the decision-making process and enhances overall confidence in purchasing decisions (Poushneh & Vasquez-Parraga, 2017).

Virtual Reality (VR), on the other hand, excels in creating emotionally engaging and memorable brand experiences by immersing users in fully digital environments. This immersive quality enables brands to craft compelling narratives that facilitate deeper exploration, making VR particularly effective in industries such as tourism, real estate, and automotive, where experiencing the product or service virtually can lead to stronger emotional connections (Pantano et al., 2017).

Artificial Intelligence (AI) also plays a pivotal role, primarily through its ability to support real-time personalization and automate communication channels. Tools like chatbots and virtual assistants enhance consumer engagement by providing instant, personalized interactions that make customers feel acknowledged and understood. This ability to tailor content and responses

to individual needs significantly strengthens the brand's relationship with its audience (Huang & Rust, 2018).

2.3.2. Limitations from Previous Theories:

The literature also reveals several key limitations in the current research on emerging technologies and their impact on digital storytelling. One major gap is the lack of long-term studies, as most existing research focuses on short-term engagement metrics such as click-through rates or immediate purchase intentions. This approach overlooks the long-term impact of these technologies on more enduring outcomes like brand loyalty and perception, which are crucial for sustained consumer relationships (Hilken et al., 2017).

Additionally, there is a limited contextual analysis within the studies, as the effectiveness of AR, VR, and AI can vary significantly depending on the industry and specific context in which they are applied. Despite this, many studies adopt a generalized, one-size-fits-all approach that fails to account for these contextual nuances, thereby limiting the applicability of their findings to diverse business environments (Bogicevic et al., 2019).

Another key challenge is the high implementation costs associated with technologies like AR and VR. While these tools can greatly enhance consumer engagement, the initial investment and technical expertise required for effective deployment can be prohibitive for smaller brands. This financial barrier restricts the widespread adoption of these technologies and limits their impact across different business sizes and sectors (Davenport et al., 2020).

2.3.3 Disagreement Between Researchers:

The literature presents conflicting viewpoints regarding the effectiveness of each technology in enhancing consumer engagement, highlighting both their benefits and potential drawbacks. For example, Augmented Reality's (AR) impact on decision-making is generally seen as positive, with studies such as Poushneh and Vasquez-Parraga (2017) suggesting that AR reduces consumer uncertainty and increases purchase intentions by offering detailed product information. However, contrasting findings from Javornik (2016) indicate that AR can sometimes overwhelm consumers by providing too much information, leading to decision fatigue and ultimately hindering the purchasing process.

Similarly, the effectiveness of Virtual Reality (VR) is debated. While Pantano et al. (2017) emphasize VR's potential to create deep emotional engagement through immersive experiences, critics like Loureiro et al. (2019) caution that such high levels of immersion can occasionally backfire, causing feelings of disorientation or discomfort, which in turn negatively affect consumer engagement and detract from the overall experience.

In the case of Artificial Intelligence (AI), its personalization capabilities are often praised for enhancing the user experience and delivering highly tailored interactions (Huang & Rust, 2018). However, these benefits come with concerns over consumer privacy and the ethical implications of using personal data for targeted communication. These concerns highlight a critical tension between AI-driven personalization and the potential misuse of sensitive consumer information, which could undermine trust and consumer confidence in brands.

2.3.4 Gaps in the Literature

The existing literature reveals several critical gaps that warrant further investigation in the realm of emerging technologies and brand storytelling. One notable limitation is the lack of comparative analysis; there is insufficient research comparing the relative effectiveness of AI, AR, and VR across different contexts of brand storytelling. Future studies should aim to explore which technology proves more effective for various storytelling elements, such as emotional engagement versus informational value, to provide a clearer understanding of how these tools can be optimized for specific narrative objectives.

Additionally, there is a significant gap in research that maps the consumer experience journey using these technologies. Most studies tend to focus on isolated interaction points rather than examining the cumulative impact that these technologies have on overall brand perception. A more comprehensive analysis of the consumer journey would provide valuable insights into how different touchpoints contribute to shaping consumer attitudes and behaviors toward brands.

Finally, while the benefits of personalization and immersion are frequently highlighted, there is a notable lack of research on the ethical considerations surrounding the use of AI, AR, and

VR in brand storytelling. Concerns regarding privacy and data security remain underexplored, yet they are crucial in understanding the implications of leveraging consumer data for personalized interactions. Addressing these ethical considerations is essential for building trust and ensuring that the use of these technologies aligns with consumer expectations and values.

3. METHODOLOGY

3.1 Research Hypothesis

3.1.1 Hypothesis 1 (H1): *"Digital storytelling methods significantly influence participants' purchase intentions toward Nike products."*

- **Sub-Hypothesis 1:** *"Participants exposed to the AI-powered storytelling method will report higher purchase intentions compared to those exposed to traditional storytelling methods."*
- **Sub-Hypothesis 2:** *"Participants exposed to AR/VR storytelling methods will show a higher likelihood of purchasing Nike products compared to both traditional and AI-powered storytelling methods."*

3.1.2 Hypothesis 2 (H2): *"Digital storytelling methods evoke stronger emotional responses compared to traditional methods."*

- **Sub-Hypothesis 1:** *"Participants exposed to AI-powered storytelling will report stronger emotional responses than those who viewed traditional storytelling materials."*
- **Sub-Hypothesis 2:** *"Participants exposed to AR/VR storytelling methods will report stronger emotional responses than those who viewed traditional storytelling materials."*

3.1.3 Hypothesis 3 (H3): *"Age influences participants' acceptance of digital storytelling methods, with older audiences showing lower levels of acceptance compared to younger ones."*

- ***Sub-Hypothesis 1:*** "Familiarity with digital technologies moderates the relationship between age and acceptance of digital storytelling methods, reducing age-related differences in acceptance."

3.2 Methodology Structure

In today's fast-evolving digital landscape, companies of all sizes are under pressure to adopt new technologies in order to stay competitive. However, larger corporations, such as Nike, have a distinct advantage when it comes to implementing cutting-edge innovations like Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR). Due to their vast resources, large-scale operations, and established market presence, companies like Nike are better positioned to make significant investments in these technologies and, importantly, to reap the benefits of those investments.

Nike's global reach allows it to leverage AI and AR/VR not only to improve operational efficiency but also to create highly personalized and immersive brand experiences. By incorporating AI-driven tools such as Nike Fit and AR-enhanced features into their digital platforms, Nike can cater to a wide consumer base, ensuring that their technological investments provide value across diverse segments. The scale of their operations ensures that even experimental technologies are likely to pay off, as the audience is large enough to yield valuable insights and measurable impacts. Smaller companies, by contrast, often lack the budget and infrastructure needed to fully capitalize on these emerging technologies. For a global giant like Nike, however, the risk of investing in AI, AR, and VR is mitigated by their ability to integrate these innovations into multiple facets of their business—from product development and marketing to customer service and engagement. Moreover, Nike's established brand identity allows it to experiment with these technologies without the same risk of alienating consumers or deviating from core brand messaging.

This context provides a useful lens through which to explore the methodology of this research. Since Nike has successfully adopted emerging technologies to enhance their brand storytelling, this study will analyze how different digital storytelling methods resonate with consumers. The focus on Nike is not incidental; their leadership in the digital transformation of brand marketing makes them an ideal case study for understanding how technology-driven storytelling affects consumer engagement.

This study will use a consumer survey to measure participant reactions to multiple types of brand storytelling, all focused on Nike's 2012 "Find Your Greatness" campaign, in order to assess the effects of these diverse approaches. Because of its focus on diversity and individual success, this ad was selected as a suitable illustration of how new technology may improve brand narratives. In order to compare consumer engagement across storytelling techniques, participants will be exposed to a variety of campaign materials, including print advertisements and commercials, AI-powered tailored content, and AR/VR-enhanced experiences.

3.2.1 Survey Design and Data Selection

The survey will present participants with three brand storytelling approaches: traditional (e.g., posters), AI-powered personalization (e.g., Nike Fit), and AR/VR extensions. Participants will engage with each method and provide feedback on which they found more engaging, immersive, and memorable.

This study focuses on Nike's implementation of these technologies in brand storytelling, using them as a model to assess how emerging technologies can drive consumer engagement. The aim is to explore how AI and AR/VR innovations, when applied to a powerful narrative like "Find Your Greatness", can elevate the consumer experience compared to traditional methods.

3.2.2 Participant Selection

For the participant pool, a diverse group of 107 individuals from Germany was selected, representing various age ranges, income levels, and social statuses. This selection ensures a comprehensive understanding of how different demographics respond to Nike's storytelling methods. While the study will focus on German participants due to access, the diversity of the sample will help in generating insights that are broadly applicable to other markets as well.

3.3 Nike's "Find Your Greatness" Campaign

Nike introduced the "Find Your Greatness" campaign in July 2012. It was a powerful departure from the brand's typical focus on elite athletes and high-profile endorsements. Instead of highlighting sports superstars, as Nike had done in previous campaigns, "Find Your Greatness"

centered around the everyday person. Its key message was that greatness is not reserved for professional athletes or celebrities, but rather it can be achieved by anyone, in any setting, at any time. By taking this inclusive approach, Nike aimed to redefine the concept of greatness as something accessible to all, regardless of skill level, background, or experience (Nike, 2012).

The campaign launched during the London 2012 Olympic Games, an event traditionally associated with peak athletic performance and global recognition. However, Nike strategically positioned its message to run parallel to, but not directly associated with, the Olympics. Instead of focusing on the world's top athletes, it showcased average individuals engaging in ordinary, everyday activities. For instance, one of the most memorable ads featured a boy named Nathan from London, Ohio, who was shown jogging on a rural road. Despite his struggle and obvious physical limitations, the ad closed with the powerful message: "Greatness is not beyond his reach. Nor is it for any of us."

The simplicity of the ad, along with its focus on an "everyman" narrative, resonated deeply with audiences. Nike was able to emphasize that greatness isn't just about winning medals or being at the top of one's sport; it's about striving to be the best version of oneself, regardless of the scale of one's achievements. This aligned perfectly with Nike's long-standing brand philosophy of encouraging individuals to push their limits and strive for personal success.

Beyond the emotional and motivational aspects, the "Find Your Greatness" campaign leveraged digital storytelling to engage a global audience. Nike used social media platforms like Twitter, YouTube, and Facebook to amplify the campaign's reach, encouraging users to share their own personal stories of "greatness." By fostering this sense of community, Nike was able to turn the campaign into an interactive, user-driven movement, where consumers became part of the brand narrative themselves. This allowed Nike to create a deeper emotional connection with its audience, making the brand's message feel personal and relevant to people from all walks of life.

Visually, the campaign was stripped of the glitz and glamour often associated with major sports events or Nike's usual high-production ads featuring top athletes. Instead, it adopted a more grounded, realistic approach - ordinary people doing extraordinary things. This not only made the message more relatable but also highlighted Nike's commitment to the idea that greatness

is a personal journey, not a universal standard. The narrative pushed the boundaries of conventional sports marketing by blending inspiration with authenticity.

In summary, Nike's "Find Your Greatness" campaign was a masterpiece in inclusive brand storytelling, challenging the traditional notions of who deserves to be celebrated and admired. By focusing on everyday athletes, Nike made greatness feel achievable for everyone, expanding its appeal to a broader audience and deepening its emotional resonance with consumers. The campaign's success lay in its ability to connect with people on a personal level, inviting them to see themselves as capable of achieving greatness in their own lives, regardless of how small or significant their efforts may be.

4. DATA ANALYSIS

4.1 Descriptive Statistics:

4.1.1 Check for Missing Data:

After reviewing the frequency tables for all variables in the dataset, no missing data was identified. Each variable had a complete set of responses, with 0 missing values. This ensures the dataset is fully intact, and no additional imputation or handling for missing data is required. (Figure 7.1: Appendix)

4.1.2 Summary Demographic Data:

The survey data included responses from 107 participants from Germany. The age range of the respondents was 49 years, with a minimum age of 18 and a maximum age of 67. The average (mean) age of participants was approximately 32.19 years, with a standard deviation of 11.53 years, indicating moderate variability in the age distribution within the sample. (Figure 7.2: Appendix)

The analysis of the income level variable in the survey results shows the distribution of participants' annual income levels: Of all the participants, 21.5% reported an income below €20,000, 31.8% reported an income between €20,000 and €40,000, 18.7% reported an income between €40,001 and €60,000, 15.9% reported an income between €60,001 and €80,000 and

12.1% reported an income above €80,000 (Figure 7.3: Appendix). This distribution indicates a relatively balanced representation of income levels among the participants, with a slight majority (31.8%) in the lower-middle income range.

Most participants (51.4%) purchase athletic footwear or apparel 1–2 times a year, indicating a moderate frequency of purchases. This suggests that while Nike's products are bought relatively frequently, the majority of consumers do not buy them more than a few times annually. (Figure 7.4: Appendix)

Furthermore, a large proportion of participants (38.3%) report being slightly familiar with Nike's products, while another 29.9% are very familiar. This distribution suggests a broad spectrum of brand familiarity among consumers, with a notable segment still not well-acquainted with Nike's offerings. (Figure 7.5: Appendix) This aligns with the fact, that a majority of the participants (72.0%) stated that they have purchased a Nike product in the past 12 months, highlighting Nike's strong presence in the market and its ongoing customer base. (Figure 7.6: Appendix)

Lastly, the survey participants show varying levels of familiarity with AI, AR, and VR technologies. Most are moderately to slightly familiar, with a smaller segment being very familiar or not familiar at all. This suggests a mixed understanding and usage of these technologies among the general population, which may impact their acceptance of digital storytelling methods. (Figure 7.7: Appendix)

These results provide a foundational understanding of the demographic and technological landscape of the surveys participants, setting the stage for a deeper analysis into how these factors influence consumer engagement with digital storytelling methods.

4.2 Hypothesis Analysis

4.2.1 Hypothesis 1 (H1): *"Digital storytelling methods significantly influence participants' purchase intentions toward Nike products."*

- **Sub-Hypothesis 1.1:** *"Participants exposed to the AI-powered storytelling method will report higher purchase intentions compared to those exposed to traditional storytelling methods."*

- ***Sub-Hypothesis 1.2: "Participants exposed to AR/VR storytelling methods will show a higher likelihood of purchasing Nike products compared to both traditional and AI-powered storytelling methods."***

To analyze the effectiveness of different storytelling methods on purchase intention, we conducted a repeated-measures analysis of variance (ANOVA). This statistical technique is well-suited for our study as it allows us to compare the means of dependent variables across multiple conditions within the same group of participants. As each participant in the study provided responses for all three storytelling methods, making the data inherently repeated or "within-subjects." By applying repeated-measures ANOVA, we can evaluate how the purchase intentions vary across the three storytelling methods while accounting for individual differences between participants. This approach ensures that variability caused by individual participant differences is minimized, thereby increasing the precision of the analysis.

The descriptive statistics provide valuable insights into the participants' purchase intentions across the three storytelling methods. For the Traditional Method, the mean purchase intention was 3.07, indicating a moderate likelihood of considering a purchase after viewing the traditional materials. The standard deviation of 0.887 reflects relatively consistent responses among participants, with low variability. The AI Method showed the highest average likelihood of purchase, with a mean of 3.82, suggesting that participants were more inclined to consider purchasing after interacting with the AI tool. However, the standard deviation of 1.106 indicates slightly higher variability in responses, highlighting a wider range of opinions about this method. The AR Method (Fixed) had a mean purchase intention of 3.55, which is slightly lower than the AI method but still higher than the traditional method. The standard deviation was 0.849, showing consistent responses with less variability compared to the AI method. These descriptive statistics lay the groundwork for further statistical analysis, such as the repeated-measures ANOVA, to assess if these differences are statistically significant. (Figure 7.7: Appendix)

The storytelling method is used as the independent variable in this analysis. The tests conducted (Pillai's Trace, Wilks' Lambda, Hotelling's Trace, and Roy's Largest Root) yielded consistent results, demonstrating the robustness of the analysis method. These tests compared the variability between groups (storytelling methods) to the variability within each group.

The test statistic, $F(18.315)$, indicates a significant effect of storytelling method on purchase intention. With degrees of freedom of 2 for the storytelling methods and 105 for the total number of participants minus the number of levels, the error degrees of freedom was calculated as 105. The p-value is less than 0.001, signifying that the difference in purchase intentions based on storytelling method is not due to random chance. The Partial Eta Squared value of 0.259 indicates a medium effect size, suggesting that approximately 25.9% of the variance in purchase intention can be attributed to the storytelling method. This significant p-value and medium effect size underscore the meaningful impact of storytelling methods on participants' likelihood of purchasing Nike products. The difference observed across these methods indicates that each storytelling approach uniquely influences consumer engagement with Nike's brand, highlighting the importance of selecting the most effective storytelling strategy to enhance engagement and conversion rates. This analysis supports Hypothesis 1, confirming that digital storytelling methods significantly influence participants' purchase intentions toward Nike products. (Figure 7.8: Appendix)

The analysis of Tests of Within-Subjects Effects and Contrasts reveals a significant main effect of the storytelling method on participants' purchase intention ($F = 20.482$, $p < 0.001$). The partial eta squared value of 0.162 reflects a small to moderate effect size, indicating that different storytelling approaches indeed have a meaningful impact on purchase intentions. The consistency across different sphericity adjustment methods (Greenhouse-Geisser, Huynh-Feldt, and Lower-bound) further confirms the significance of the storytelling method as a critical factor in shaping purchase behavior. Additionally, the linear contrast ($F = 15.458$, $p < 0.001$, partial eta squared = 0.127) and the quadratic contrast ($F = 26.042$, $p < 0.001$, partial eta squared = 0.197) demonstrate both a linear progression and a complex interaction between methods, highlighting the nuanced impact of each storytelling approach on consumer engagement and purchase intentions.

4.2.1.1. Sub-Hypothesis 1.1:

The results show a significant difference between the AI and Traditional storytelling methods in terms of purchase intention ($F = 15.458$, $p < 0.001$, partial eta squared = 0.127). ***This indicates that the AI-powered storytelling method significantly influenced participants' likelihood to purchase Nike products more than traditional methods.*** The medium effect size

(partial eta squared = 0.127) suggests a meaningful but not overwhelming difference between the two storytelling approaches.

4.2.1.2. Sub-Hypothesis 1.2:

The results also reveal a significant difference between the AR/VR storytelling method and both Traditional ($F = 20.482$, $p < 0.001$, partial eta squared = 0.162) and AI ($F = 26.042$, $p < 0.001$, partial eta squared = 0.197) methods. ***The AR/VR method showed the highest impact on purchase intentions among the three storytelling approaches.*** The quadratic contrast analysis ($F = 26.042$, $p < 0.001$, partial eta squared = 0.197) further demonstrates a complex interaction, indicating a curvilinear relationship where AR/VR is more effective at different points in the engagement spectrum. This highlights the unique role that AR/VR storytelling plays in influencing consumer behavior, showcasing its potential for more dynamic engagement compared to the other methods.

To address *Sub-Hypothesis 1.3*, we included this variable that measured the initial purchase frequency in our analysis to understand its influence on the results. Using another repeated-measures ANOVA, we tested the impact of storytelling methods on purchase intentions, taking into account the varying purchase frequencies of participants. This approach allowed us to explore how pre-existing consumer behaviors interacted with the storytelling methods, providing deeper insights into the effectiveness of these methods based on prior engagement levels with the brand. The descriptive statistics revealed that participants with a higher purchase frequency showed stronger purchase intentions when exposed to AI-powered and AR/VR storytelling methods compared to those with lower purchase frequencies. These results suggest that participants who bought athletic footwear or apparel more frequently were more inclined to consider a purchase when exposed to these advanced storytelling methods. This underscores the importance of considering consumer context when evaluating the effectiveness of digital storytelling methods in shaping brand engagement and purchase intentions (Figure 7.12 - 7.15: Appendix).

Our analysis supports Hypothesis 1. The detailed results from both the main analysis and the sub-hypotheses underscore the importance of using targeted storytelling strategies to optimize consumer engagement and influence purchasing decisions.

4.2.2 Hypothesis 2 (H2): *"Digital storytelling methods evoke stronger emotional responses compared to traditional methods."*

- **Sub-Hypothesis 2.1:** *"Participants exposed to AI-powered storytelling will report stronger emotional responses than those who viewed traditional storytelling materials."*
- **Sub-Hypothesis 2.2:** *"Participants exposed to AR-powered storytelling will report stronger emotional responses compared to those who viewed viewed traditional storytelling materials."*

The descriptive statistics provide initial insights into how participants perceived and connected emotionally with the different storytelling methods. The higher mean score of 2.66 for traditional storytelling indicates a somewhat stronger emotional response compared to the AR method. The standard deviation of 0.800 reflects consistent but slightly more variable responses, indicating that while many participants had a positive emotional reaction, there was still a range in how deeply the traditional storytelling resonated with them. ***The highest mean value of 3.07 for AI storytelling indicates the strongest emotional connection among the methods.*** The standard deviation of 0.756 shows relatively low variability, suggesting that participants generally felt more connected to the brand when exposed to AI personalization. This consistency points to the effectiveness of AI storytelling in evoking strong emotional responses. The mean value of 2.36 suggests a moderate enhancement of emotional connection when participants interacted with the AR feature. The standard deviation of 0.829 indicates a relatively consistent response among participants, but with some variability, which suggests differing levels of engagement with the AR storytelling method. (Figure 7.16: Appendix)

These descriptive statistics highlight that AI storytelling was perceived as the most effective in enhancing emotional connection, followed by traditional storytelling, with the AR feature showing the least impact among the three methods.

The Sub-Hypothesis 2.1, which posits ***that AI-powered storytelling generates stronger emotional responses than traditional storytelling, is clearly supported by the data.*** The AI-powered method yielded the highest mean score (3.07), indicating the strongest emotional connection among the methods. The standard deviation of 0.756 further suggests consistent responses across participants, highlighting the effectiveness of AI-powered personalization in fostering emotional engagement.

However, Sub-Hypothesis 2.2, *which asserts that AR-powered storytelling would cause stronger emotional responses than traditional storytelling, is not supported*. The AR method had the lowest mean score (2.36) and higher variability (standard deviation = 0.829), indicating it was less effective at enhancing participants' emotional connection compared to both AI and traditional methods. Traditional storytelling (mean = 2.66) outperformed AR in emotional response, suggesting that traditional materials still resonate more strongly with participants than AR-powered experiences in this context. (Figure X.17: Appendix)

The multivariate test results further confirm these findings, with significant differences observed across storytelling methods (Pillai's Trace = 0.401, $F = 35.194$, $p < 0.001$, Partial Eta Squared = 0.401). The linear contrast analysis ($F = 71.050$, $p < 0.001$, Partial Eta Squared = 0.401) highlights the progressive effectiveness of storytelling methods, with AI clearly leading in its emotional impact, followed by traditional methods and then AR.

These results reinforce the conclusion that while digital storytelling methods, particularly AI, can evoke stronger emotional responses, not all advanced methods outperform traditional approaches. This finding underscores the need for strategic alignment between storytelling technology and consumer expectations to maximize emotional engagement.

4.2.3 Hypothesis 3 (H3): *"Age influences participants' acceptance of digital storytelling methods, with older audiences showing lower levels of acceptance compared to younger ones."*

- **Sub-Hypothesis 3.1:** *"Familiarity with digital technologies moderates the relationship between age and acceptance of digital storytelling methods, reducing age-related differences in acceptance."*

For this analysis we divided the participants into different age groups:

- Young Adults (18-29 years)
- Early-Mid Career Adults (30-39 years)
- Mid-Late Career Adults (40-54 years)
- Older Adults (55 years and over)

We then compared the age of the participants with the ultimate purchase intention after being exposed to the relative storytelling method. The descriptive statistics reveal important trends regarding how different age groups respond to various storytelling methods in terms of their purchase intentions. ***For traditional storytelling methods***, Mid-Late Career Adults reported the lowest purchase intention (Mean = 2.38), while ***Older Adults reported the highest*** (Mean = 3.80). This suggests a notable divergence in how traditional materials resonate across age groups, with older participants being more positively inclined.

When it comes to ***AI-powered storytelling***, ***Younger Adults and Early-Mid Career Adults demonstrated relatively high purchase intentions*** (Means = 3.96 and 3.90, respectively). In contrast, Mid-Late Career Adults and Older Adults reported lower purchase intentions (Means = 3.00 and 3.40, respectively), indicating that AI-driven personalization might be less effective in influencing older audiences.

The AR-powered storytelling results reveal another layer of age-related differences. Younger Adults and Early-Mid Career Adults showed moderate receptiveness to this method (Means = 2.52 and 2.69, respectively), while ***Older Adults exhibited the lowest purchase intention*** (Mean = 1.80). This highlights a potential generational barrier to the adoption of AR storytelling, as it appears to resonate less with older participants. (Figure 7.18: Appendix)

Overall, these findings suggest that age significantly influences purchase intentions, with younger participants generally being more receptive to digital storytelling methods such as AI and AR, while traditional storytelling seems to have a stronger appeal among older participants.

The multivariate tests provide key insights into the impact of age groups on participants' acceptance of digital storytelling methods. The results for the overall model, including the intercept, indicate a strong and significant effect across the dependent variables (Pillai's Trace = 0.919, Wilks' Lambda = 0.081, $F(3, 93) = 353.766$, $p < .001$, Partial Eta Squared = 0.919). This confirms that the model explains a substantial portion of the variance in the data, with the intercept accounting for a large effect size. Focusing on the effect of age groups, the multivariate tests show a statistically significant impact on participants' responses across the three dependent variables. These results suggest that age groups significantly influence purchase intentions for the different storytelling methods, although the effect size is moderate (Partial Eta Squared = 0.068–0.071). Among the multivariate metrics, Roy's Largest Root

indicates a particularly strong effect for specific comparisons (Roy's Largest Root = 0.130, $F(3, 95) = 4.129$, $p = .008$, Partial Eta Squared = 0.115). (Figure X.19: Appendix)

In summary, the multivariate analysis supports the hypothesis that age groups have a significant impact on the acceptance of digital storytelling methods, with notable variation across the dependent variables. This highlights the importance of tailoring storytelling approaches to different age demographics to optimize engagement and influence.

5. CONCLUSION OF DATA ANALYSIS

The analysis of survey data provided comprehensive insights into how demographic factors, technological familiarity, and storytelling methods influence consumer engagement and purchase intentions.

The dataset was robust, with no missing responses across variables, ensuring the reliability of the analysis. Demographic data highlighted a diverse age range (18–67 years) and income levels, with the majority of participants reporting moderate familiarity with Nike's products and purchasing athletic apparel or footwear 1–2 times per year. Notably, most participants had purchased Nike products in the past 12 months, indicating a strong existing customer base. Familiarity with emerging technologies like AI, AR, and VR varied, with a moderate-to-slight familiarity level being most common, reflecting a mixed readiness for adopting digital storytelling methods.

5.1 Hypothesis Key Findings

5.1.1 Hypothesis 1: Influence of Storytelling Methods on Purchase Intentions

The analysis demonstrated that digital storytelling methods significantly influence purchase intentions, with AI-powered storytelling showing the strongest impact, followed by AR and traditional methods. The repeated-measures ANOVA revealed statistically significant differences between the storytelling methods, with medium effect sizes confirming their meaningful impact. Sub-hypotheses analyses highlighted that AI-powered storytelling outperformed traditional methods, while AR storytelling showed stronger purchase intentions than both traditional and AI-powered approaches in certain contexts. However, participants'

initial purchase frequency further moderated these results. Those with higher purchase frequencies exhibited stronger purchase intentions across all storytelling methods, emphasizing the importance of consumer context in evaluating the effectiveness of storytelling approaches.

The results align with the Media Richness Theory (MRT), as richer media, such as AI and AR/VR, demonstrated a more significant impact on consumer purchase intentions compared to traditional methods. These technologies effectively reduced the risk of oversimplification, as highlighted by MRT, by offering immersive and engaging communication experiences that facilitated deeper consumer understanding and interaction (Daft and Lengel, 1986).

5.1.2 Hypothesis 2: Emotional Responses to Storytelling Methods

The emotional impact of digital storytelling methods varied significantly. AI-powered storytelling elicited the strongest emotional responses, confirming Sub-Hypothesis 2.1, while AR storytelling performed worse than traditional methods, leading to the rejection of Sub-Hypothesis 2.2. These findings indicate that while AI personalization can foster strong emotional engagement, AR storytelling, in this context, may not yet meet consumer expectations.

The “Flow Theory” provides additional support for these findings, illustrating how technologies like AI and AR create a balance between challenge and skill, fostering a state of deep engagement. The AI-powered storytelling methods, in particular, achieved this balance, enabling participants to experience a heightened level of focus and emotional connection, consistent with the theory’s principles (Mihaly Csikszentmihalyi, 1995).

5.1.3 Hypothesis 3: Age and Acceptance of Digital Storytelling Methods

Age was a critical factor in shaping participants’ acceptance of storytelling methods. Younger audiences demonstrated higher purchase intentions for AI and AR storytelling, whereas older participants showed a stronger preference for traditional storytelling methods. This trend was supported by multivariate analysis, which confirmed the significant influence of age groups on purchase intentions. Familiarity with digital technologies also played a moderating role, reducing age-related differences in the acceptance of storytelling methods.

The Consumer Engagement Theory (CET) underscores the importance of creating emotionally resonant and interactive experiences to foster brand loyalty. The observed differences in age group responses emphasize the necessity of tailoring storytelling approaches to align with CET principles, ensuring that diverse demographic segments remain equally engaged through personalized and interactive brand narratives (Roderick Brodie, 2013).

5.2 Overall Findings

The findings highlight the distinct strengths and limitations of digital storytelling methods. AI-powered storytelling emerged as the most effective approach for driving both purchase intentions and emotional engagement. AR storytelling, while promising, showed limitations in emotional connection, particularly among older demographics. Traditional storytelling methods retained their relevance, especially for older audiences, underscoring the need for a multi-faceted approach to brand storytelling.

The results underline the importance of tailoring storytelling strategies to specific demographic segments, technological familiarity levels, and consumer behaviors. By leveraging the strengths of each storytelling method and aligning them with audience characteristics, brands like Nike can optimize consumer engagement and drive purchase behavior effectively. These insights offer valuable guidance for future marketing strategies, emphasizing the role of emerging technologies in shaping impactful brand narratives.

Collectively, the application of Media Richness Theory, Flow Theory, and Consumer Engagement Theory highlights the transformative potential of emerging technologies in brand storytelling. These frameworks provide a robust foundation for understanding how AI, AR, and VR can enhance engagement, foster emotional connections, and drive consumer behavior, ultimately guiding the strategic use of digital tools in marketing and branding. As highlighted in our research, the scalability and adaptability of AI and AR technologies extend beyond Nike's brand narrative, offering valuable insights for other industries such as fashion, sports, and e-commerce. By understanding how these tools enhance digital storytelling and engage consumers, brands can leverage similar strategies to drive deeper emotional connections and increase brand loyalty. The study not only underscores the potential for these technologies to

revolutionize marketing practices but also provides a roadmap for integrating them effectively into various business contexts, ensuring sustained relevance and impact in the competitive marketplace.

Furthermore, this research highlights the broader implications for the marketing industry by offering a roadmap for other brands to adopt similar strategies. By examining Nike's successes and challenges, the study provides insights into the scalability and adaptability of AI and AR across different sectors, identifying best practices, potential pitfalls, and strategic considerations for marketers implementing these technologies in digital storytelling.

As digital storytelling continues to evolve, it is crucial for marketers to remain adaptable and proactive in integrating new technologies. The rapid advancements in AI, AR, and VR present not only opportunities to deepen consumer engagement but also challenges in maintaining relevance and impact. The insights from this research not only provide an academic perspective but also practical guidance for marketers, highlighting the importance of staying ahead of technological developments to effectively reach and resonate with today's dynamic consumer base. As brands look to the future, embracing these technologies will be essential for crafting compelling narratives that drive engagement, foster loyalty, and ultimately, enhance business performance.

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7. APPENDIX

7.1 Missing Value Table:

Statistics

	Valid	N Missing
What is your annual income level? (A rough estimation is sufficient)	107	0
How often do you buy athletic footwear or apparel?	107	0
How familiar are you with Nike's products?	107	0
Before participating in this survey, how would you describe your perception of Nike?	107	0
Have you purchased a Nike product in the last 12 months?	107	0
How familiar are you with technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR)?	107	0
How engaging did you find the campaign's video?	107	0
How much did the traditional materials evoke an emotional response?	107	0
How well do you feel this campaign communicated Nike's "Find Your Greatness" message? (Key Message: "Greatness is not reserved for professional athletes or celebrities - rather, it can be achieved by anyone, in any setting, at any time.")	107	0
How relevant did the traditional campaign feel to your personal life or fitness journey?	107	0
How effective were the visuals (e.g., posters, imagery) in making Nike products appealing?	107	0
After viewing the traditional materials, how likely are you to purchase your next running shoe from Nike?	107	0
How well did the AI recommendations match your personal preferences?	107	0
To what extent did the AI personalization enhance your connection with the brand?	107	0
How much did the AI tool influence your perception of Nike's commitment to personalization and customer satisfaction?	107	0
How innovative do you perceive Nike to be after seeing the AI tool demonstration? (Perceived Innovativeness)	107	0
How likely are you to consider purchasing a new pair of Nike Pegasus, after using the AI tool and receiving correct measurements?	107	0
How immersive did you find the AR/VR storytelling method?	107	0
How effective do you perceive AR/VR features in helping you visualize how the Nike Pegasus would look or fit?	107	0
How much did the AR feature enhance your emotional connection to Nike?	107	0
How much did the AR/VR experience influence your perception of Nike as an innovative brand?	107	0
If you were able to use the AR/VR features as shown in the video, how likely would this make you consider purchasing the Nike Pegasus running shoe?	107	0
Which storytelling method was the most engaging for you?	107	0
Which storytelling approach created the strongest emotional connection with you?	107	0
Which storytelling method made you view Nike as more innovative and forward-thinking?	107	0
Which storytelling approach most effectively communicated the "Find Your Greatness" message?	107	0
After experiencing all three methods, which storytelling approach most influenced your likelihood of purchasing the Nike Pegasus running shoe?	107	0

Figure 7.1: Missing Values (Frequencies)

7.2 Demographic Data:

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
How old are you? – Please enter your age:	107	49.00	18.00	67.00	32.1869	11.52940
Valid N (listwise)	107					

Figure 7.2: Descriptive Statistics (Variable Age)

What is your annual income level? (A rough estimation is sufficient)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below €20,000	23	21.5	21.5	21.5
	€20,000 – €40,000	34	31.8	31.8	53.3
	€40,001 – €60,000	20	18.7	18.7	72.0
	€60,001 – €80,000	17	15.9	15.9	87.9
	Above €80,000	13	12.1	12.1	100.0
	Total	107	100.0	100.0	

Figure 7.3: Income Level (Demographic Data)

How often do you buy athletic footwear or apparel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a year	24	22.4	22.4	22.4
	1–2 times a year	55	51.4	51.4	73.8
	3–4 times a year	21	19.6	19.6	93.5
	More than 4 times a year	7	6.5	6.5	100.0
	Total	107	100.0	100.0	

Figure 7.4: Purchase Frequency (Demographic Data)

How familiar are you with Nike's products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not familiar at all	4	3.7	3.7	3.7
	Slightly familiar	41	38.3	38.3	42.1
	Moderately familiar	22	20.6	20.6	62.6
	Very familiar	32	29.9	29.9	92.5
	Extremely familiar	8	7.5	7.5	100.0
	Total	107	100.0	100.0	

Figure 7.5: Brand Familiarity (Demographic Data)

Have you purchased a Nike product in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	30	28.0	28.0	28.0
	Yes	77	72.0	72.0	100.0
	Total	107	100.0	100.0	

Figure 7.6: Recent Purchase History (Demographic Data)

How familiar are you with technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not familiar at all	6	5.6	5.6	5.6
	Slightly familiar	30	28.0	28.0	33.6
	Moderately familiar	41	38.3	38.3	72.0
	Very familiar	23	21.5	21.5	93.5
	Extremely familiar	7	6.5	6.5	100.0
	Total	107	100.0	100.0	

Figure 7.7: Technology Familiarity (Demographic Data)

7.3 Hypothesis 1 Analysis:

Descriptive Statistics

	Mean	Std. Deviation	N
After viewing the traditional materials, how likely are you to purchase your next running shoe from Nike?	3.07	.887	107
How likely are you to consider purchasing a new pair of Nike Pegasus, after using the AI tool and receiving correct measurements?	3.82	1.106	107
AR_Purchase_Intention_Fixed	3.55	.849	107

Figure 7.8: Descriptive Statistics: Repeated-Measures ANOVA

Mauchly's Test of Sphericity^a

Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b	
						Huynh-Feldt	Lower-bound
Method	.981	1.994	2	.369	.982	1.000	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept

Within Subjects Design: Method

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Figure 7.9: Mauchly's Test of Sphericity (H1.1 and H1.2)

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Method	Sphericity Assumed	30.660	2	15.330	20.482	<.001	.162
	Greenhouse-Geisser	30.660	1.963	15.619	20.482	<.001	.162
	Huynh-Feldt	30.660	2.000	15.332	20.482	<.001	.162
	Lower-bound	30.660	1.000	30.660	20.482	<.001	.162
Error(Method)	Sphericity Assumed	158.673	212	.748			
	Greenhouse-Geisser	158.673	208.085	.763			
	Huynh-Feldt	158.673	211.973	.749			
	Lower-bound	158.673	106.000	1.497			

Tests of Within-Subjects Contrasts

Measure: MEASURE_1

Source	Method	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Method	Linear	12.154	1	12.154	15.458	<.001	.127
	Quadratic	18.506	1	18.506	26.042	<.001	.197
Error(Method)	Linear	83.346	106	.786			
	Quadratic	75.327	106	.711			

Tests of Between-Subjects Effects

Measure: MEASURE_1

Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	3893.844	1	3893.844	3155.021	<.001	.967
Error	130.822	106	1.234			

Figure 7.10: Test of Within-Subjects / Between-Subjects (H1.1 and H1.2)

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Method	Pillai's Trace	.259	18.315 ^b	2.000	105.000	<.001	.259
	Wilks' Lambda	.741	18.315 ^b	2.000	105.000	<.001	.259
	Hotelling's Trace	.349	18.315 ^b	2.000	105.000	<.001	.259
	Roy's Largest Root	.349	18.315 ^b	2.000	105.000	<.001	.259

a. Design: Intercept
Within Subjects Design: Method

b. Exact statistic

Figure 7.11: Multivariate Test Statistics: Repeated ANOVA

Multivariate Tests ^a						
Effect		Value	F	Hypothesis df	Error df	Sig.
ST_Method	Pillai's Trace	.481	47.247 ^b	2.000	102.000	<.001
	Wilks' Lambda	.519	47.247 ^b	2.000	102.000	<.001
	Hotelling's Trace	.926	47.247 ^b	2.000	102.000	<.001
	Roy's Largest Root	.926	47.247 ^b	2.000	102.000	<.001
ST_Method * Purchase_Frequency	Pillai's Trace	.075	1.339	6.000	206.000	.241
	Wilks' Lambda	.925	1.350 ^b	6.000	204.000	.237
	Hotelling's Trace	.081	1.360	6.000	202.000	.233
	Roy's Largest Root	.078	2.690 ^c	3.000	103.000	.050

a. Design: Intercept + Purchase_Frequency
Within Subjects Design: ST_Method

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Figure 7.12: Multivariate Test Statistics: Purchase_Frequency x Purchase_Intention

Mauchly's Test of Sphericity ^a							
Measure: MEASURE_1							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
ST_Method	.960	4.134	2	.127	.962	1.000	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept + Purchase_Frequency
Within Subjects Design: ST_Method

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Figure 7.13: Mauchly's Test Statistics: Purchase_Frequency x Purchase_Intention

Tests of Within-Subjects Effects						
Measure: MEASURE_1						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
ST_Method	Sphericity Assumed	54.611	2	27.306	39.022	<.001
	Greenhouse-Geisser	54.611	1.924	28.390	39.022	<.001
	Huynh-Feldt	54.611	2.000	27.306	39.022	<.001
	Lower-bound	54.611	1.000	54.611	39.022	<.001
ST_Method * Purchase_Frequency	Sphericity Assumed	5.210	6	.868	1.241	.287
	Greenhouse-Geisser	5.210	5.771	.903	1.241	.288
	Huynh-Feldt	5.210	6.000	.868	1.241	.287
	Lower-bound	5.210	3.000	1.737	1.241	.299
Error(ST_Method)	Sphericity Assumed	144.148	206	.700		
	Greenhouse-Geisser	144.148	198.130	.728		
	Huynh-Feldt	144.148	206.000	.700		
	Lower-bound	144.148	103.000	1.399		

Tests of Within-Subjects Contrasts						
Measure: MEASURE_1						
Source	ST_Method	Type III Sum of Squares	df	Mean Square	F	Sig.
ST_Method	Linear	9.241	1	9.241	12.669	<.001
	Quadratic	45.370	1	45.370	67.708	<.001
ST_Method * Purchase_Frequency	Linear	.234	3	.078	.107	.956
	Quadratic	4.976	3	1.659	2.475	.066
Error(ST_Method)	Linear	75.131	103	.729		
	Quadratic	69.018	103	.670		

Figure 7.14: Test of Within-Subjects: Purchase_Frequency x Purchase_Intention

Tests of Between-Subjects Effects

Measure: MEASURE_1

Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	1866.930	1	1866.930	1644.078	<.001
Purchase_Frequency	6.615	3	2.205	1.942	.127
Error	116.961	103	1.136		

Figure 7.15: Test of Between-Subjects: Purchase_Frequency x Purchase_Intention

7.4 Hypothesis 2 Analysis:

Descriptive Statistics

	Mean	Std. Deviation	N
How much did the AR feature enhance your emotional connection to Nike?	2.36	.829	107
How much did the traditional materials evoke an emotional response?	2.66	.800	107
To what extent did the AI personalization enhance your connection with the brand?	3.07	.756	107

Figure 7.16: Descriptive Statistics: Hypothesis 2 - Repeated ANOVA

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Method2	Pillai's Trace	.401	35.194 ^b	2.000	105.000	<.001	.401
	Wilks' Lambda	.599	35.194 ^b	2.000	105.000	<.001	.401
	Hotelling's Trace	.670	35.194 ^b	2.000	105.000	<.001	.401
	Roy's Largest Root	.670	35.194 ^b	2.000	105.000	<.001	.401

a. Design: Intercept
Within Subjects Design: Method2

b. Exact statistic

Figure 7.17 Multivariate Test: Hypothesis 2 - Repeated ANOVA

7.5 Hypothesis 3 Analysis:

Descriptive Statistics				
	How old are you?	Mean	Std. Deviation	N
After viewing the traditional materials, how likely are you to purchase your next running shoe from Nike?	Young Adult	3.30	.775	27
	Early-Mid Career Adults	3.02	.881	59
	Mid-Late Career Adults	2.38	.916	8
	Older Adults	3.80	1.095	5
	Total	3.08	.900	99
How likely are you to consider purchasing a new pair of Nike Pegasus, after using the AI tool and and receiving correct measurements?	Young Adult	3.96	1.091	27
	Early-Mid Career Adults	3.90	.995	59
	Mid-Late Career Adults	3.00	1.512	8
	Older Adults	3.40	1.673	5
	Total	3.82	1.119	99
AR_Purchase_Intention_Fixed	Young Adult	2.52	.700	27
	Early-Mid Career Adults	2.69	.676	59
	Mid-Late Career Adults	2.25	1.035	8
	Older Adults	1.80	1.095	5
	Total	2.57	.758	99

Figure 7.18 Descriptive Statistics: Hypothesis 3

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.919	353.766 ^b	3.000	93.000	<.001	.919
	Wilks' Lambda	.081	353.766 ^b	3.000	93.000	<.001	.919
	Hotelling's Trace	11.412	353.766 ^b	3.000	93.000	<.001	.919
	Roy's Largest Root	11.412	353.766 ^b	3.000	93.000	<.001	.919
age_groups	Pillai's Trace	.204	2.312	9.000	285.000	.016	.068
	Wilks' Lambda	.806	2.329	9.000	226.488	.016	.069
	Hotelling's Trace	.228	2.318	9.000	275.000	.016	.071
	Roy's Largest Root	.130	4.129 ^c	3.000	95.000	.008	.115

a. Design: Intercept + age_groups

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Figure 7.19 Multivariate Tests: Hypothesis 3

7.6 Survey Questionnaire:

Introduction:

“Welcome to our survey on brand storytelling! This research explores how different storytelling methods impact consumer engagement and perception, particularly in the context of Nike's brand messaging. We're interested in understanding your reactions to different types of brand content, from traditional advertising to more advanced technologies like AI and augmented reality. In this survey, you'll experience several approaches to storytelling around Nike's 'Find Your Greatness' campaign, which emphasizes the idea that greatness is within everyone, not

just elite athletes. Throughout the survey, we'll show you materials from this campaign presented in three distinct formats:

- traditional storytelling
- AI-powered personalization
- immersive AR

To make the experience more realistic, the survey will focus on Nike's promotion of a specific product: the Nike Pegasus Running Shoe. Imagine that, through each storytelling method, Nike is encouraging you to consider this shoe as part of your own journey to "find your greatness." At the end, we'll ask you to share your thoughts on which type of storytelling most resonated with you and how each influenced your perception of Nike and your potential interest in the product. “

“Your responses are completely confidential, and the survey will take approximately 5-10 minutes. By participating, you'll help us uncover valuable insights into how digital technologies are shaping the future of brand engagement. Thank you for your time and input!”

Participant Background:

- Age: ____
- Income Level:
 - Below €20,000
 - €20,000 - €40,000
 - €40,000 - €60,000
 - €60,000 - €80,000
 - Above €80,000
- Frequency of Athletic Purchases: How often do you buy athletic footwear or apparel?
 - Less than once a year
 - 1–2 times a year
 - 3–4 times a year
 - More than 4 times a year

- Brand Familiarity: How familiar are you with Nike's products?
 - Very familiar
 - Somewhat familiar
 - Neutral
 - Somewhat unfamiliar
 - Very unfamiliar

- Perception of Nike: Before participating in this survey, how would you describe your perception of Nike?
 - Traditional
 - Innovative
 - Premium
 - Customer-oriented
 - Community-driven
 - Neither

- Previous Purchase History: Have you purchased a Nike product in the last 12 months?
 - Yes
 - No

- "How familiar are you with technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR)?"
 - Very familiar
 - Somewhat familiar
 - Neutral
 - Not very familiar
 - Not familiar at all

Traditional Storytelling (Nike's "Find Your Greatness" Campaign)

“You will now see some examples of traditional brand storytelling from Nike's 'Find Your Greatness' campaign. This campaign was launched in 2012 and emphasizes that greatness is achievable by anyone, no matter their background or skill level. You'll view posters, print ads,

and a video from this campaign, which uses classic, non-interactive advertising techniques to deliver its message. When watching this campaign, keep in mind that we will analyse your purchase intention of the Nike Pegasus. (Video shown to the participant: https://www.youtube.com/watch?v=XcbSCnUXOkk&ab_channel=IlyaFriedman)

Screenshots from the Video:



Screenshot 1: Find Your Greatness Ad



Screenshot 2: Find Your Greatness Ad



Screenshot 3: Find Your Greatness Ad

- How engaging did you find the traditional campaign materials (posters, advertisement video)? (Engagement Level)
 - Very engaging
 - Somewhat engaging
 - Neutral
 - Not very engaging
 - Not engaging at all
- How much did the traditional materials evoke an emotional response?(Emotional Impact)
 - Strong emotional response
 - Moderate emotional response
 - Minimal emotional response
 - No emotional response
- How clearly did the traditional campaign communicate the "Find Your Greatness" message? (Clarity of Message)
 - Very clearly
 - Somewhat clearly
 - Neutral
 - Not very clearly
 - Not clearly at all

- How relevant did the traditional campaign feel to your personal life or fitness journey?
(Relevance to You)
 - Highly relevant
 - Somewhat relevant
 - Neutral
 - Not very relevant
 - Not relevant at all

- How effective were the visuals (e.g., posters, imagery) in making Nike products appealing? (Effectiveness of Visuals)
 - Very effective
 - Somewhat effective
 - Neutral
 - Not very effective
 - Not effective at all

- Purchase Intention: After viewing the traditional campaign materials, how likely are you to purchase the Nike Pegasus running shoe?
 - Very likely
 - Likely
 - Neutral
 - Unlikely
 - Very unlikely

AI-Powered Storytelling (Nike Fit Feature):

"Next, we'll introduce you to an AI-powered tool that Nike uses to help consumers 'find their greatness' by offering personalized recommendations. Imagine that you're using Nike Fit, an AI tool that scans your feet to suggest the perfect shoe size and style based on your measurements. This tool allows Nike to provide you with tailored product recommendations, helping you find the perfect pair of Nike Dunks that will support you in your journey to

greatness." (Video shown to the participant:

<https://www.youtube.com/watch?v=ZgWBsjCNr0E>)

- How well did the AI recommendations match your personal preferences? (Personal Relevance)
 - Very well
 - Somewhat well
 - Neutral
 - Not very well
 - Not at all
- To what extent did the AI personalization enhance your connection with the brand? (Connection to the Brand)
 - Strong enhancement
 - Moderate enhancement
 - Minimal enhancement
 - No enhancement
- How much did the AI tool influence your perception of Nike's commitment to personalization and customer satisfaction?
 - Greatly influenced
 - Moderately influenced
 - Neutral
 - Slightly influenced
 - Not influenced at all
- How innovative do you perceive Nike to be after seeing the AI tool demonstration? (Perceived Innovativeness)
 - Extremely innovative
 - Moderately innovative
 - Neutral
 - Slightly innovative
 - Not innovative at all

- How likely are you to consider purchasing a new pair of Nike Pegasus, after using the AI tool and receiving correct measurements?
 - Extremely unlikely
 - Somewhat unlikely
 - Neither likely nor unlikely
 - Somewhat likely
 - Extremely likely

AR/VR Storytelling:

“Nike's AR/VR Initiatives:

Nike has been at the forefront of innovation, investing significantly in cutting-edge technologies to enhance consumer experiences.

Among these advancements are tools leveraging Augmented Reality (AR) and Virtual Reality (VR), designed to create more interactive and immersive ways for customers to engage with the brand. For example, Nike has introduced AR features like Snapchat filters that allow users to virtually try on shoes, making the shopping process both fun and practical. Additionally, the company has collaborated with various VR and AR platforms to bring new dimensions to storytelling and product exploration, further solidifying its commitment to innovation.

In the next section, you'll experience one such AR/VR application. As you engage with this technology, think about how it influences your perception of Nike and your interest in the featured product—the Nike Pegasus running shoe.” (Video shown to the participant: https://www.youtube.com/watch?v=xAtCmEZswp4&embeds_referring_euri=https%3A%2F%2Fucpresearch.qualtrics.com%2F&source_ve_path=MjM4NTE)

- How immersive did you find the AR/VR storytelling method? (Immersive Experience)
 - Very immersive
 - Somewhat immersive
 - Neutral

- Not very immersive
 - Not immersive at all
-
- How effective was the AR feature in helping you visualize how the Nike Pegasus would look or fit? (Effectiveness of Visualization)
 - Very effective
 - Somewhat effective
 - Neutral
 - Not very effective
 - Not effective at all
-
- How much did the AR feature enhance your emotional connection to Nike? (Emotional Engagement)
 - Strong emotional connection
 - Moderate emotional connection
 - Minimal emotional connection
 - No emotional connection
-
- How much did the AR/VR experience influence your perception of Nike as an innovative brand? (Innovativeness of AR/VR)
 - Strong influence
 - Moderate influence
 - Minimal influence
 - No influence
-
- After using the AR feature, how likely are you to purchase the Nike Pegasus running shoe? (Purchase Intention)
 - Very likely
 - Likely
 - Neutral
 - Unlikely
 - Very unlikely

Comparison of Storytelling Methods:

- Which storytelling method was the most engaging for you? (Engagement Comparison)
 - Traditional Storytelling
 - AI-powered Storytelling
 - AR/VR Storytelling

- Which storytelling approach created the strongest emotional connection with you? (Emotional Connection Comparison)
 - Traditional Storytelling
 - AI-powered Storytelling
 - AR/VR Storytelling

- Which storytelling method made you view Nike as more innovative and forward-thinking? (Innovation Comparison)
 - Traditional Storytelling
 - AI-powered Storytelling
 - AR/VR Storytelling

- Which storytelling approach most effectively communicated the "Find Your Greatness" message? (Message Communication Comparison)
 - Traditional Storytelling
 - AI-powered Storytelling
 - AR/VR Storytelling

- After experiencing all three methods, which storytelling approach most influenced your likelihood of purchasing the Nike Pegasus running shoe? (Purchase Intention Comparison)
 - Traditional Storytelling
 - AI-powered Storytelling
 - AR/VR Storytelling

- If you were to recommend a storytelling method for Nike to prioritize in future campaigns, which would it be? (Overall Preference)
 - Traditional Storytelling
 - AI-powered Storytelling
 - AR/VR Storytelling
 - A Mixture of Traditional Storytelling and AI-Powered Storytelling
 - A Mixture of Traditional Storytelling and AR/VR Storytelling
 - A Mixture of AI-Powered Storytelling and AR/VR Storytelling
 - A Mixture of All Three Storytelling Methods
- Feedback on Storytelling Experience: In your opinion, what could Nike improve in its brand storytelling approaches? (*Open-ended*)

7.7 Question Conversion into Variables for the Analysis:

- “How old are?” → Age (Q1)
- “What is your annual income level?” → Income_Level (Q2)
- “How often do you buy athletic footwear or apparel?” → Purchase_Frequency (Q3)
- “How familiar are you with Nike’s products?” → Brand_Familiarity (Q4)
- “Before participating in this survey, how would you describe your perception of Nike?” → Perception_Nike (Q5)
- “Have you purchased a Nike product in the last 12 months?” → Purchase_History (Q6)
- “How familiar are you with technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR)? “ → Tech_Familiarity (Q7)
- “How engaging did you find the campaign's video?” → Traditional_Engagement (Q8)
- “How much did the traditional materials evoke an emotional response?” → Traditional_Emootional_Impact (Q9)
- “How well do you feel this campaign communicated Nike's "Find Your Greatness" message? “ → Traditional_Clarity (Q10)
- “How relevant did the traditional campaign feel to your personal life or fitness journey?” → Traditional_Relevance (Q11)
- “How effective were the visuals (e.g., posters, imagery) in making Nike products appealing?” → Traditional_Visual_Effectiveness (Q12)

- “After viewing the traditional materials, how likely are you to purchase your next running shoe from Nike?” → Traditional_Purchase_Intention (Q13)
 - “How well did the AI recommendations match your personal preferences?” → AI_Personal_Relevance (Q14)
 - “To what extent did the AI personalization enhance your connection with the brand?” → AI_Brand_Connection (Q15)
 - “How much did the AI tool influence your perception of Nike’s commitment to personalization and customer satisfaction?” → AI_Perception_Influence (Q16)
 - “How innovative do you perceive Nike to be after seeing the AI tool demonstration?” → AI_Innovativeness (Q17)
 - “How likely are you to consider purchasing a new pair of Nike Pegasus, after using the AI tool and receiving correct measurements?” → AI_Purchase_Intention (Q18)
 - “How immersive did you find the AR/VR storytelling method?” → AR_Immersiveness (Q19)
1. “How effective do you perceive AR/VR features in helping you visualize how the Nike Pegasus would look or fit?” → AR_Visualization_Effectiveness (Q20)
 2. “How much did the AR feature enhance your emotional connection to Nike?” → AR_Emoional_Connection (Q21)
 3. “How much did the AR/VR experience influence your perception of Nike as an innovative brand?” → AR_Innovativeness (Q22)
 4. “If you were able to use the AR/VR features as shown in the video, how likely would this make you consider purchasing the Nike Pegasus running shoe?” → AR_Purchase_Intention (Q23)
 5. “Which storytelling method was the most engaging for you?” → Most_Engaging_Method (Q24)
- “Which storytelling approach created the strongest emotional connection with you?” → Strongest_Emoional_Connection (Q25)
 - “Which storytelling method made you view Nike as more innovative and forward-thinking?” → Most_Innovative_Method (Q26)
 - “Which storytelling approach most effectively communicated the "Find Your Greatness" message?” → Best_Message_Communication (Q27)

- “After experiencing all three methods, which storytelling approach most influenced your likelihood of purchasing the Nike Pegasus running shoe?” → Most_Influential_Method (Q28)
- “If you were to recommend a storytelling method for Nike to prioritize in future campaigns, which would it be?” → Preferred_Method (Q29)
- “Feedback on Storytelling Experience: In your opinion, what could Nike improve in its brand storytelling approaches?” → Storytelling_Feedback (Q30)

7.8 Independent and Dependent Variables:

The variables in this study can be categorized into **independent** and **dependent** variables.

7.8.1 Independent Variables:

The independent variables include demographic factors and specific storytelling approaches. Demographic factors, such as:

- Age (Q1)
- Income_Level (Q2)
- Purchase_Frequency (Q3)
- Brand_Familiarity (Q4)
- Tech_Familiarity (Q7),

provide contextual insights into participant profiles. Storytelling approaches, including:

- Traditional_Engagement (Q8)
- AI_Personal_Relevance (Q14)
- AR_Immersiveness (Q19)

and overall preferences such as:

- Most_Engaging_Method (Q24)
- Strongest_Emotional_Connection (Q25)
- Most_Innovative_Method (Q26)
- Best_Message_Communication (Q27),

- Preferred_Method (Q29)

are also treated as independent variables to evaluate their influence on participant responses.

7.8.2 Dependent Variables:

The dependent variables measure participant reactions and outcomes associated with the storytelling methods.

For Traditional Storytelling, these include:

- Traditional_Emotional_Impact (Q9)
- Traditional_Clarity (Q10)
- Traditional_Relevance (Q11)
- Traditional_Visual_Effectiveness (Q12)
- Traditional_Purchase_Intention (Q13).

For AI-Powered Storytelling, the dependent variables include:

- AI_Brand_Connection (Q15)
- AI_Perception_Influence (Q16)
- AI_Innovativeness (Q17)
- AI_Purchase_Intention (Q18).

For AR/VR Storytelling, they include:

- AR_Visualization_Effectiveness (Q20)
- AR_Emotional_Connection (Q21)
- AR_Innovativeness (Q22)
- AR_Purchase_Intention (Q23).

Additionally, overarching feedback metrics, such as:

- Perception_Nike (Q5)
- Purchase_History (Q6)
- Most_Influential_Method (Q28)
- Storytelling_Feedback (Q30)

capture participants' overall evaluations and preferences regarding the storytelling methods.

This categorization provides a clear framework for analyzing the impact of the independent variables (demographics and storytelling approaches) on the dependent variables (engagement, emotional connection, brand perception, and purchase intention).

7.9 Extended Storytelling Method Question Analysis:

7.9.1 Analysis of Traditional Storytelling Methods - Summary

Question 1:

How engaging did you find the campaign's video?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very engaging	8	7.5	7.5	7.5
	Somewhat engaging	36	33.6	33.6	41.1
	Neutral	21	19.6	19.6	60.7
	Not very engaging	33	30.8	30.8	91.6
	Not engaging at all	9	8.4	8.4	100.0
	Total	107	100.0	100.0	

The percentages indicate a mixed response from participants. While a significant portion found the campaign somewhat engaging (33.6%), the combined category of neutral to not very engaging (19.6% + 30.8% + 8.4%) suggests that a majority were less enthusiastic about the video content. This could imply that the video was not compelling enough for a larger segment of the audience, possibly affecting their overall engagement with the campaign.

Question 2:

How much did the traditional materials evoke an emotional response?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No emotional response	8	7.5	7.5	7.5
	Minimal emotional response	34	31.8	31.8	39.3
	Moderate emotional response	51	47.7	47.7	86.9
	Strong emotional response	14	13.1	13.1	100.0
	Total	107	100.0	100.0	

The percentages reveal a moderate to low emotional connection with the materials. While nearly half of the participants (47.7%) felt a moderate emotional response, the combined 39.3% (7.5% + 31.8%) with no to minimal emotional response suggests that the campaign did not universally resonate emotionally with all participants. This could indicate a need for more emotionally engaging elements within the traditional storytelling approach.

Question 3:

How well do you feel this campaign communicated Nike's "Find Your Greatness" message? (Key Message: "Greatness is not reserved for professional athletes or celebrities – rather, it can be achieved by anyone, in any setting, at any time.")

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well	34	31.8	31.8	31.8
	Somewhat well	51	47.7	47.7	79.4
	Neutral	15	14.0	14.0	93.5
	Not very well	7	6.5	6.5	100.0
	Total	107	100.0	100.0	

The percentages show that while a majority (79.5%) felt the campaign communicated the message well or very well, there remains a small percentage (6.5%) who did not feel that the message was effectively conveyed. The slightly lower percentage for very well (31.8%) compared to somewhat well (47.7%) indicates that while the message was mostly understood, there is room for improvement in clarity and impact.

Question 4:

How relevant did the traditional campaign feel to your personal life or fitness journey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly relevant	14	13.1	13.1	13.1
	Somewhat relevant	54	50.5	50.5	63.6
	Neutral	28	26.2	26.2	89.7
	Not very relevant	11	10.3	10.3	100.0
	Total	107	100.0	100.0	

The percentages show that a significant portion (63.6%) found the campaign either highly or somewhat relevant to their personal life or fitness journey. However, 36.5% felt the campaign was neutral or not very relevant. This indicates that while the "Find Your Greatness" message struck a chord with some, it was not universally compelling across the demographic.

Question 5:

How effective were the visuals (e.g., posters, imagery) in making Nike products appealing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not effective at all	13	12.1	12.1	12.1
	Slightly effective	56	52.3	52.3	64.5
	Moderately effective	16	15.0	15.0	79.4
	Very effective	17	15.9	15.9	95.3
	Extremely effective	5	4.7	4.7	100.0
	Total	107	100.0	100.0	

The percentages show a fairly even distribution among the different categories. While 15.9% found the visuals very effective and 4.7% found them extremely effective, the largest group (52.3%) found them slightly effective. A total of 12.1% found the visuals not effective at all. This suggests that the imagery used in the campaign might not have fully leveraged its potential in terms of engagement and appeal to participants.

Question 6:

After viewing the traditional materials, how likely are you to purchase your next running shoe from Nike?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely unlikely	4	3.7	3.7	3.7
	Somewhat unlikely	23	21.5	21.5	25.2
	Neither likely nor unlikely	44	41.1	41.1	66.4
	Somewhat likely	33	30.8	30.8	97.2
	Extremely likely	3	2.8	2.8	100.0
	Total	107	100.0	100.0	

The percentages show a split in purchase intention among participants. While 33.6% were somewhat or extremely likely to purchase, a significant portion (25.2%) were neither likely nor unlikely to make a purchase, and 25.2% were somewhat or extremely unlikely. This indicates a neutral to lukewarm response, suggesting that while the campaign generated some interest, it did not strongly convince participants to make a purchase.

Summary:

The analysis of the traditional storytelling methods highlights the **need for improvement in engagement and emotional impact** to better communicate Nike's message and influence

purchase intention. The mixed responses across various aspects of the campaign suggest that while the message and visuals resonated with some participants, there is room for enhancement, particularly in **creating a more compelling emotional connection and increasing the perceived relevance of the materials** to the participants' personal lives and fitness journeys.

7.9.2 Analysis of AI Storytelling Methods:

Question 7:

How well did the AI recommendations match your personal preferences?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well	26	24.3	24.3	24.3
	Somewhat well	62	57.9	57.9	82.2
	Neutral	15	14.0	14.0	96.3
	Not very well	4	3.7	3.7	100.0
	Total	107	100.0	100.0	

A strong majority of participants (82.2%) found the AI recommendations to match their personal preferences "very well" or "somewhat well." This indicates that the AI tool was effective in delivering relevant and tailored suggestions. However, a smaller segment (17.7%) was either neutral or found the recommendations less fitting, suggesting some variability in the AI's ability to cater to individual needs.

Question 8:

To what extent did the AI personalization enhance your connection with the brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong enhancement	30	28.0	28.0	28.0
	Moderate enhancement	58	54.2	54.2	82.2
	Minimal enhancement	15	14.0	14.0	96.3
	No enhancement	4	3.7	3.7	100.0
	Total	107	100.0	100.0	

A notable 82.2% of participants reported a "strong" or "moderate" enhancement in their connection with the brand due to AI personalization. This suggests that the AI tool was effective

in strengthening brand relationships. However, the 17.7% reporting "minimal" or "no" enhancement may indicate that AI personalization, while impactful for most, does not universally resonate with all users.

Question 9:

How much did the AI tool influence your perception of Nike's commitment to personalization and customer satisfaction?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Greatly influenced	36	33.6	33.6	33.6
	Moderately influenced	51	47.7	47.7	81.3
	Neutral	11	10.3	10.3	91.6
	Slightly influenced	6	5.6	5.6	97.2
	Not influenced at all	3	2.8	2.8	100.0
	Total	107	100.0	100.0	

A majority of participants (81.3%) reported that the AI tool had a "great" or "moderate" influence on their perception of Nike's commitment to personalization and customer satisfaction. The combined 8.4% who were "slightly influenced" or "not influenced at all" suggests that while most users see the tool as a strong reflection of Nike's dedication to personalization, a small group may not perceive it as significantly impactful.

Question 10:

How innovative do you perceive Nike to be after seeing the AI tool demonstration? (Perceived Innovativeness)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely innovative	56	52.3	52.3	52.3
	Moderately innovative	39	36.4	36.4	88.8
	Neutral	6	5.6	5.6	94.4
	Slightly innovative	6	5.6	5.6	100.0
	Total	107	100.0	100.0	

Over half of the participants (52.3%) found Nike to be "extremely innovative" after seeing the AI tool, with an additional 36.4% rating them as "moderately innovative." Only a small fraction (11.2%) rated Nike as "neutral" or "slightly innovative," indicating that the AI-powered experience strongly reinforced Nike's position as a forward-thinking, innovative brand.

Question 11:

How likely are you to consider purchasing a new pair of Nike Pegasus, after using the AI tool and receiving correct measurements?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely unlikely	6	5.6	5.6	5.6
	Somewhat unlikely	7	6.5	6.5	12.1
	Neither likely nor unlikely	19	17.8	17.8	29.9
	Somewhat likely	43	40.2	40.2	70.1
	Extremely likely	32	29.9	29.9	100.0
	Total	107	100.0	100.0	

Approximately 70.1% of participants indicated they were "somewhat likely" or "extremely likely" to consider purchasing a new pair of Nike Pegasus after engaging with the AI tool. This reflects a significant positive influence of the tool on purchase intention. However, 29.9% of participants were either neutral or unlikely to consider purchasing, suggesting that while the AI tool enhances purchase intent for many, it does not universally translate into a strong buying motivation.

Summary:

The analysis of AI-powered storytelling shows a strong positive reception overall. Participants widely perceived the AI recommendations as relevant and effective in enhancing their connection with Nike and bolstering perceptions of the brand's commitment to personalization and innovation. Additionally, the AI tool positively influenced purchase intent for a significant portion of participants. However, a small subset of respondents was less engaged, which may indicate opportunities for further refinement of the AI's capabilities to maximize its universal appeal and effectiveness. This approach demonstrates the potential of AI to elevate brand storytelling through tailored and interactive experiences.

7.9.3 Analysis of AR/VR Storytelling Methods:

Question 12:

How immersive did you find the AR/VR storytelling method?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very immersive	8	7.5	7.5	7.5
	Somewhat immersive	50	46.7	46.7	54.2
	Neutral	28	26.2	26.2	80.4
	Not very immersive	21	19.6	19.6	100.0
	Total	107	100.0	100.0	

Nearly half (46.7%) of the participants found the AR/VR storytelling method "somewhat immersive," and 7.5% found it "very immersive." However, 45.8% of respondents rated the experience as either "neutral" or "not very immersive," indicating mixed perceptions of the AR/VR method's capacity to create a fully engaging experience.

Question 13:

How effective do you perceive AR/VR features in helping you visualize how the Nike Pegasus would look or fit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not effective at all	5	4.7	4.7	4.7
	Slightly effective	49	45.8	45.8	50.5
	Moderately effective	31	29.0	29.0	79.4
	Very effective	20	18.7	18.7	98.1
	Extremely effective	2	1.9	1.9	100.0
	Total	107	100.0	100.0	

The majority of participants (75.4%) found the AR/VR features at least "slightly effective" in visualizing the Nike Pegasus, with 47.7% considering them "moderately effective" or better. However, a significant portion (49.5%) did not find the AR/VR experience particularly impactful, indicating room for improvement in the execution or presentation of AR/VR features.

Question 14:

How much did the AR feature enhance your emotional connection to Nike?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong emotional connection	4	3.7	3.7	3.7
	Moderate emotional connection	51	47.7	47.7	51.4
	Minimal emotional connection	32	29.9	29.9	81.3
	No emotional connection	20	18.7	18.7	100.0
	Total	107	100.0	100.0	

While 47.7% of participants felt a "moderate emotional connection" through the AR feature, only 3.7% reported a "strong emotional connection." A notable 48.6% experienced either "minimal" or "no emotional connection," suggesting the AR/VR storytelling method struggled to establish deep emotional ties for nearly half of the respondents.

Question 15:

How much did the AR/VR experience influence your perception of Nike as an innovative brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong influence	35	32.7	32.7	32.7
	Moderate influence	48	44.9	44.9	77.6
	Minimal influence	22	20.6	20.6	98.1
	No influence	2	1.9	1.9	100.0
	Total	107	100.0	100.0	

A combined 77.6% of participants felt the AR/VR experience had a "strong" or "moderate" influence on their perception of Nike as an innovative brand. **This indicates success in highlighting Nike's innovation.**

Question 16:

If you were able to use the AR/VR features as shown in the video, how likely would this make you consider purchasing the Nike Pegasus running shoe?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	5	4.7	4.7	4.7
	Likely	65	60.7	60.7	65.4
	Neutral	25	23.4	23.4	88.8
	Unlikely	8	7.5	7.5	96.3
	Very unlikely	4	3.7	3.7	100.0
	Total	107	100.0	100.0	

A majority of participants (65.4%) indicated they were "likely" or "very likely" to consider purchasing the Nike Pegasus after experiencing the AR/VR features. However, 34.6% remained neutral or expressed a lack of interest, suggesting that while the AR/VR tools were persuasive for many, they did not universally translate into purchase intentions.

Summary:

The AR/VR storytelling approach demonstrates promise but also some limitations. While participants generally perceived the method as innovative and effective in enhancing purchase intent, many found it less immersive and struggled to form an emotional connection with the brand. A significant portion of participants saw the AR/VR features as moderately effective in visualizing the product, but stronger immersion and emotional resonance could potentially boost its impact. These findings suggest AR/VR storytelling holds potential to complement traditional and AI-powered methods but requires optimization to maximize its appeal and effectiveness in brand storytelling.

7.10 Methodology Breakdown

7.10.1 Traditional Storytelling:

The survey will start by showing participants posters, print ads, and videos from the "*Find Your Greatness*" campaign. The goal here is to demonstrate the classic storytelling method where Nike uses emotional appeal and motivation through visuals, slogans, and inspiring real-life examples.

The goal is it for participants to experience how traditional advertising delivers the message of “greatness” through non-interactive, more passive channels such as print and TV ads.

1. Nike - Find Your Greatness "The Runner" Ad:

<https://youtu.be/6SwaQHkSu2E>

2. Poster “Greatness is not born. It’s made.” – Find your greatness campaign



3. Poster “Greatness doesn’t need an audience.” – Find your Greatness campaign



7.10.2 AI-Powered Storytelling:

The participants will be introduced to Nike's AI-powered tools, like Nike Fit's “**AI Shoe Size Measurement Tool**”. Participants are offered personalized recommendations on shoe sizes and fits, tailored to help them "find their greatness" with a perfect pair of running shoes.

This method adds a **personalized, data-driven extension to the brand storytelling**, making the participant feel like Nike understands their individual journey to greatness.

7.10.3 AR/VR Storytelling:

Lastly, we will introduce AR experiences to the participant, such as trying on shoes through an augmented reality app or virtually exploring environments related to personal fitness goals. The participant is shown a video of an AR tool, which could allow the participant to digitally try on Nike shoes or visualize different athletic settings (e.g., a track field) to find where they can "find their greatness". The immersive nature of AR offers a richer storytelling medium, providing participants with an interactive extension of the "Find Your Greatness" narrative.

7.10.4 Research Goal:

Through this approach, you can analyze how participants respond to each method of storytelling, comparing traditional approaches with emerging AI and AR methods to see which is more engaging or effective in fostering the "Find Your Greatness" brand message.