

CONSUMER PERCEPTIONS OF NARRATIVE ADVERTISING EFFECTIVENESS IN NIGERIAN TELECOM COMMERCIALS ON YOUTUBE

Ibrahim B. Fatoyinbo

Department of Mass Communication

Lagos State University of Science and Technology, Ikorodu

E-mail: fatoyinbo.i@lasustech.edu.ng

ORCID: <https://orcid.org/0009-0000-6131-7392>

Rotimi Williams Olatunji, PhD

Faculty of Communication and media studies,

Lagos State University

rotimi.olatunji@lasu.edu.ng

Scopus: www.scopus.com/authid/detail.uri?authorId=48861737000

ORCID: <https://orcid.org/0000-0002-2255-6128>

Ganiu Okunnu, PhD

Faculty of communication and media studies,

Lagos State University

TheDaybreak2012@gmail.com

ORCID: 0000-0002-3255-5671

Scientific index number- 4649136

Abstract

Though storytelling is seen as an effective means of advertising, few studies have been carried out to determine how the consumer perceives this strategy when used in telecommunications commercials in Nigeria. The objectives of this paper are to examine the exposure of the consumer to telecommunications commercials in YouTube Channels; and determine consumers' perception on the effectiveness of storytelling in engagement. The data for this study came from surveys conducted among 400 undergraduate students in Lagos as well as content analysis of 19 telecommunications commercials. The study employed a survey research design with data obtained from 400 undergraduate students in Lagos selected through convenience and purposive sampling using a structured questionnaire whose content validity was established through expert review and reliability confirmed with Cronbach's alpha values ranging from 0.72 to 0.85. Results indicated that

respondents had moderate to high levels of exposure to commercials for telecom companies in Nigeria on YouTube. The storytelling strategy was deemed to be particularly successful in making telecom brands more relatable (weighted mean = 4.04) and engaging (mean = 3.54), while YouTube was considered an appropriate medium (mean = 3.86). At the same time, the techniques employed were rated as moderately effective when it comes to attracting people's attention (mean = 2.88) and influencing their emotions (mean = 2.83). These findings suggest that linear and culturally grounded narratives may help build psychological closeness and long-term affinity with telecom brands, but they might fall short of producing strong immediate attentional or emotional impact in a skippable digital environment. The study indicates that current storytelling approaches appear to function more as emotional primers than as drivers of deep narrative transportation. This research contributes to understanding audience responses to digital advertising in a Global South context and highlights potential trade-offs between relatability and deeper engagement. Practical implications for telecom brands and advertising agencies are discussed, along with suggestions for future studies that incorporate behavioural measures and broader demographic samples.

KEYWORDS: Consumer Engagement, Narrative Advertising, Storytelling Effectiveness, YouTube Commercials, Nigerian Telecommunications.

Introduction

YouTube has emerged as one of the key channels for Nigerian youth in terms of consuming entertainment, music, and news. In this setting, telecommunications firms like *MTN*, *Airtel*, *Glo*, and *9mobile* are highly active when it comes to short ads that tell stories that resonate with the consumers. The storytelling technique in advertising has been highly praised for its effectiveness because it makes a brand more human and memorable. However, it is not clear how Nigerian people perceive and assess narrative advertising on YouTube. Internationally, scholars point out that narrative advertising is able to make consumers travel into the world of the story and develop positive emotions towards the brand (van Laer et al., 2014; Martin, 2022). In Nigeria, academics emphasize the fact that storytelling benefits from the power of vibrant culture, oral tradition, and humor (Olatunji, 2018). Nevertheless, studies done so far have considered either traditional television media or print media without paying sufficient consideration to consumer views of narrative in the digital world, especially on YouTube (Olatunji & Thanny, 2011; Akaze, 2025). The telecommunications industry in Nigeria is very competitive, and youths represent an important part of the YouTube consumer base. It will be practically necessary for advertisers to know the perception that the target consumers hold regarding the use of narrative techniques and whether the stories told are relatable or appealing.

In this research, the level of exposure of the consumers to the commercials of the telecom firms in Nigeria published on YouTube has been considered. By analyzing data from a survey conducted among 400 undergraduates studying at Lagos University in Nigeria and including past data obtained from the content analysis and interview of advertising practitioners, an attempt has been made to estimate the extent of exposure of these consumers to these commercials and the effectiveness of these advertisements. It has been found that the scenario is rather complicated. Even when there was a considerable level of exposure and storytelling was rated highly in creating brand relevance, it scored only moderately high in engaging customers emotionally. Can storytelling done linearly have an effect on creating long-term relationships and not engaging customers? Has storytelling been able to engage the digital native generation of Nigeria?

In the Nigerian context, existing studies have primarily examined the production side of advertising, focusing on creative strategies, visual elements, and cultural adaptation in television or general digital campaigns (Olatunji, 2017b; Olatunji & Thanny, 2011; Akaeze, 2025; Azunwo, 2025). For example, Onyekuru (2024) highlighted the role of visual storytelling in the Airtel Ovajara campaign, showing how images and videos can strengthen emotional and cultural connections. While these works provide valuable insights into content creation, they offer limited evidence on how audiences actually perceive and evaluate such narratives on YouTube. This audience-centred gap is particularly significant given the competitive nature of the Nigerian telecom sector and the platform's dominance among youth (Rodriguez, 2017; Sebastian, 2021).

Storytelling remains one of the most powerful marketing strategies to foster emotional attachment to brands. For instance, in Nigeria, telecommunication firms have adopted YouTube as a channel for reaching out to their youthful audience via short narrative commercials. Although industry practitioners and some academics believe that storytelling adds value, little is known regarding the perceptions of Nigerian audiences towards such narratives. Internationally, studies have indicated the effectiveness of narrative advertising in improving brand recall and persuasion (van Laer et al., 2014; Martin, 2022). However, in the Nigerian case, existing literature seems to be mainly concentrated on creative approaches employed by advertisers and characteristics of advertisements found in television or digital channels (Olatunji, 2018; Akaeze, 2025; Azunwo, 2025). Nonetheless, most of the studies seem to be more concentrated on what is produced rather than on consumer experience of these advertisements on YouTube (Ngirika, 2025; Yobolo, 2025). It is clear that there is an existing gap regarding information regarding the levels of exposure of university students to telecom commercials through YouTube channels and the ability of these videos to capture their attention, evoke emotional responses, and build brand relevance.

Advertisers may continue using tactics that may be comfortable for creative directors, yet lack effectiveness in engaging consumers or fostering brand loyalty. Scholars fail to validate theoretical frameworks, such as the Narrative Transportation and Engagement Model, in African digital ecosystems. This study will therefore try to fill this gap through an investigation of consumer exposure to telecom advertisements from Nigeria on YouTube and their perception of story effectiveness. Such an analysis is important not only for refining advertising practice in Nigeria's competitive telecom market but also for enhancing our understanding of persuasive narrative techniques in emerging digital markets. Therefore, the objectives of this paper are to: Assess the extent of consumer exposure to Nigerian telecom commercials on YouTube; and investigate consumers' perceptions of the effectiveness of storytelling techniques in driving engagement (relatability, attention, emotional influence).

The specific objectives of this study are to:

1. Assess the extent of consumer exposure to Nigerian telecom commercials on YouTube.
2. Investigate consumers' perceptions of the effectiveness of storytelling techniques in driving engagement in terms of relatability, attention capture, and emotional influence.

The following are the research questions in this study;

- What is the extent of consumer exposure to Nigerian telecom commercials on YouTube?
- What are consumers' perceptions of the effectiveness of storytelling techniques in driving engagement?

Literature Review

Storytelling and Consumer Engagement in Advertising

Storytelling have traditionally been considered one of the most powerful devices used in advertisements to engage their target audience. In contrast to listing the product features, a well-told story encourages the audience to immerse themselves into an imaginary world, which leads to increased emotional arousal and positive attitudes towards the brand. According to global studies, storytelling is a tool that can be used in marketing communications to boost persuasion and reduce audience resistance to messages (van Laer et al., 2014). The evolution towards digital marketing, particularly through YouTube, has revolutionized the way storytelling is carried out in advertising. While TV ads have been able to tell stories through long-form narratives due to the captive nature of their audiences, this luxury is not available to YouTube videos, which must deal with an extremely

fragmented environment in which the consumer has absolute control over whether or not he skips the ad after just a few seconds. This has led advertisers to opt for shorter and faster visual narratives that are emotionally engaging (Martin, 2022).

Research focusing on viewer behaviour indicates that audiences tend to respond more positively to short, authentic, and relatable narratives that mirror everyday experiences. However, many consumers report only moderate levels of attention and emotional intensity when watching YouTube advertisements (Wang et al., 2023; Yang et al., 2022). Participatory responses such as liking, commenting, or sharing appear more common when stories feel culturally relevant or emotionally resonant (Lima, 2022; Sebastian, 2021). In fast-digitising markets like Nigeria, young audiences seem to value both cultural familiarity and modern utility, yet the extent to which current storytelling approaches successfully convert relatability into deeper engagement on YouTube remains underexplored. These audience response patterns highlight the need to examine not only what brands produce, but how consumers actually experience and evaluate digital narratives.

Yusuf, Olatunji & Okunnu (2025) explained that advertising practice has grown based on the advancement of technology and the development of a new world of consumer and socio-economic advancement changes and development. The perceptions of consumers about narrative advertising play an important role in analyzing the actual performance of advertisements in the real world. Though a lot of research work has been done on content-related factors, audience perception can sometimes provide deeper insights, especially when it comes to relatability, engagement, and emotions. Relatability always ranks among the top perceived advantages of narrative advertising. Consumers are known to develop favorable brand attitudes and high levels of affinity for brands if they find the characters or scenarios relevant to their everyday experiences (van Laer et al., 2014). The feeling of relatability may assist in overcoming any possible resistance and making consumers feel closer to the brand. Nevertheless, relatability does not guarantee good engagement or emotional engagement.

In reality, it would seem that consumers prefer stories that are more human and authentic rather than purely informational stories. However, consumers' perceptions of effectiveness vary depending on the situation. While emotional storytelling can increase brand memory retention, it is not necessarily guaranteed to bring any behavioral changes. From all these considerations, it becomes clear that the distinction needs to be made between the different levels of engagement. While it might be easier to make stories relatable, creating engagement and making people feel stronger emotions might take additional effort.

Consumer engagement with narrative advertising is a multifaceted construct that extends beyond passive viewing to include cognitive, emotional, and behavioural responses, particularly in fast-digitising markets like Nigeria, where young audiences value both cultural familiarity and modern utility (Ngirika, 2025). Recent studies in educational and professional management further highlight the role of digital tools in enhancing consumer and stakeholder satisfaction in emerging contexts (Yobolo, 2025). In digital contexts, engagement is frequently operationalised as the level of attention, emotional connection, and interactive behaviour audiences exhibit toward branded stories. Global research indicates that when consumers become transported into a narrative, they tend to show higher levels of brand attitude favourability and message acceptance (van Laer et al., 2014). However, engagement levels are often moderated by platform characteristics such as skippability and short duration. Studies focusing specifically on audience responses have found that relatability plays a central role in driving initial engagement. When viewers perceive characters or situations as similar to their own lives, they report stronger emotional involvement and greater willingness to continue watching (Dessart, 2019; Malthouse et al., 2016). Nevertheless, several audience-centred studies have identified a common gap: high relatability does not always translate into sustained attention or deep emotional arousal, particularly in short-form video formats (Chen & Lee, 2021; Wang & Calder, 2006). This suggests that while narratives may successfully create a sense of connection, they may struggle to overcome the fragmented attention typical of digital platforms.

A growing body of audience research distinguishes between different layers of consumer response to narrative advertising, particularly the contrast between relatability and deeper forms of engagement such as attention capture and emotional intensity. Relatability, the perception that a story reflects one's own experiences or values consistently emerges as a strong predictor of positive brand attitudes and initial interest (van Laer et al., 2014; Escalas, 2007). Audiences who find stories personally relevant tend to report higher identification with characters and greater overall liking for the brand. However, several consumer response studies reveal that relatability alone may not be sufficient for strong engagement. In digital environments, viewers often report moderate levels of attention and emotional arousal even when they find the narrative relatable (Chen & Lee, 2021; Yang et al., 2022). This discrepancy has been attributed to platform-specific factors such as short video length, high choice overload, and the ease of skipping content (Malthouse et al., 2016). For instance, Wang and Calder (2006) found that while transportation into a story can enhance enjoyment, the fragmented nature of online viewing frequently limits the intensity of emotional responses.

Theoretical Framework

For this study, a combination of the following theories will be used to investigate the influence of narrative advertisements as seen in Nigeria telecom companies' YouTube video adverts on consumers' perceptions of advertisements: Rhetorical Tradition Theory and Narrative Transportation and Engagement Model (N-TEM). The theory of Rhetorical Tradition suggests (Foss, 2017) that communication is a persuasion-oriented activity in which the communicator takes into account not only his/her own beliefs, values, culture, and expectations but also those of the targeted audience. Instead of considering the communicative message a mere transfer of information from the sender to the recipient, the theory assumes that rhetoric should correspond to the particular audience. The relevance of this theory is especially high for understanding the process of storytelling in the Nigerian telecoms advertising, since young people tend to be influenced by both the specifics of the local culture and globalization trends. According to Foss (2017), an effective rhetoric should match the rhetorical situation.

Adding to that is the Narrative Transportation and Engagement Model (N-TEM), conceptualized by van Laer et al. (2014). According to the theory, an individual's immersion in the narrative or the narrative transportation results in increased emotionality, decreased counter-arguing, and greater attitude and intention changes. Major antecedents to narrative transportation include characters who can be identified, structure of the narrative itself, and emotions. However, in short-form digital advertisements, such components have to battle against factors like skippability, limited attention span, and even algorithmic distraction.

Method

The study employed a quantitative survey research approach. The population of the study was undergraduate students in Lagos State. It is one group that forms a huge portion of people who make use of YouTube and telecom services. The research instrument was a structured questionnaire titled "Consumer Perceptions of Narrative Advertising on YouTube" (CPNAY Questionnaire). It was validated by experts from the Department of Mass Communication, Lagos State University. The decision rule for analysis was a weighted mean score of 3.0 and above on a 5-point Likert scale, indicating agreement or high effectiveness. In total, 400 respondents were sampled using the structured questionnaire. Respondents were selected from three universities, namely Lagos State University (LASU), University of Lagos (UNILAG), and Caleb University. Convenience and purposive sampling were used to select the sample size. The analysis of quantitative data was done using descriptive statistics, frequency distribution, and weighted mean score.

Results

Demographic profile of respondents.

The age distribution of the respondents is presented in Table 4.1

Table 1: Age Distribution of Respondents

Age Group	Frequency	Percentage (%)
18–20 years	119	29.75
21–23 years	124	31.00
24 years and above	157	39.25
Total	400	100.0

From Table 1, it can be seen that the age distribution of this sample has been fairly well balanced. However, about 61 per cent of the respondents are between 18 and 23 years of age. The chosen age distribution is ideal for this research since young people are very active on YouTube and hence susceptible to online ads.

Gender Distribution of Respondents

The gender distribution of the respondents is summarized in Table 4.2.

Table 2: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Female	234	58.5
Male	166	41.5
Total	400	100.0

Table 2 indicate that there are more female respondents (about 58%), than their male counterparts (48%).

Institutional Affiliation of Respondents

Respondents were drawn from three tertiary institutions, as presented in Table 4.3.

Table 3: Institutional Distribution of Respondents

Institution	Frequency	Percentage (%)
Lagos State University (LASU)	190	47.5
University of Lagos (UNILAG)	150	37.5
Caleb University	60	15.0
Total	400	100.0

As is illustrated in Table 3, the largest proportion of participants comes from Lagos State University (LASU) with a share of 47.5%. Next in line comes UNILAG students with 37.5%, and Caleb University with 15.0%. This indicates a large proportion of participants from public universities in accordance with the demographic breakdown of students in Lagos State. The presence of at least one private university adds to the sample diversity.

Primary Telecommunication Network Used by Respondents

As observed from the research results, MTN is found to be the most widely used telecommunication network (41.5%) among the participants surveyed, trailed by Airtel (36.0%). The latter follows the trend of the competition dynamics in the Nigerian telecommunications sector, which shows that MTN and Airtel have the largest market shares. Thus, this sample can offer credible views on telecommunication advertisements.

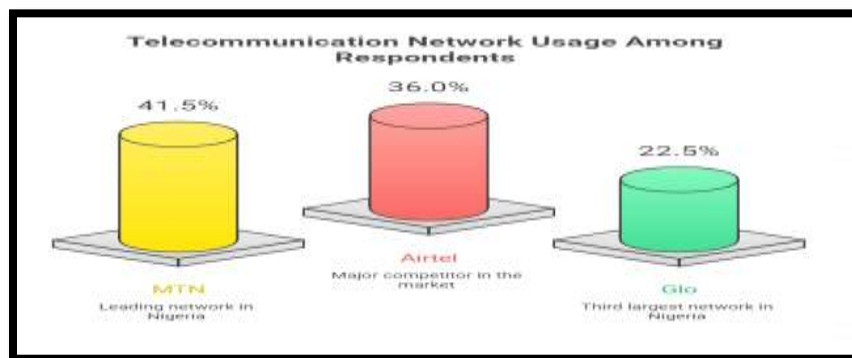


Figure 1 Most commonly used telecommunication network among respondents

Analyses According to Research Question

RQ1: What is the extent of consumer exposure to Nigerian telecom commercials on YouTube?

4.2.1 Exposure to Telecommunication Commercials on YouTube

Table 4: Frequency and Percentage Distribution of YouTube Usage

Response Category	Frequency	Percentage (%)
A few times a week	133	33.25
Daily	91	22.75
A few times a month	69	17.25
Once a week	68	17.00
Rarely	39	9.75
Total	400	100.00

Based on the results presented in Table 4, it can be seen that the utilization of YouTube among the respondents is quite high. A large number of students access YouTube either several times per week (33.25%) or every day (22.75%). It implies that there is frequent use of YouTube, which means that there will be enough exposure to advertisements for telecommunications on this platform. The conclusion is that YouTube is a good channel to promote telecommunications among the respondents.

Extent of Exposure to Telecommunication Commercials

Table 5: Extent of Exposure to Telecommunication Commercials on YouTube

Extent of Exposure	Frequency	Percentage (%)
Moderately	185	46.25
High extent	75	18.75
Low extent	75	18.75
Very high extent	43	10.75
Very low extent	22	5.50
Total	400	100.00

As per the results of the study presented in Table 5, it can be seen that almost half of the total respondents (46.25%) experienced moderate exposure to telecommunication advertisements on YouTube. In addition to this, about 29.50% of respondents also showed high or very high exposure levels. Thus, this proves that there exists an adequate number of people who are frequently exposed to telecommunication ads.

Frequency of Encountering Telecommunication Commercials

Table 6 : Frequency of Encountering Telecommunication Commercials on YouTube

Response Category	Frequency	Percentage (%)
Often	179	44.75
Rarely	134	33.50
Very often	72	18.00
Never	15	3.75
Total	400	100.00

From Table 6, it is evident that most participants often see commercials regarding telecommunications on YouTube. It is because 44.75 percent of respondents see such commercials often, while 18 percent of respondents see them very often. This is also confirmed by the fact that only 3.75 percent of respondents have never seen these commercials before.

RQ2: What is the consumer's perceptions of the effectiveness of storytelling techniques in driving engagement (relatability, attention, emotional influence)?

Table 7: The weighted mean scores measuring effectiveness of storytelling techniques in driving engagement (relatability, attention, emotional influence)

Measurement Item	Weighted Mean	Interpretation
Storytelling makes telecom brands more relatable	4.04	High effectiveness
YouTube is an effective platform for telecom brands	3.86	High effectiveness
Nigerian telecom commercials on YouTube are engaging	3.54	High effectiveness
Storytelling techniques capture my attention	2.88	Moderate effectiveness
Emotional storytelling influences my engagement	2.83	Moderate effectiveness

Results on Table 7 show that the respondents believe that storytelling can be a very effective way of making brands more relatable (mean = 4.04) and engaging (mean = 3.54). The high score attributed to YouTube as a platform (mean = 3.86) emphasizes its appropriateness for use in the narrative form of advertisements. But the relatively low average scores for attention capturing (mean = 2.88) and emotional effect (mean = 2.83) suggest that although respondents find storytelling

attractive, it is often not intense enough to attract attention and evoke emotions. In summary, the results emphasize the effectiveness and lack of creativity of storytelling.

Discussion

The findings from the survey of 400 undergraduate students in Lagos offer some useful insights into how young consumers perceive Nigerian telecom commercials on YouTube, though they should be interpreted cautiously given the sample's focus on university students and the reliance on self-reported data.

Extent of Consumer Exposure to Nigerian Telecom Commercials on YouTube

The participants engaged in relatively frequent contact with YouTube, with slightly more than half of them watching videos almost daily or at least a few times a week. With respect to the exposure rate to telecom commercials, almost half rated their exposure rate as moderate, whereas nearly 29% claimed their exposure rates were high or even very high. Additionally, most participants encountered telecom commercials quite often or very often. Based on this information, it can be concluded that Nigerian telecom brands are exposed quite frequently on YouTube within this population group. Nevertheless, the moderately high exposure rates could be attributed to the fact that the commercials can be skipped, and some participants might scroll through or simply skip the commercial quickly without actually watching it. This conclusion resonates with the comments made by the advertising experts regarding the necessity to attract consumers' attention, which is known as "stopping power." On the other hand, one cannot rule out the possibility that algorithmic personalisation or ad blocker applications were used to achieve the results obtained.

Consumers' Perceptions of the Effectiveness of Storytelling Techniques

The survey outcomes show a mixed view of the effectiveness of storytelling. Storytelling received high evaluations with respect to relatable branding for telecoms (weighted mean = 4.04) and engagement with telecom brands overall (mean = 3.54). Moreover, the platform itself was seen as good for presenting telecom brands (mean = 3.86). This implies that the current efforts in storytelling seem effective in establishing a feeling of proximity and recognition on behalf of the brand. The opposite is observed with respect to attention-grabbing capabilities of storytelling techniques (mean = 2.88) and emotional impact (mean = 2.83). This is an interesting observation since it is much easier to achieve relatability but harder to maintain interest and emotions.

This result is in line with general findings that show how relatability can positively affect attitudes towards brands; however, it does not always result in complete narrative transportation and behavioral change (van Laer et al., 2014). Emotional story-telling has positive effects on long-term memory; nonetheless, when implemented in the context of fast-moving digital media, certain executional aspects might prevent it from being fully utilised (Martin, 2022). Some other potential reasons for the results could be that linear stories that provide functions prevail over dramatic stories in the content analysis performed. The low scores could also be related to the unique properties of this student group.

Integration and Implications

Generally, it can be deduced from the findings that the use of storytelling in the advertisements by Nigerian telecommunications firms on YouTube might work better as an aid in fostering affinity and relatability than as an approach towards eliciting high levels of attention and emotion. This dichotomy poses a dilemma regarding existing advertising tactics. Similar observations in management studies emphasize the need for stronger executional strategies and ethical digital practices to bridge relatability and deeper engagement (Ngirika, 2025; Yobolo, 2025). Although the techniques may work for most people, there could be possibilities for improvement with regard to the level of emotion and attention captured, without necessarily foregoing the aspect of relatability which is already performing relatively well. The conclusions drawn herein should, however, be taken with a pinch of salt. The survey only focused on subjective perceptions, and its sample comprised students in Lagos.

Conclusion

The study was concerned with identifying the extent of consumer exposure to telecommunication company advertising through YouTube videos, as well as the role of storytelling methods in engaging consumers as seen by the students. From a survey carried out among 400 undergraduates in Lagos, it was found that the level of consumer exposure to telecom commercials on YouTube was relatively high. It was further observed that the storytelling method was quite effective in ensuring engagement because it helped increase brand relatability. On the other hand, YouTube as an advertising platform was highly rated by the respondents. Yet when asked about its ability to capture attention and create emotional influence, storytelling scored moderately. This finding implies that while the use of the current story-based strategy would be successful in creating an experience of psychological proximity to telecom brands, it may not have much success in eliciting strong emotional experiences or gaining attention due to the nature of the skippable and short format content type. It seems like the role of storytelling is more of a long-term priming strategy that makes

consumers feel a connection rather than one that elicits attention and emotion regularly. This would seem to align with the fact that linear and modern functions stories are dominant in the content analyzed

Recommendations

Based on the findings, it is recommended that advertising agencies and telecommunications companies should ensure that emotional appeals are reflected in their storytelling without compromising advertising ethics. Perhaps creative groups would be better served by placing emphasis on executional components that encourage greater engagement, such as stronger hooks in the opening seconds and more thoughtful emotional layering, all while keeping the narratives grounded in authentic Nigerian experiences. Finally, brand managers should consider experimenting with various story-telling styles so as to get an insight into the story-telling styles that appeal more to young audiences through relatability, engagement, and emotion (Obizue et al., 2025). This will be achieved by incorporating more feedback from the audiences into the creative process.

References

- Akazeze, A. A. C. (2025). Beyond the jingle: A thematic analysis of creative persuasion in Nigerian telecommunications advertising. *Mdooter Journal of Communication and Digital Technologies*, 2(2). <https://mdooterj.com/index.php/mdooterj/article/view/19>
- Azunwo, E. E. (2025). Drama in advertisement as a tool for telecommunication networks. *IKR Journal of Arts, Humanities and Social Sciences*. <https://ikrpublishers.com/wp-content/uploads/2025/10/IKRJAHS4478-2025.pdf>
- Chen, (2024). Audience perceptions of narrative advertising in digital environments.
- Chen, Y., & Lee, S. (2021). Understanding consumer engagement with short-form video advertising on social media. *Journal of Interactive Advertising*, 21(2), 85–101. <https://doi.org/10.1080/15252019.2021.1906365>
- Dauda, M. (2025). Rhetorical strategies and discursive constructions in Nigerian consumer goods advertising. *International Journal of Advances in Social Sciences and Humanities*, 4(2). <https://doi.org/10.56225/ijassh.v4i2.414>

- Dessart, L. (2019). How storytelling in advertising affects consumer engagement. *Journal of Marketing Communications*, 25(5), 523–542.
- Dessart, L. (2019). How storytelling in advertising affects consumer engagement. *Journal of Marketing Communications*, 25(5), 523–542.
<https://doi.org/10.1080/13527266.2018.1518253>
- Dias, J. A., et al. (2021). Emotional storytelling and brand loyalty in advertising. *Journal of Brand Management*.
- Escalas, J. E. (2007). Self-referencing and persuasion: Narrative transportation versus analytical elaboration. *Journal of Consumer Research*, 34(4), 421–429. <https://doi.org/10.1086/519215>
- Foss, S. K. (2017). *Rhetorical criticism: Exploration and practice* (5th ed.). Waveland Press.
- Lima, (2022). Video storytelling and audience engagement on YouTube.
- Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2016). Managing customer engagement on social media. *Journal of Service Research*, 19(3), 277–294.
<https://doi.org/10.1177/1094670516643153>
- Martin, G. (2022). Stories and selling: The impact of narrative storytelling in video commercials. Bryant University Honors Projects.
https://digitalcommons.bryant.edu/honors_communication/1033
- Muñiz, A. M., & O’Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432. <https://doi.org/10.1086/319618>
- Ngirika, D. C. (2025). Omnichannel marketing and customer satisfaction of e-tailing firms in Rivers State, Nigeria. *International Journal of Education, Management Sciences and Professional Studies*, 1(2), 274–286. <https://journals.iempsglobal.org/index.php/IJEMPS/issue/view/8>
- Obizue, M. N., Ukozor, C. U., & Wichegbule, S. (2025). International perspectives on higher education supervision. *International Journal of Education, Management Sciences and Professional Studies*, 1(2), 1–13.
<https://journals.iempsglobal.org/index.php/IJEMPS/issue/view/8>

- Odoyi, C. D., & Olatunji, R. W. (2025). The imperatives of social media entrepreneurship for employment generation and cybercrime reduction among youths in Nigeria. *Journal of Economic, Business & Accounting Research*, 3(1), 50-65.
<https://doi.org/10.61511/jembar.v3i1.2025.1896>
- Okoro, N., & Nwafor, K. A. (2020). Audience responses to cultural elements in Nigerian television advertising. *African Journal of Communication Research*, 13(1), 45–67.
- Olatunji, P. O. (2021). Research and publication ethics. *Annals of Health Research*, 7(3), 198–207.
<https://doi.org/10.30442/ahr.0703-01-130>
- Olatunji, R. W. & Thanny, N. T. (2011). “Youth culture and new media: a study of telecommunications advertisements in Nigeria”, *Journal of Development Communication*, 14-28.
- Olatunji, R. W. (2017a) “Advertising Cultures and Global Influences in Sub-Saharan Africa-Nigerian, South African and Kenyan Models” (pp 127-143). In [Brennan, L.](#) [Crawford, R.](#), & [Parkar, L.](#) (Eds.). *Global advertising practice in a borderless world*. London & New York: Routledge Tarlor & Francis Group
- Olatunji, R. W. (2018). Trends in advertising and cultures in Nigeria. *Communication Cultures in Africa*, 1(1), 1–15. <https://doi.org/10.21039/cca.5>
- Olatunji, R.W. (2017b). Advertising, Advertainment and the Rest of Us! 63rd Inaugural Lecture of the Lagos State University. Lagos, Ojo: Lagos State University, presented on 10/10/17
- Onyekuru, J. A. (2024). Exploring the power of images and videos in visual storytelling and content marketing: Airtel Ovajara as a paradigm. *Journal of Creative Media*, 1(1).
- Rodriguez, M. (2017). Digital media consumption patterns among Nigerian youth. *Journal of African Media Studies*, 9(2), 189–206. https://doi.org/10.1386/jams.9.2.189_1
- Sebastian, K. (2021). Young consumers’ engagement with short-form video content in emerging markets. *International Journal of Advertising*, 40(4), 612–630.
<https://doi.org/10.1080/02650487.2020.1850000>
- van Laer, T., de Ruyter, K., Visconti, L. M., & Wetzels, M. (2014). The extended transportation-imagery model: A meta-analysis of the antecedents and consequences of consumers’ narrative

transportation. *Journal of Consumer Research*, 40(5), 797–817.
<https://doi.org/10.1086/673383>

Wang, J., & Calder, B. J. (2006). Media transportation and advertising. *Journal of Consumer Research*, 33(2), 151–162. <https://doi.org/10.1086/506296>

Wang, X., et al. (2023). Short-form video advertising and consumer attention: An eye-tracking study. *Journal of Advertising Research*, 63(1), 45–58.

Yang, B., et al. (2022). Relatability and emotional intensity in digital storytelling: An experimental study. *Psychology & Marketing*, 39(8), 1562–1578. <https://doi.org/10.1002/mar.21685>

Yobolo, A. S. (2025). Artificial intelligence in educational management: Upholding ethical values and ensuring sustainability. *International Journal of Education, Management Sciences and Professional Studies*, 1(2), 287–298.
<https://journals.iempsglobal.org/index.php/IJEMPS/issue/view/8>

Yusuf, K., Olatunji, R., Okunnu, G (2025): Exploring Professional Practices in Influencer Marketing: A Study of Advertising Agencies in Nigeria. *International Journal of Research and Innovation in Social Science*. Vol 9 (8), pp-