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The influence of storytelling advertising on consumer advertising experiences and behavioural outcomes: a case study of South African Bone Marrow Registry video

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March 2025

Declaration of Original Work

I, **Marvellous Tebogo Zwane,** certify that, with the exception of instances in which proper credit has been provided, this dissertation is entirely my own original work. It is turned in to the University of the Witwatersrand in Johannesburg to meet the criteria for a master's degree in marketing. This dissertation has never before been submitted to this or any other university for credit towards a degree.

Signature:

Date: 14 March 2025

Abstract

Purpose - Storytelling has emerged as a powerful tool in advertising, particularly in the healthcare sector. The purpose of this study was to investigate the influence of South African Bone Marrow Registry (SABMR) storytelling advertising on consumer advertising experiences and behavioural outcomes.

Design/methodology/approach - This study employed a quantitative research methodology using Partial Least Squares Structural Equation Modeling (PLS-SEM) 4.0 software to test hypothesised relationships. A structured online survey was administered to 350 participants in South Africa aged between 18–35 years, measuring their responses to a storytelling advertisement from the South African Bone Marrow Registry (SABMR). The research model integrated Dialogue Theory, Narrative Transportation Theory, and Brand Experience Theory, investigating how narrative elements (persuasiveness, authenticity, informativeness, and message clarity) influence narrative transportation, consumer advertising experience, and behavioural intentions.

Findings - The results indicated that persuasiveness and authenticity significantly influence narrative transportation, while informativeness and message clarity indicated a non significant relationship. Narrative transportation positively influences consumer advertising experiences, including sensory, affective, and intellectual engagement. These experiences, in turn, lead to positive attitudes towards the advertisement, ultimately increasing word-of-mouth communication and donor registration intentions.

Practical implications - The study provides actionable insights for healthcare marketers and non-profit organisations seeking to improve donor recruitment and public health awareness through storytelling advertising. It suggests that authenticity and emotional engagement should be prioritised to enhance message effectiveness. Moreover, campaigns targeting younger audiences should consider interactive digital storytelling techniques to overcome digital fatigue and sustain engagement.

Originality/value – This research extends Narrative Transportation Theory by applying it to healthcare storytelling advertising in a non-profit setting, an area that has received limited scholarly attention. It offers managerial recommendations for designing more engaging and persuasive healthcare advertising campaigns and provides a framework for understanding consumer behavioural responses to storytelling in the context of donor recruitment.

Keywords: Storytelling Advertising, Narrative Transportation, Consumer Advertising Experience, Bone Marrow Donation, Healthcare Marketing.

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This dissertation is dedicated to all who believe in the might of education, research, and storytelling to make a difference in the world.

Marvellous Zwane

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CHAPTER 1 INTRODUCTION AND BACKGROUND

1.1 INTRODUCTION

This chapter gives an in-depth introduction to the study, addressing key components such as the study's background, the South African Bone Marrow Registry (SABMR) video research gap, aim and objectives, research questions, theoretical frameworks, conceptual model, and hypothesis development. It details the research philosophy, approach, and strategy, along with information on data collection, sampling design, and data analysis methods. Additionally, the theoretical and managerial implications and the ethical considerations.

1.2 BACKGROUND OF THE STUDY

1.2.1 Importance of Storytelling in Advertising

The best way to persuade someone is to tell a good story because stories arouse the audience's emotions and energy (Santos & Santos, 2020). This form of advertising provides a better understanding of complex information through logical storytelling. Like testimonials, storytelling relies on authenticity and message distinctiveness to foster customer trust and a liking to the brand (Ben & Bouzaabia, 2023). People engage better with brands referred by other customers based on their unique experiences in their engagements with the product or service (Rosenberg, 2021). The use of storytelling by companies targets the development of strong brands based on narratives, as this connects to developing brand associations (Carnevale, Yucel-Aybat & Kachersky, 2018). Marketing relies heavily on stories, both in terms of how consumers perceive them and how marketers construct and tell them. For ages, storytelling has been an integral aspect of human civilisation, functioning to provide amusement, knowledge, instruction, and influence (Crespo et al., 2023). In the dominion of advertising, storytelling has evolved as a sophisticated strategy that businesses employ to create emotional connections with their audiences through authentic and distinctive messaging (Stoica et al., 2022). Unlike traditional advertising methods that merely present information that calls to action, storytelling weaves narratives that can captivate and deeply resonate with audiences, inducing a range of sensory, affective, and intellectual responses, making their engagement unique and voluntary (Stoica et al., 2022).

1.2.2 Storytelling Advertising and Bone Marrow Donation

Over the past decade, storytelling has been used more and more as an advertising tool in the advertising industry (Ben & Bouzaabia, 2023). In the healthcare sector, there has been a shift towards using storytelling for persuasiveness towards bone marrow donation (Ballard et al., 2021). The decision to become a bone marrow donor involves considerable sensory, affective, and intellectual processes, which can be best narrated through storytelling, as visual storytelling tends to capture the attention of individuals (Dias & Cavalheiro, 2022).

Storytelling in advertising, especially in the healthcare industry, is fundamental for effective connection, memorable engagement, and building trust to encourage behaviour and foster brand awareness (Ballard et al., 2021). Affective connection stories have the power to awaken emotions and create a personal connection with the audience (Kang et al., 2020). Stories that are more engaging and memorable than facts and figures, such as the South African Bone Marrow Registry SAMBR) awareness video film, aim to capture the attention of stakeholders and foster discourse (Cao et al., 2021). Stories can humanise healthcare brands like the SABMR through trust, credibility and authenticity, which is provided with testimonial narratives (Ballard et al., 2021).

Storytelling can be a powerful tool for promoting behavioural change in healthcare campaigns through persuasion about the benefits of engagement and the repercussions of the ability not to engage (Leong et al., 2024). Healthcare brands stand out and differentiate themselves from competitors through message distinctiveness and brand awareness through narrative transportation.

1.2.3 Global overview of storytelling in healthcare advertising

Ben and Bouzaabia (2023), as well as Ganassali and Matysiewicz (2021) state that globally, storytelling has increasingly been used in healthcare advertising. According to Keller (2016), culturally tailored testimonial stories are more likely to be observed as authentic and trustworthy, leading to better health outcomes. Appel, Gnambs, Richter and Green (2015) found that narratives are memorable and can simplify complex medical information, making it easier for audiences to understand and retain key health messages which are beneficial for change (Fornell & Larcker, 2021). Slater et al. (2006) argue that storytelling can evoke emotions, which are powerful motivators for behavioural change. Emotional engagement can drive people to take action, such as engaging and adhering to medical campaigns. According

to Lund (2010), well-crafted stories can transcend cultural boundaries, allowing healthcare messages to reach a global audience. Storytelling techniques can be adapted to different cultural contexts while maintaining the core message (Ganassali & Matysiewicz, 2021). Kreuter et al. (2003) emphasise that crafting stories that are culturally sensitive and appropriate can be challenging yet imperative, as misunderstandings can lead to a reduction in the effectiveness of health messages. Overemphasis on local details might dilute the core health message, while a lack of cultural specificity can make the message less relatable (Oxford Academic, 2022). Narratives need to be carefully designed to maintain the international and local effectiveness balance, as discussed by Singh and Matsuo (2004). Hinyard and Kreuter (2007) discuss the complexity of stories that can be interpreted in multiple ways, leading to potential misinterpretation of health messages and their connection to audience engagement (DataReportal, 2024). These global insights have relevance for campaigns such as SABMR's drive to increase donor sign-ups.

1.2.4 Africa & South Africa overview of storytelling advertising and healthcare marketing: Bone Marrow Donation

In South Africa, storytelling is also being increasingly utilised in healthcare advertising as it effectively engages viewers. It incorporates creative storylines and data-driven insights into both modern and traditional media platforms (Ganassali & Matysiewicz, 2021). Narrative techniques are employed by organisations such as the South African Bone Marrow Registry (SABMR) to enhance donor registrations and generate public awareness (Santos et al., 2020). These advertisements emphasise the lifesaving power of bone marrow donation by emotionally connecting with the audience through the sharing of personal narratives from donors and patients (Fornell & Larcker, 2021). With a match rate of roughly 1 in 100,000, the SABMR looks for patients whose only chance of survival is a bone marrow transplant and who do not have a match in their own families (News24, 2024). Given that 4000 new cases of blood diseases are reported in South Africa each year, there is a demand for treatments (SABMR, 2023).

Table 1.1 Storytelling types used in Advertising

Storytelling types used in advertising	Example	Industry used
Oral Storytelling	Folktales or radio and even mythical stories	Film, book publishing industries
		(Ganassali & Matysiewicz, 2021)
Written Storytelling	Books newspapers, magazines, and banners. What people read for entertainment.	Publishing Corporations
		(Crespo et al., 2023)
Visual Storytelling	Images, infographics, animated videos, comics, illustrations, and even maps	Internet and publishing corporations
		(Kasilingam & Ajitha, 2022)
Digital Storytelling	A 2-minute video film, a personal story (testimonials), stories using videos, photos, or drawings.	Technological and geographical platforms
		(Kenneth & Yang, 2021)

Source: (Authors own construction: 2024)

Narratives aid businesses in grabbing customer's attention. Stories interact with individuals by sparking their curiosity about a company and raising awareness of its products or services. A variety of mediums can be used to tell stories, including podcasts, videos, social media posts, and TV commercials. It benefits brands by drawing in additional customers, particularly if the narrative becomes viral. Oral narrative is the most ancient type of storytelling and is essential to many nations' cultural heritage (See Table 1.1). Oral storytelling originated with songs, stories, and poetry recitations in front of an audience. Storytelling in writing is among the most often used storytelling techniques, as written storytelling can be found in books, newspapers, magazines, banners, and other materials (Ganassali & Matysiewicz, 2021).

People read them to pass the time, learn new things, and be entertained. Using images to tell stories began with drawings and paintings, which have long been a part of human civilisation (Crespo et al., 2023). Visual storytelling has expanded as a wide range of media that can be used to tell stories, including movies, TV shows, pictures, videos, infographics, animations, and memes (Kasilingam & Ajitha, 2022). The digital narrative is the most recent format that uses the Internet to transmit all of the earlier formats (Kenneth & Yang, 2021).

1.2.4.1 *Forms of Digital Storytelling in Healthcare Marketing*

Table 1.2 Digital storytelling types used in Advertising

Digital Storytelling types used in advertising	Explanation	Example
Display Advertising	A type of online advertising that combines text, images, and a URL that takes users to a page where they may buy the product or learn more about it.	Banner advertisement, pop-ups advertisement, rich media advertisement and interstitial advertisement
		(Bayer et al., 2020)
Search Engine Marketing	Advertising that raises the company's content and brand's visibility in search engine results.	Pay-per-click advertising, search advertisement and text advertisement
		(Srinivasan,2020)
Social Media Advertising	A form of digital marketing approach that targets the intended audience with sponsored advertisements using social networks.	Sponsored posts, social display advertisement, short video advertisement on social platforms (TikTok, Instagram, X) & story advertisement
		(Aslam & Karjaluoto, 2017)
Video Advertising	A marketing technique that entails producing a brief, educational video that advertises a product or service to help the company reach a larger audience, convey a story, increase sales, and deliver information in an engaging and concise manner.	Native video advertisement, in stream advertisement, out stream advertisement and social media video advertisement
		(Lee et al., 2024))

Source: (Authors own construction from various sources): 2024)

Digital advertising includes all forms of online advertising. The four main channels of digital advertising are search, display, social, and video. Table 1.2 outlines the distinctions among these channels. Digital Storytelling examples include a personal story (testimonials), stories using videos, photos, or drawings and a 2-minute video film similar to the SABMR awareness advertising video (See Table 1.1). A narrative video simplifies complex ideas into universally understandable formats and creates dialogues (Krause & Rucker, 2021). Digital storytelling is crucial because it captivates and engages the target audience, helping brands stand out in a competitive market while building trust and credibility with consumers (Trichopoulos et al., 2023). It enables marketers to connect with audiences on their preferred platforms and infuses a sense of creativity into the company brand, enhancing its reliability in the audience (Massey et al., 2015).

1.2.4.2 The Importance of SABMR

SABMR is essential in raising awareness about bone marrow donation through its educational campaigns and community outreach programmes, which inform the public about the importance of donors and the registration process. The registry also supports research into bone marrow and stem cell transplants, contributing to advancements in treatment protocols and enhancing patient outcomes (Louw, 2020). By offering a specialised service not widely available elsewhere, SABMR strengthens South Africa's healthcare system and improves patient care (SABMR, 2023). Additionally, as part of a global network of registries, SABMR facilitates international donor patient matches, expanding treatment options for South African patients by providing access to a broader donor pool (SABMR, 2023).

1.2.5 Young Adults And Bone Marrow Donation

In most countries, the age requirements for bone marrow donation fall between 18 and 60 years of age. Specific age limits can vary by registry and country. To be a match in the United States, the age range for donors is 18 to 44 years. Anthony Nolan in the United Kingdom has a donor age range of 16 to 30 years (News24, 2024). Deutsche Knochenmarkspenderdatei, also known as DKMS from Germany, has donors from age 17 with parental consent to age 55 (Pulsipher et al., 2014). Younger donors, particularly those between 18 and 35 years old, generally provide higher-quality stem cells, which can improve the chances of a successful transplant and better patient outcomes (Schmidt et al., 2013). This is the primary age focus for both the researcher and the SABMR from South Africa, although ages from 16 to 40 are alternatively accepted with special conditions that meet the requirements (SABMR, 2023). Transplants from younger donors are associated with higher overall survival rates for recipients and healthy stem cells (Kollman et al., 2001). Additionally, young adults are healthier and have fewer medical conditions that might complicate the donation process or recovery due to the high cell count in their bone marrow, making their donation more effective (Shaw et al., 2009). According to Switzer et al. (2003), educational campaigns focused on young adults are effective in increasing registration and donation rates (Shi et al., 2019).

1.3 PURPOSE OF THE STUDY

The purpose of the study was to examine the influence of storytelling narrative structure on narrative transportation, consumer advertising experience, attitude towards the advertisement intention to become a potential donor and word of mouth in bone marrow donation.

1.4 PROBLEM STATEMENT AND JUSTIFICATION OF THE STUDY

Storytelling in advertising offers a unique and strategic way to engage audiences and convey broader messages as it taps into the human experience (Matzler et al., 2018). It significantly enhances the persuasiveness and memorability of campaigns (Ching, 2020), fostering greater societal information engagement and impacting the health industry. Stories that are more prone to be shared on social media increase message reach (Barnes et al., 2018) and can bridge gaps between different understandings (Rosenberg, 2021). Narratives simplify complex ideas into universally understandable formats, creating dialogues (Krause & Rucker, 2021). However, it is crucial to maintain the accuracy and integrity of the information while using narrative techniques (Green et al., 2019). Some researchers view narratives sceptically, preferring conventional data presentation methods (Rhodes, 2016). The factual integrity of narratives must be preserved to enhance the storytelling of scientific research (Rosenberg, 2018), ensuring authenticity that resonates with consumers (Olson, 2019).

Storytelling in advertising is linked to branding, shaping consumer perceptions, and influencing engagement (Rhodes, 2020). Despite the proven impact of narrative advertising on consumer engagement and brand perception, there is a need to further understand how narrative structures affect behavioural outcomes. Important components like narrative transportation enhance emotional and cognitive engagement (Kim, Lloyd & Cervellon, 2016). Studies highlight the importance of integrating textual and visual components in narrative advertising to enhance storytelling value (Chang, 2020). However, creating compelling narratives presents challenges. Marketers are challenged to balance story focus and product focus while ensuring the message resonates with the public (Ben & Bouzaabia, 2023). The problem is that commercialised advertisements often face challenges with authenticity, time constraints, and cultural sensitivity issues (Rosenberg, 2021). Effective storytelling in advertising aims to inform and shape perceptions to achieve desired customer behavioural outcomes, which requires a bottomless understanding of the audience's needs and motivations (Martins & Brandão, 2020).

While Chang (2020) noted that structured storytelling enhances brand awareness and engagement through sensory experiences, Lundqvist et al. (2013) emphasised that honesty in branding increases consumer engagement and trust, highlighting the importance of authentic testimonials. Kenneth and Yang (2021) found that narrative transportation can positively influence consumers' brand attitudes and purchase intentions by deeply engaging the audience.

However, these studies do not address how authenticity and trust affect donor behaviour or how narrative transportation can be used for purposes such as promoting bone marrow donation. This gap in research indicates a need for further investigation of how storytelling elements like authenticity, clear structure, and narrative transportation can enhance trust, engagement, and action in health-related advertisements, particularly those encouraging bone marrow donation. This study aimed to investigate the power of storytelling in advertising on narrative transportation, consumer advertising experiences, and behavioural outcomes in the context of bone marrow donation.

1.5 RESEARCH QUESTIONS

1.5.1 Primary Research Question

- To what extent does storytelling in advertising influence narrative transportation, consumer advertising experiences, and behavioural outcomes in bone marrow donation?

1.5.2 Secondary Research Questions

- How do story structures influence how viewers interact with advertisements?
- What impact do messages sensory, emotive, and cognitive elements have on the attitudes of consumers?
- How do advertisements affect consumer's attitudes, and how does that affect word-of-mouth communication?

1.5.2 Objectives

Derived from the research problem and purpose of this study, the theoretical objectives are as follows:

Theoretical Objectives

1. To review the literature on the concept, essence and benefits of bone marrow donation, storytelling advertising, narrative transportation and consumer advertising experiencs of potential bone marrow donors (Chapter 2).
2. To review the literature on the various theories (narrative transportation theory, brand experience theory, and dialogue theory so that a conceptual model and hypotheses can be developed (Chapter 3).
3. To discuss the methods of data collection techniques and statistical analyses appropriate for empirically testing the conceptual model and hypotheses (Chapter 4).

The empirical research objectives are the following:

Empirical Objectives

1. To examine the extent to which storytelling elements (persuasiveness, informativeness, message clarity, authenticity) of the SABMR Ad video impact narrative transportation (Chapter 5).
2. To test the relationships between narrative transportation and consumer advertising experiences (advertising sensory experience, advertising affective experience, advertising intellectual experience, and advertising behavioural experience) using the SABMR Ad video (Chapter 5).
3. To test the relationship between attitude towards the SABMR Ad video and intention to become a potential donor (Chapter 5).
4. To test the relationship between attitude towards the SABMR Ad video and word of mouth (Chapter 5).
5. To empirically test the conceptual model and hypotheses and present the results.
6. To discuss the results, implications and to draw conclusions (Chapter 6).

1.6 PRELIMINARY LITERATURE REVIEW

This study was supported by three underlying theories: Dialogue theory (Baber, Bakhtin & Gadmer, 1981), Narrative transportation by Richard Gerrig (1993) and expanded upon by Green and Brock in 2002, as well as the brand experience theory (Brakus, Schmitt & Zarantonello, 2009).

1.6.1 Dialogue Theory

In communication studies, dialogue theory is rooted in the works of Martin Baber, Mikhail Bakhtin, and Hans George Gadmer. These influential thinkers from 1981 view dialogue as the crucial ethical moment that facilitates effective communication (Walton, 2000). Therefore, from this perspective of postmodern communication, scholars consider storytelling to be a powerful means of promoting dialogue (Walton, 2000). Scholars collect stories as empirical data for various research purposes. This data can come from original narratives, widely known narratives, orally transmitted stories, published media stories or even nontraditional narrative elements.

Justification for this study

This theory underlines how stories can be tools for explaining how meaning is generated, identity is expressed, and reality is shaped by sharing their stories (Barth, Else, Erik & Krabbe, 1982). The SABMR awareness video film is strategically designed to be shared to shape realities through discourse, thus amplifying its theoretical significance. Understanding this dynamic can provide insight into how individuals construct and communicate their lived experiences, which affects their attitude towards the advertisement and how they experience the brand (Pressau, 2009).

1.6.2 Narrative Transportation Theory

Narrative transportation is described as the practice of momentarily leaving one's reality behind and evolving from the experience in some way different from the person one was before entering the ambience of the narrative. This concept, introduced by Richard Gerrig in 1993 and expanded upon by Green and Brock in 2002, highlights the persuasive power of narratives (Green & Brock, 2002). It works by plummeting negative cognitive responses and provoking strong sentimental responses. In this process, people are more likely to be swayed by the emotions evoked by the story rather than the strong arguments presented within it.

Justification for this study

Given this, it is reasonable to suggest that the result of narrative transportation is associated with positive emotional responses and behavioural outcomes such as the need to distribute information about the advertisement across word of mouth (Van Laer, De Ruyter, Visconti & Wetzels, 2014). The SABMR awareness film is a narrative advertisement that seeks to both tell a story and persuade the receiver. Therefore, this aligns with the narrative theory, which

encompasses various theories explaining how storytelling shapes perception, as articulated by Walter Fisher in 1985 (Kang et al., 2020). The likelihood of viewers sharing their experiences is thus affected by the persuasive information based on the message's authenticity and clarity, thereby amplifying the impact of the narrative.

1.6.3 Brand Experience Theory

Advertising brand experience and brand equity are interlinked in the theory of brand experience that was developed by Brakus, Schmitt and Zarantonello in 2009. This theory identifies sensory, affective, intellectual, and behavioural dimensions as key elements influenced by brand-related stimuli such as design and identity (Brakus, Schmitt & Zarantonello, 2009). The uniqueness of a design interlinks with the customer experience and engagement.

According to Zarantonello and Schmitt (2010), brand experience theory includes the following elements: advertisement sensory experience, advertisement affective experience, advertisement intellectual experience, and advertisement behavioural experience. However, this research adopted a multidimensional approach where the behavioural experience was not analysed because brand experience theory primarily focuses on the sensory, emotional, cognitive, and relational aspects of a consumer's communication with a brand. It emphasises a holistic and multidimensional view of brand experience (Zarantonello & Schmitt, 2010).

Justification for this study

A unique strategic narrative design can evoke sensory, affective, and intellectual engagement from the stakeholders (Maffezzolli, Semprebon & Prado, 2014). This aligns with the SABMR's awareness film strategy, which employs video advertisements to create emotional connections with viewers, encouraging them to feel invested in the bone marrow donation process (SABMR, 2023). This video uses storytelling to evoke narrative transportation, a process where viewers become immersed in the narrative, leading to positive emotional responses and behavioural outcomes, such as sharing information via word of mouth (WOM) (Teraiya et al., 2023).

1.6.3.1 Overview of Brand Experiences (Brakus, Schmitt & Zarantonello, 2009) and Consumer Advertising Experiences (Hung et al., 2012)

The importance of brand and consumer advertising experiences lies in the ability to capture immediate audience attention and interest, thus effectively persuading the consumers to engage (Coker, Flight & Baima, 2021). Key differences between brand experiences and consumer

advertising experiences include their scope, as brand experiences are broad and holistic, encompassing all brand-related stimuli and interactions. In contrast, consumer advertising experiences are narrow, focusing specifically on consumer interactions with advertisements (Dahlen & Rosengren, 2021). Table 1.3 includes a description of brand experiences and consumer advertising experiences. While consumer advertising experience refers specifically to responses to the SABMR ad, brand experience provides the broader theoretical grounding.

Table 1.3 Brand Experiences and Consumer Advertising Experiences

	Definition	**Constructs**	**Empirical research**
Brand Experiences	The theory of brand experience was developed by Brakus, Schmitt, and Zarantonello in 2009. This theory identifies sensory, affective, intellectual, and behavioural dimensions as key elements influenced by brand-related stimuli	Brand Sensory Experience Brand Affective Experience Brand Intellectual Experience Brand Behavioral Experience	**Brand experience studies** (e.g. Rodrigues et al., 2024; Lin et al., 2024)
Consumer Advertising Experiences	Advertising experience is a subjective consumer response that can be elicited by a narrative brand message (Hung et al., 2012).	Advertising Sensory Experience Advertising Affective Experience Advertising Intellectual Experience Advertising Behavioural Experience	**Video advertising studies** (e.g. Teraiya et al., 2023; Rajaobelina et al., 2019).

Source: (Authors own construction from various sources: 2024)

1.7 CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

The conceptual model shown by Figure 1-1 incorporates elements of storytelling consisting of narrative structure attributes. The storytelling elements include persuasiveness, authenticity, message clarity and informativeness, this indicates a relationship between how narrative transportation influences advertising sensory experience, advertising affective experience, and advertising intellectual experience, subsequently impacting attitude towards the advertisement.

Conceptual Model of the Study

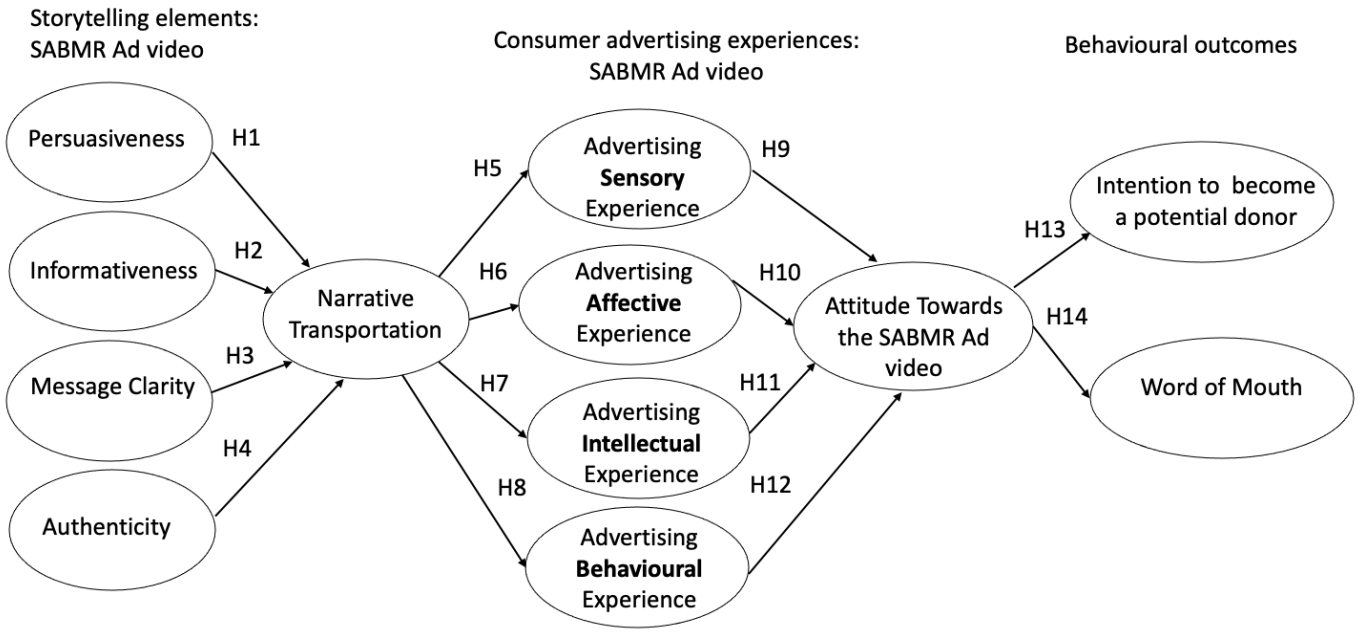


Figure 1.1 Conceptual Model of the Study

Source: (Authors own construction: 2024)

1.7.1 Hypotheses Development

1.7.1.1 Narrative structure and Narrative transportation

Research demonstrates that a well-crafted narrative is essential for maintaining audience engagement, with coherence and structure playing a critical role in narrative transportation, which is the immersive experience of being absorbed in a story (Cao et al., 2021). Ballard et al. (2021) Highlighted that narratives with a clear beginning, middle, and end are more effective in conveying the story and engaging the audience. Similarly, Escalas (2004) found that logically structured narratives featuring relevant characters and themes enhanced both emotional and cognitive involvement (Coker et al., 2021). Van Laer et al. (2014) further supported this by showing that elements like causality and character development within a well-organised framework improve narrative conveyance. Thus the following hypotheses are proposed:

Hypothesis 1 (H1): Persuasiveness has a positive impact on Narrative transportation.
Hypothesis 2 (H2): Informativeness has a positive impact on Narrative transportation.
Hypothesis 3 (H3): Message clarity has a positive impact on Narrative transportation.

Hypothesis 4 (H4): Authenticity has a positive impact on Narrative transportation.

1.7.1.2 Narrative transportation and Consumer advertising experience

Storytelling can significantly enhance the effectiveness of advertisements, as supported by extensive research on the connection between consumer advertising experience and narrative transportation. Green and Brock (2002) demonstrated that higher levels of narrative transportation are associated with more favourable brand perceptions and increased purchase intentions. Escalas (2007) further revealed that narrative transportation fosters a deeper emotional connection between consumers and brands, thereby enhancing brand loyalty and engagement. Wang and Calder (2009) explored how narrative transportation in commercials can reduce scepticism and counterarguments, thereby making the message more persuasive. Additionally, Van Laer et al. (2014) found that narrative transportation not only improves consumer attitudes and intentions but also drives actual purchasing behaviour. Collectively, these studies emphasise the effectiveness of narrative transportation as a powerful tool in consumer advertising, highlighting its ability to create stronger emotional bonds and more compelling messages. Therefore, the following hypotheses are proposed:

Hypothesis 5 (H5): Narrative transportation has a positive impact on Advertising sensory experience.

Hypothesis 6 (H6): Narrative transportation has a positive impact on Advertising affective experience.

Hypothesis 7 (H7): Narrative transportation has a positive impact on Advertising intellectual experience.

Hypothesis 8 (H8): Narrative transportation has a positive impact on Advertising behavioural experience.

1.7.1.3 Consumer advertising experience and Attitude towards the Ad

The substantial influence of consumer advertising experiences on attitudes towards advertisements has been repeatedly shown by earlier research (Attitude towards the Ad). A fundamental model was developed by MacKenzie and Lutz (1989) that demonstrates how consumer's cognitive and affective reactions to advertising directly affect their perception of the advertisement as a whole. Batra and Ray (1986) added that positive attitudes are largely shaped by emotional reactions to advertisements, such as happiness or nostalgia. Empirical evidence was presented by Holbrook and Batra (1987), indicating that commercials eliciting strong emotional reactions are associated with more positive sentiments. Additionally, Mitchell and Olson (1981) discovered that consumer's sentiments regarding advertisements are greatly

influenced by their perceptions of their entertainment and instructive value. All of this research points to the possibility that more positive attitudes towards advertisements result from a pleasant consumer advertising experience, which is defined by emotional engagement and perceived value. Therefore, the following hypotheses are proposed:

Hypothesis 9 (H9): Advertising sensory experience has a positive impact on Attitude towards the SABMR ad video.

Hypothesis 10 (H10): Advertising affective experience has a positive impact on Attitude towards the SABMR ad video.

Hypothesis 11 (H11): Advertising intellectual experience has a positive impact on Attitude towards the SABMR ad video.

Hypothesis 12 (H12): Advertising behavioural experience has a positive impact on Attitude towards the SABMR ad video.

1.7.1.4 Attitude towards the Ad and Intention to become a potential donor

Positive attitudes towards adverts have been shown to considerably increase contribution intentions. In prior research, examining the association between attitudes towards ads and the desire to become a potential contributor was evident. According to research by Simpson, Laran and Srivastava (2014), ads that aim to arouse empathy and good feelings towards charitable causes result in higher positive sentiments about the advertising, which raises the possibility that viewers may intend to donate. Advertisements that convey the significance and impact of donations can strengthen people's intentions to donate, as Chang and Lee (2009) showed. Furthermore, research by Basil, Ridgway and Basil (2008) demonstrated that emotionally compelling and believable advertising had a beneficial impact on viewer perceptions and, in turn, donor intentions. According to these studies, increasing potential donors' intentions to provide is dependent mainly on cultivating good sentiments towards charitable marketing. Thus, this study postulates the following hypotheses:

Hypothesis 13 (H13): Attitude towards the SABMR ad video has a positive impact on the intention to become a potential donor.

1.7.1.5 Attitude towards the Ad and Word of Mouth

Previous research has looked closely at the connection between word-of-mouth (WOM) behaviour and attitudes towards advertisements. The results show that favourable attitudes towards ads can greatly influence customer recommendations and conversations. Godes and Mayzlin (2004) discovered that consumers who form good attitudes towards an advertisement

are more likely to participate in positive word-of-mouth marketing (WOM), which involves sharing their positive experiences and views with others. According to East, Hammond and Lomax (2008), customers who have positive attitudes towards advertisements are more likely to promote the advertised product or service to their friends and family. Furthermore, Sundaram, Mitra, and Webster (1998) emphasised that happy or humorous emotional responses to ads might increase consumer's propensity to share their ad experiences, which in turn increases word of mouth (WOM). All of these studies point to the necessity of promoting good attitudes towards ads to generate word of mouth (WOM), which can increase the effect and reach of advertising efforts. Thus the following hypothesis is proposed:

Hypothesis 14 (H14): Attitude towards the SABMR ad video has a positive impact on Word of Mouth.

1.8 RESEARCH METHODOLOGY AND DESIGN

This section discusses the research design and methodology that was used to test the conceptual model and its hypotheses. The design incorporates steps and procedures to address the research objectives and questions effectively. It was a quantitative research design, wherein a survey was utilised.

1.8.1 Research Philosophy

This research study employed a positivist research philosophy. Positivist research is meant to predict and control events using empirical observation to validate knowledge (Du Plooy, Davis & Bezuidenhout, 2017). Creswell and Poth (2018) describe positivism philosophy as the knowledge of a social phenomenon that is based on what can be observed and measured, such as the survey observing and measuring the audience's social opinions. For quantitative investigations, the positivism research philosophy is frequently thought to be more successful because of some significant benefits, such as its reliability and objectivity. To ensure that conclusions are founded on empirical evidence rather than subjective interpretations, it reduces subjectivity and prejudice and emphasises objectivity through the use of objective measurements and observable phenomena (Creswell, 2014). The strategy promotes standard operating procedures and processes, hence improving replicability, an essential component of reliability and a means of validating outcomes (Bryman, 2016). According to Kerlinger and Lee (2000), researchers can determine causal links and comprehend the degree of variable effect by using exact measurement and control of variables. Large sample sizes and statistical analysis are common in positivist research, which improves generalisability to larger

populations, a crucial component for the construction of theories and the drawing of broad conclusions (Neuman, 2014).

The methodology is in line with quantitative approaches that make use of statistical tools, offering a strong foundation for hypothesis testing, pattern recognition, and data-driven decision-making (Trochim, Donnelly & Arora, 2016). It is ideal for putting current ideas and models to the test, enabling scientists to thoroughly assess theoretical claims and increase the body of knowledge in science (Babbie, 2015). Policymakers, practitioners, and other stakeholders who depend on research findings for decision-making benefit from the clear, unambiguous findings that are frequently produced by quantitative data collected using a positivist research philosophy (Mertens, 2014). Due to these benefits, the positivist research philosophy works especially well for quantitative research, where the objective is to produce valid, consistent, and broadly applicable findings through methodical, controlled inquiry (Muijs, 2010). Considering the grounding theories, conceptual models, and hypotheses that need to be tested, a positivist research philosophy was deemed appropriate (Creswell & Poth, 2018).

1.8.2 Research Approach

The inductive and deductive approaches are the two main research approaches. The deductive strategy is used in positivist research to accomplish quantitative research goals, while the inductive approach is used in interpretive research to accomplish qualitative goals (Creswell & Poth, 2018). In quantitative research, the deductive approach has various advantages, including the ability to test certain hypotheses generated from established theories, allowing researchers to validate or refute theoretical ideas through empirical evidence, which gives the study more focus and clarity (Tashakkori & Teddlie, 2021). Deductive reasoning, which is grounded in objectivity and logic, emphasises accurate measurements and established methods to reduce researcher bias and guarantee that findings are supported by measurable, objective data (Bryman, 2016). Furthermore, by beginning with a general theory and testing it on a particular sample, the deductive approach improves its capacity to extrapolate results to larger populations, making use of statistical analysis and huge sample sizes to obtain insights relevant to various contexts (Neuman, 2014). The proposed research employed a deductive approach. Deductive research supported the testing and confirmation of the mentioned hypothesis through the survey strategy results. The deductive approach is common among social scientists who employ a quantitative strategy.

1.8.3 Research Strategy

The research design refers to the blueprint for how the researcher will address the study questions and objectives. Research objectives can be classified into various groups, such as descriptive, exploratory, and explanatory (Dillman et al., 2014). The research was descriptive, where the researchers planned to gain a deeper understanding of a group of people's behaviours and thought patterns, allowing them to describe the variables of interest in a situation (Silverman, 2023). There are also three broad areas of research. These include quantitative, qualitative, and mixed-method designs. Based on the nature of the study and the research questions and objectives, the study employed a quantitative research design to obtain statistical data on the behaviours and patterns of the target audience (Creswell, 2018).

1.8.4 Time Horizon

Regarding the time horizon, the study was cross-sectional, where the researcher collected data from many different individuals at a single point in time, just once, using the digital survey strategy (Babbie, 2016). When opposed to longitudinal research, cross-sectional studies are more efficient and economical because they only gather data from a subset of participants at one particular moment (Neuman, 2014). With this method, researchers can rapidly obtain a snapshot of the traits of a community, exploring the correlations between variables and obtaining a thorough understanding of the behaviours, attitudes, or traits of a population at a certain point in time (Trochim, Donnelly & Arora, 2016). Because of these benefits, cross-sectional studies are useful for establishing the foundation for future research hypotheses as well as for gaining insights into the occurrence of phenomena and variable connections.

1.8.5 Data Collection

1.8.5.1 Questionnaire Design

The researcher structured online surveys that were carried out to achieve the objectivity of this research, which is to assess the impact of storytelling advertising on the intention to donate bone marrow. For this, it is necessary to understand what structured surveys are. According to Lu and Holubova (2019), structured interviews or surveys involve predetermined topics and the timing of the questions. Structured surveys are a research methodology widely used in various disciplines to collect data systematically and in a standardised manner. In these surveys, researchers use questionnaires with predetermined questions and specific response options. The organised structure of structured surveys facilitates the collection of quantitative and

objective data, allowing for accurate and comparable results (Dillman et al., 2014). The online survey was distributed on social media platforms as primary data collection from the target audience was the aim. This allowed a diversified target population to participate within South Africa. Structured surveys are applied in various areas, such as market research, social research, programme evaluation, and public opinion surveys. Their ability to efficiently collect quantitative data makes them valuable for informed decision-making in academia, business, and government (Fowler Jr, 2013; Dillman et al., 2014). Some of the main advantages of structured surveys include their data collection speed, ability to reach large samples, and ability to standardise the results (Moser & Kalton, 2017; Tourangeau et al., 2000).

In addition to their usefulness in collecting quantitative data, structured surveys offer the ability to perform more rigorous statistical analysis and generate reliable results for informed decision-making. Standardising the questions and answers in these surveys allows direct comparisons between different population groups over time, facilitating the identification of trends and patterns (Fowler Jr, 2013).

The measurement items used in the study are from previously tested studies that tested similar constructs. The questions were then adapted to fit the purpose of this study. This study utilised a questionnaire based on a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

1.8.6 Sampling Design

1.8.6.1 Target Population

The study's target population was young adults between the ages of 18 and 35 years in South Africa, both male and female These are the general age accepted by the donor registry (BeTheMatch, 2024). Younger adults tend to be more adaptable and receptive to new information shared on social platforms (Bogucki & Tuszyńska-Bogucka, 2023). This makes them a more receptive audience to marketing communications aimed at promoting bone marrow donation.

1.8.6.2 Sampling Frame and Sample Size

The sample frame refers to a list from which the sample can be drawn (Bogucki & Tuszyńska-Bogucka, 2023). A formal sampling frame was not available, as the study targeted individuals who were not part of an existing bone marrow donor registry. Participants were recruited via

online platforms using purposive, non-probability sampling to target South Africans aged 18–35. Concerning the sample size, Malhotra, Nunan and Birks (2017) warn that a larger sample size is required to perform structural equation modelling on complex models with mediating and moderating variables. The Raosoft sample size calculator is a tool designed to help determine the number of responses needed in a survey to achieve the desired level of accuracy and reliability (Charter, 2021). In addition, Johnson (2014) finds that a sample size of 350-400 is sufficient with models that have between 10 and 15 constructs. Therefore, the researcher targetted a sample size of 350 for this study.

1.8.6.3 Sampling Technique - Non-Probability, Purposive Sampling

The sampling strategy technique aims to enhance the quantitative research. Non-probability sampling involves non-random selection based on convenience, which is what the researcher used (Johnson, 2014). Additionally, purposive sampling technique was used because the study specifically targetted people who were between the ages of 18 and 35 and who were not registered on the SABMR system. The ages accepted by the donor registry and the public were included in the survey. Younger adults, who were the primary focus, tend to be more adaptable and receptive to new information and social awareness advertisements and campaigns (Bogucki & Tuszyńska-Bogucka, 2023).

1.8.7 Data Analysis and Results

Structural equation modelling aims to modify the relationships between multiple latent variables or measured and latent variables. A multivariate statistical analysis technique was e used to analyse structural relationships (Hair et al., 2017). After data was collected, it was analysed using two statistical software packages. The Statistical Package for the Social Sciences (SPSS) was employed to perform descriptive statistics on the demographic data. For inferential statistics, Partial Least Squares Structural Equation Modeling (PLS-SEM) software was utilised. For reliability, Cronbach's alpha and composite reliability were assessed (Hair et al., 2017). Convergent validity was evaluated using factor loading and Average Variance Extracted (AVE). Discriminant validity was assessed using the Heterotrait Monotrait ratio (HTMT) and the Fornell-Larcker criterion (1981) (Roemer et al., 2021). Additionally, since PLS-SEM tests large models better and is used to predict oriented model testing, an assessment of the structural model was conducted to test the hypotheses (Hair et al., 2017).

1.9 CONTRIBUTION OF THE STUDY

The study aimed to make a significant contribution to the existing body of knowledge on dialogue theory, narrative transportation theory, and brand experience theory by demonstrating their application within the healthcare industry. How dialogue is interactive within the degree of storytelling impacts the level of narrative transportation experienced by the audience could be further researched alongside narrative transportation, different levels of narrative immersion, and its impact on brand loyalty and trust. This research aimed to contribute high-quality insights into the use of storytelling as a strategic tool for marketers, with a particular focus on its impact on dialogue, an area that has been largely overlooked in advertising research. Through a thorough examination of the South African Bone Marrow Registry video, the research showcased how storytelling can profoundly influence consumer experiences and behavioural outcomes. The video's sensory elements resonating with the narrative, which establishes a deep connection between the consumers and the SABMR, were also addressed, mitigating the doubt regarding the efficacy of storytelling in healthcare advertising and advocating for the success of the method in engaging customers.

1.9.1 Theoretical Implications

This research extended the narrative transportation theory. It emphasises the importance of narrative structure in transporting audiences into the narrative world, leading to an enhanced attitude towards the advert (Teraiya, Namboodiri & Jayswal, 2023). This study made significant contributions to the literature in important ways, starting with narrative mobility and brand outcomes. This research highlighted the dialogue impact of narrative transportation on behavioural outcomes, an area that has been largely overlooked in advertising research. By investigating how narrative transportation can influence the marketing journey and elicit subjective and behavioural responses to advertisement stimuli, this study thus filled a gap in the existing literature. Customers are likely to be transported into the narrative, allowing them to engage deeply with the story instead of focusing on external factors. This deep engagement facilitated by short video storytelling advertisements enhances the advertising and brand experience (Teraiya et al., 2023).

1.9.2 Managerial Implications

From a managerial perspective, the study demonstrates the strategic value of advertisement evoked by narrative transportation. By leveraging storytelling in video advertisements, brands can enhance customer engagement and strengthen brand equity (Cao, Qu, Liu & Hu, 2021).

Short videos are hosted on internet platforms, making them accessible to a vast number of users worldwide. The video represents the next step in disseminating information, progressing from written text to pictures to moving images (See Table 1.1). Therefore, short videos offer a convenient way for stakeholders to find information online. Promotional storytelling short videos that focus on narrative transportation to increase brand experience can stand out and be more appealing. This research aimed to confirm the positive effect of narrative transportation in improving consumer advertising experience and behavioural outcomes in bone marrow donation through the element of storytelling advertisement (Cao et al., 2021).

1.9.3 Ethical Considerations

Voluntary participation was required through consent. Anonymity was provided to each participant to protect their identity. This ensured that the participants were at ease as no harm befell them. The participant's responses to the digital questionnaire that plays a video and their aptitude for recognising the issue and contributing to its resolution were subsequently the dependent variables.

Therefore, the researcher countered the time and invasion of privacy situations in the following manner: The researcher informed all the volunteers about the relevance of the awareness research and its purpose for change. The researcher assured the volunteers that mutual respect and respect for privacy were always to be maintained. The participants were informed that their identities remained anonymous and that their data would be strictly confidential. Participants had the freedom to sign out of the survey at any time should they feel uncomfortable.

1.10 Report Structure

This dissertation consists of six chapters. Chapter 1 introduces the background, problem statement, objectives, and theoretical framework. Chapter 2 provides a contextual overview of the healthcare industry and donor registries. Chapter 3 presents the theoretical grounding and hypotheses development. Chapter 4 outlines the research methodology and data collection strategy. Chapter 5 discusses the data analysis and results. Chapter 6 concludes the study with discussions, recommendations, and future research directions.

CHAPTER 2 CONTEXT OF THE STUDY

2.1 INTRODUCTION

Chapter 2 reviews the multifaceted healthcare industry, examining its global scope and the wide range of services it provides through both public and private entities. This chapter offers a comprehensive analysis of these sectors and their interactions, contributing to the broader healthcare landscape both globally and within South Africa.

2.2 HEALTH CARE INDUSTRY

Intending to prevent, diagnose, and treat health disorders, healthcare entails the supply of professional healthcare services (Elfein, 2024). Providing healthcare is a fundamental aspect of every prosperous nation and can be executed by a diverse group of experts in different contexts (Elfein, 2024). Healthcare systems and spending differ globally, and differences in social and economic situations can lead to differences in access to care within countries as well as across them (Elfein, 2024). The expense of receiving treatment, staffing shortages, and long wait periods for treatment are among the most prevalent issues confronting healthcare systems, according to a 2023 poll of adults from 31 different countries (Elfein, 2024). The healthcare industry has seen profound changes in the context of bone marrow donation, driven by advancements in technology and evolving patient needs. Recent innovations in genetic matching algorithms and AI-driven donor registries have improved the precision and efficiency of matching donors with recipients, significantly enhancing patient outcomes (Thakkar et al., 2021). Moreover, the integration of telemedicine has allowed for remote consultations and pre-donation evaluations, reducing barriers for potential donors and expanding the donor pool (Majhail et al., 2021). However, the increasing reliance on digital tools has also raised concerns about data privacy and the security of sensitive health information (Zarzeczny et al., 2020). As the healthcare industry continues to adapt, it is crucial to address these challenges to optimise the process of bone marrow donation and ensure equitable access to these lifesaving procedures.

2.2.1 The Nature of the Health Care Industry

The nature of the healthcare industry in the context of bone marrow donation has evolved significantly in recent years, reflecting broader shifts towards personalised medicine and increased reliance on digital technologies. Advances in genomic medicine have allowed for more precise HLA (human leukocyte antigen), improving donor-recipient compatibility and

reducing the likelihood of graft versus host disease (GVHD), a common complication in bone marrow transplants (Gragert et al., 2021). Additionally, the globalisation of donor registries, facilitated by international collaborations and digital platforms, has expanded access to a more diverse donor pool, addressing disparities in donor availability, particularly for ethnic minorities (Be The Match, 2021). However, this evolution has also introduced challenges, such as ensuring the ethical management of donor data across borders and navigating complex regulatory landscapes (Shaw, 2020). As the healthcare industry continues to advance, it is critical to address these ethical and logistical challenges to fully realise the potential of bone marrow donation in saving lives.

2.2.2 The Importance of the Health Care Industry

The context of the healthcare industry is pivotal in understanding the complexities of bone marrow transplantation, a lifesaving procedure for patients with hematologic disorders. Since 2020, advancements in the healthcare industry, particularly in personalised medicine, have revolutionised bone marrow transplantation. These innovations include improved donor matching algorithms, enhanced graft manipulation techniques, and the integration of gene therapy, which have collectively increased survival rates and reduced complications associated with transplants (Ballen et al., 2020; Holbro et al., 2021). Moreover, the global health crisis of COVID-19 has highlighted the importance of resilient healthcare systems in maintaining the continuum of care for immunocompromised patients, such as those requiring bone marrow transplants. The pandemic has led to significant adaptations in healthcare delivery, including telemedicine and the reorganisation of transplant protocols to mitigate risks, further emphasising the need for a robust healthcare infrastructure (Bacigalupo et al., 2021; Kanate et al., 2022). These developments highlight the crucial role of the healthcare industry in ensuring the successful implementation of bone marrow transplantation and improving patient outcomes in an increasingly complex and dynamic healthcare environment.

2.2.3 The Global Demand and Supply of Health Care

The global demand and supply of healthcare in the context of bone marrow donation have undergone significant shifts, particularly influenced by advances in medical technology, demographic changes, and global health crises. Since 2020, there has been a heightened demand for bone marrow donations, driven by the increasing incidence of haematological malignancies and the growing recognition of bone marrow transplantation as a curative therapy (Passweg et al., 2021; McCarthy et al., 2022). However, the supply of suitable donors remains

constrained by several factors, including genetic diversity, geographic disparities, and the challenges of donor recruitment and retention. The pandemic exacerbated these issues by disrupting donor registries and limiting access to transplant centres, which led to a temporary decline in donation rates (Sahu et al., 2021). Despite these challenges, efforts to expand global donor registries, such as the development of international cooperative networks and the promotion of alternative sources like cord blood, have been crucial in mitigating supply shortages (Cairo et al., 2021; Atsuta et al., 2022). These initiatives highlight the ongoing need for a coordinated global strategy to ensure equitable access to bone marrow transplants and meet the growing demand in a rapidly evolving healthcare landscape.

2.2.4 Trends in Health Care

Recent trends in healthcare, particularly in the field of bone marrow donation and transplantation, highlight significant advancements and evolving practices aimed at improving patient outcomes, expanding donor pools, and enhancing the precision of donor matching. Since 2020, there has been a marked shift towards utilising haploidentical donors and cord blood transplantation as viable alternatives to the traditional fully matched unrelated donors, effectively addressing the ongoing challenge of donor availability (Shaw et al., 2021; Ruggeri et al., 2022). The widespread adoption of next-generation sequencing (NGS) for high-resolution HLA typing has further enhanced the precision of donor-recipient matching, thereby reducing the risk of graft versus host disease and improving overall transplant success rates (Schmidt et al., 2021). Additionally, global efforts have increasingly focused on enhancing donor diversity to better serve ethnically diverse populations, which remains a critical issue due to the underrepresentation of certain ethnic groups in donor registries worldwide (Gragert et al., 2021). The COVID-19 pandemic has accelerated the adoption of telemedicine and remote donor recruitment strategies, proving essential in maintaining the continuity of donor registry operations during periods of restricted movement and social distancing (McPherson et al., 2022). These trends reflect a dynamic healthcare environment where innovation and adaptability are crucial in meeting the complex demands of bone marrow transplantation.

Looking ahead, the global bone marrow market is projected to grow significantly by 2031, driven by various factors, including the type of transplantation (autologous or allogeneic), end user segments (hospitals, multi-speciality clinics, ambulatory surgical centres), and disease indications such as myeloproliferative neoplasms, leukaemia, myelodysplasia, aplastic anaemia, sickle cell anaemia, solid tumours, and thalassemia (Data Bridge, 2024). The rising

incidence of leukaemia, thalassemia, and non-Hodgkin and Hodgkin lymphoma, coupled with the prevalence of bone marrow disorders worldwide, technological advancements, and improvements in healthcare systems, are key drivers expected to propel market growth during the forecast period (Koen et al., 2022). Furthermore, increased funding for logistics services, rising per capita healthcare expenditures, and expanding indications for bone marrow transplants in treating heart and neurological diseases are anticipated to further fuel market expansion. However, the high cost of treatment, a shortage of bone marrow donors, and uncertainties regarding reimbursement remain significant challenges to the growth of bone marrow transplants (Koen et al., 2022).

According to Data Bridge Market Research (2024), the global bone marrow market, valued at USD 10,541.69 million in 2023, is expected to grow at a compound annual growth rate (CAGR) of 5.40%, reaching USD 15,231.03 million by 2031. The hospital segment dominates the market's end user portion due to the convenience of having all medical services under one roof, streamlining patient care, and making advanced treatment options like IMRT more accessible. Data Bridge Market Research reports provide expert analysis, including patient epidemiology, pipeline analysis, pricing analysis, and regulatory frameworks, offering comprehensive insights into market scenarios such as market value, growth rate, segmentation, geographic coverage, and major players. Bone marrow transplant, also known as hematopoietic stem cell transplantation, involves the transfer of soft, vascular tissue found inside long bones. This tissue contains hematopoietic and mesenchymal stem cells, which play crucial roles in lymphocyte production, lipid storage, and hemopoiesis—the formation of blood cells. In cases of life-threatening bone marrow diseases and certain cancers, bone marrow transplantation is often the last treatment option recommended by medical professionals. The increasing prevalence of blood-related disorders, such as leukaemia and lymphoma, continues to drive the demand for bone marrow transplants. For instance, the American Cancer Society reported that approximately 80,470 individuals in the United States were expected to be diagnosed with non-Hodgkin lymphoma in 2022, highlighting the ongoing need for effective bone marrow transplantation. Moreover, the ageing global population is contributing to the rising demand for bone marrow transplants, as older individuals are more susceptible to diseases treatable with these procedures. The growth of the elderly population, alongside the increasing prevalence of cancer, are major factors driving market expansion. The following trends and projections illustrate the expected growth of the bone marrow market in the coming years.

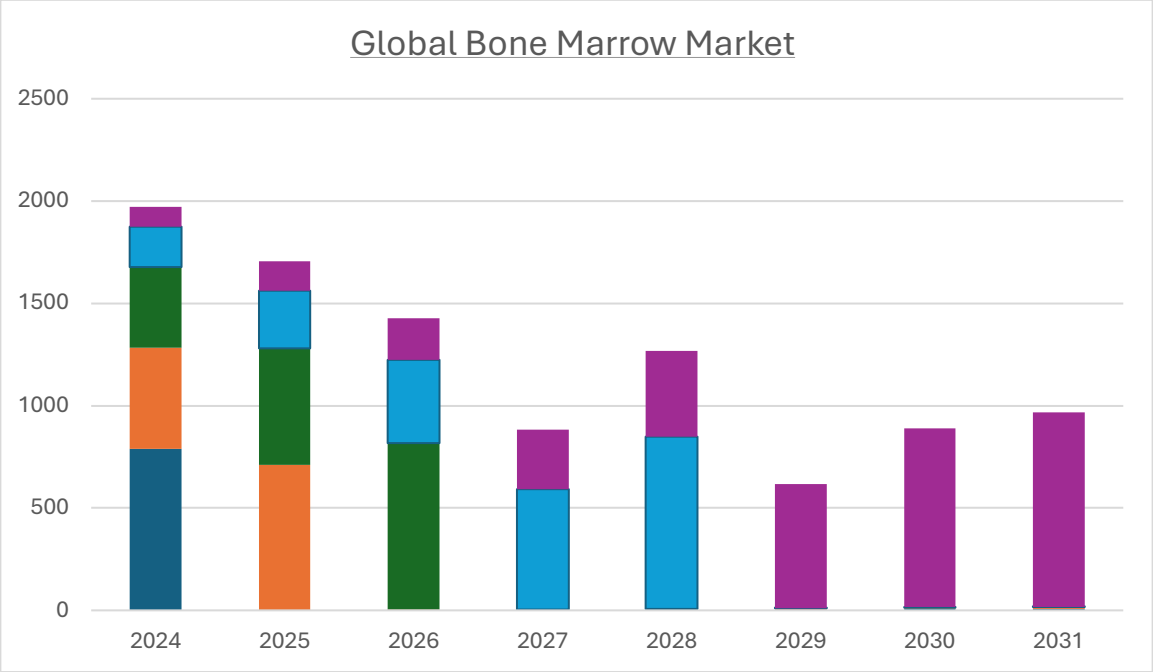


Figure 2.1: Global Bone Marrow Market

Source: Data Bridge Market Research, *Global Bone Marrow Market Report*, 2025

Figure 2.1 indicates the projected growth of the global bone marrow market from 2024 to 2031 across five major regions. North America leads the market, starting at 789 units in 2024 and rising sharply to 7,612 units by 2031. Europe follows with steady growth from 494 to 4,758 units. Asia-Pacific, shown in sky blue, emerges as the fastest-growing region,

increasing from 395 in 2024 to 3,806 in 2031. South America and the Middle East & Africa also experience growth, though at a slower pace, reaching 1,903 and 951 units respectively by 2031. This trend reflects global advances in healthcare infrastructure, increased funding, and a growing need for bone marrow transplants due to rising incidences of blood-related diseases.

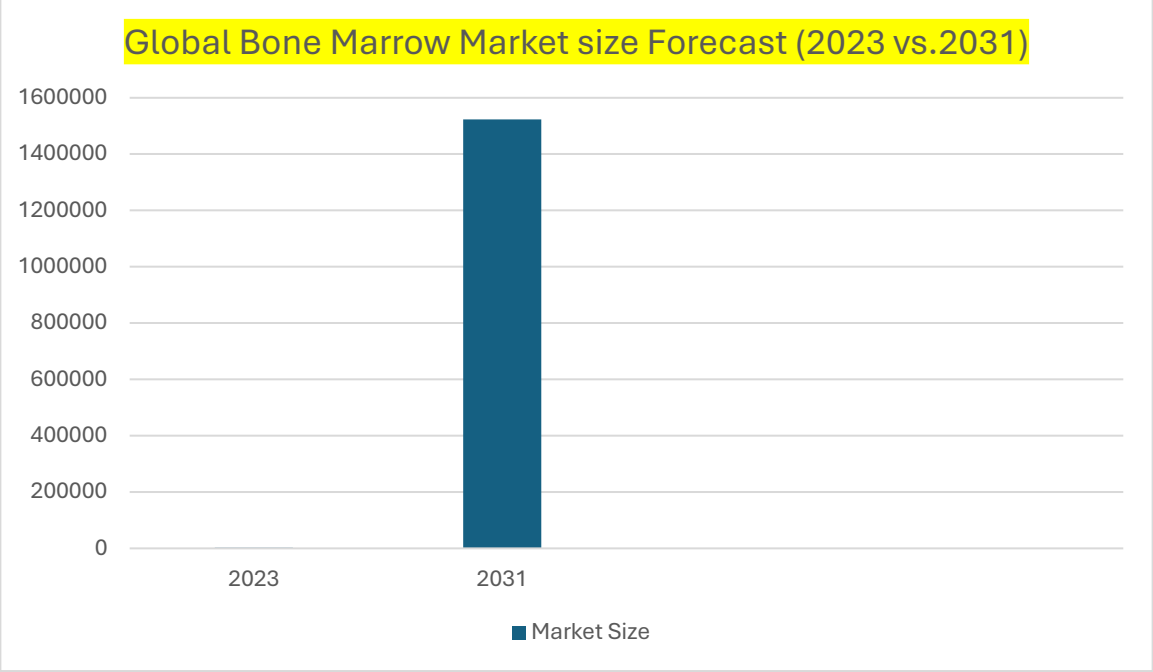


Figure 2.2: Global Bone Marrow Market Industry Trends

Source: Data Bridge Market Research, 2024

This figure illustrates the projected growth of the global bone marrow market from 2023 to 2031. While the market appears negligibly low in 2023, it is expected to grow significantly, surpassing 15 million USD by 2031. The sharp rise highlights the increasing demand for bone marrow services, donor registries, and associated healthcare infrastructure globally.

2.3 THE SOUTH AFRICAN HEALTH CARE INDUSTRY

The South African healthcare industry, in the context of bone marrow donation, faces unique challenges and opportunities influenced by the country's diverse population, socioeconomic disparities, and healthcare infrastructure. Since 2020, South Africa has made significant strides in expanding its bone marrow donor registry, particularly through efforts to increase the

representation of ethnically diverse donors, which is critical given the high genetic diversity in the region (Gluckman et al., 2021; Muller et al., 2022). However, the healthcare system grapples with challenges such as limited access to advanced medical technologies and disparities in healthcare delivery between urban and rural areas, which affect the availability and success of bone marrow transplants (Abdool Karim et al., 2021). The COVID-19 pandemic further strained the healthcare system, disrupting donor recruitment and transplant procedures, but it also led to innovative adaptations, including the use of telemedicine and virtual platforms to maintain donor engagement and streamline processes (Koen et al., 2021). Despite these challenges, ongoing collaborations with international organisations and efforts to enhance local capacity building are crucial for improving outcomes and ensuring equitable access to bone marrow transplantation in South Africa (Moodley et al., 2022).

2.3.1 Overview of the Types and Key Players in Health Care in South Africa

The healthcare landscape in South Africa, particularly in the context of bone marrow donation, is characterised by a mixed healthcare system that includes both public and private sectors. The public sector, which serves the majority of the population, faces significant challenges, including limited resources, understaffing, and inequitable access to advanced medical services, such as bone marrow transplantation (Chersich et al., 2021). In contrast, the private sector, which caters to a smaller, more affluent portion of the population, is better equipped with modern facilities and specialised services, including those required for complex procedures like bone marrow transplants (Day et al., 2021). Key players in the South African healthcare system include public hospitals, private healthcare providers, and nongovernmental organisations (NGOs) that play a crucial role in bridging the gap between public health needs and available resources. Organisations such as the South African Bone Marrow Registry (SABMR) and the Sunflower Fund are instrumental in donor recruitment and awareness campaigns, working to expand the donor pool and improve access to lifesaving transplants (Moodley & Rossouw, 2021; Koen et al., 2022). Additionally, international collaborations with institutions like the World Marrow Donor Association (WMDA) further bolster South Africa's capacity to provide bone marrow transplants, highlighting the importance of both local and global partnerships in addressing healthcare challenges in the country (Van Rensburg et al., 2022).

2.4 NONPROFIT AND PUBLIC HEALTH ORGANISATIONS INDUSTRY: DONOR REGISTRIES

The nonprofit and public health organisations industry plays a critical role in the establishment and operation of donor registries, which are essential for facilitating bone marrow donations and transplants globally. Since 2020, these organisations have increasingly focused on expanding and diversifying donor registries to address the growing demand for bone marrow transplants, especially in regions with high genetic diversity and limited donor availability (Gragert et al., 2021; Muller et al., 2022). Nonprofit organisations, such as the World Marrow Donor Association (WMDA) and Be The Match, have led initiatives to improve global registry interoperability, ensuring that donor data can be shared seamlessly across borders, thus increasing the likelihood of finding suitable matches for patients (Schmidt et al., 2021). Public health organisations have also been instrumental in raising awareness about the importance of bone marrow donation, implementing educational campaigns, and advocating for policy changes that support donor recruitment and retention (Koen et al., 2022). Additionally, in response to challenges posed by the COVID-19 pandemic, these organisations have adopted innovative strategies, such as virtual recruitment drives and the use of telehealth services, to maintain donor engagement and ensure the continuity of transplant services (Montgomery et al., 2021). These efforts highlight the pivotal role of nonprofit and public health organisations in sustaining and enhancing donor registries, ultimately improving access to lifesaving bone marrow transplants.

2.4.1 The Nature of the Non-Profit Organisation and Public Health Organisations Industry: Donor Registries Industry

The nature of the non-profit organisation (NPO) and public health organisations industry, specifically within the context of donor registries for bone marrow donation, is characterised by a mission-driven approach focused on saving lives through the facilitation of hematopoietic stem cell transplants. Since 2020, the industry has seen a significant transformation driven by technological advancements, increased global collaboration, and a heightened emphasis on diversity and inclusion within donor registries (Giorgini et al., 2021; Koen et al., 2022). NPOs such as Be The Match and the Anthony Nolan Trust have expanded their operations to include not only donor recruitment and registry maintenance but also research, education, and patient support services, reflecting a holistic approach to addressing the complex needs of patients and donors alike (Schmidt et al., 2021). Public health organisations, often in partnership with NPOs, play a crucial role in policy advocacy and the implementation of public health

campaigns that raise awareness about the importance of bone marrow donation, particularly in underrepresented and minority communities (Gragert et al., 2021). The industry has also embraced digital platforms and data analytics to optimise donor matching processes and enhance registry efficiency, ensuring that more patients have access to timely and compatible transplants (Montgomery et al., 2021). Overall, the NPO and public health organisations industry in the context of bone marrow donation is defined by its adaptive, patient-centred strategies, which aim to meet the evolving demands of global healthcare.

2.5 THE SOUTH AFRICAN NONPROFIT AND PUBLIC HEALTH ORGANISATIONS: DONOR REGISTRIES

In South Africa, nonprofit and public health organisations have played a pivotal role in the development and expansion of donor registries for bone marrow donation, addressing critical challenges related to donor diversity and accessibility. Since 2020, organisations such as the South African Bone Marrow Registry (SABMR) and The Sunflower Fund have intensified efforts to increase the representation of ethnically diverse donors in the registry, recognising the importance of genetic diversity in improving match rates for patients requiring hematopoietic stem cell transplants (Moodley & Rossouw, 2021; Koen et al., 2022). These organisations also collaborate closely with public health entities to run awareness campaigns and donor drives, particularly in underserved communities where awareness of bone marrow donation remains low (Muller et al., 2022). The COVID-19 pandemic presented significant challenges, including disruptions to donor recruitment and transplant procedures, but these organisations adapted by leveraging digital platforms and virtual engagement strategies to maintain donor registrations and education efforts (Montgomery et al., 2021). Moreover, partnerships with international bodies like the World Marrow Donor Association (WMDA) have been crucial in enhancing South Africa's capacity to provide equitable access to bone marrow transplants, highlighting the indispensable role of nonprofits and public health organisations in the national healthcare landscape (Van Rensburg et al., 2022).

2.5.1 The State of the NPO and Public Health Organisations Industry: Donor Registries Industry

The state of the nonprofit (NPO) and public health organisations industry, specifically within the donor registries sector for bone marrow donation, reflects a dynamic landscape shaped by ongoing challenges and significant advancements. Since 2020, this industry has increasingly focused on enhancing donor diversity and improving registry efficiency through the integration

of advanced technologies and global collaborations (Gragert et al., 2021; Montgomery et al., 2021). The COVID-19 pandemic has acted as both a catalyst and a stressor, prompting these organisations to innovate rapidly by adopting digital platforms for donor recruitment and virtual patient support while also navigating disruptions in traditional donor drives and transplant operations (Schmidt et al., 2021). Despite these challenges, NPOs and public health organisations have successfully expanded their roles beyond donor recruitment to include comprehensive educational outreach, advocacy, and policy development aimed at increasing public awareness and fostering a more inclusive donor pool (Koen et al., 2022). Additionally, the industry has benefitted from strengthened international networks, which have facilitated cross-border data sharing and increased access to diverse donor populations, thereby improving match rates and patient outcomes globally (Muller et al., 2022). The current state of this industry highlights its resilience and adaptability, with a continued emphasis on innovation and equity in the pursuit of lifesaving bone marrow donations.

2.5.2 Healthcare marketing in the NPO and Public Health Organisations industry: Donor Registries Industry

Healthcare marketing within the nonprofit (NPO) and public health organisations industry, particularly in the donor registries sector for bone marrow donation, has evolved significantly since 2020, driven by the need to increase awareness and recruit diverse donors. Effective marketing strategies have become crucial for NPOs and public health organisations as they seek to engage potential donors across various demographics, with a particular focus on reaching underrepresented ethnic groups who are often underrepresented in registries (Gragert et al., 2021; Koen et al., 2022). Digital marketing has emerged as a key tool, allowing organisations to leverage social media platforms, email campaigns, and targeted online advertisements to reach broader audiences and facilitate virtual donor drives (Montgomery et al., 2021). Storytelling has also become a powerful component of healthcare marketing, where NPOs highlight personal stories of patients and donors to create emotional connections and inspire action (Smith et al., 2022). Additionally, collaborations with influencers and community leaders have proven effective in enhancing credibility and expanding the reach of marketing campaigns, particularly in culturally diverse and hard-to-reach communities (Muller et al., 2022). These strategies underscore the importance of innovative and inclusive marketing approaches in the donor registry industry, which are essential for sustaining donor engagement and ensuring the continued success of the bone marrow donation programme.

2.5.3 Healthcare marketing and advertising

Healthcare marketing and advertising in the context of bone marrow donation have become increasingly sophisticated, employing a variety of strategies to engage potential donors and raise awareness. Since 2020, organisations involved in bone marrow donation have utilised multiple types of marketing and advertising, including digital marketing, social media campaigns, influencer partnerships, and traditional media outreach (Montgomery et al., 2021; Koen et al., 2022). Digital platforms, in particular, have played a central role, with targeted online ads and social media content helping to reach younger, technology-savvy audiences and encouraging them to register as donors. Email marketing and search engine optimisation (SEO) are also critical components, ensuring that potential donors can easily find information and register online (Smith et al., 2022). In this evolving landscape, storytelling has emerged as a particularly powerful form of advertising. By sharing personal stories of patients awaiting transplants and those who have successfully donated bone marrow, organisations create emotional connections that resonate deeply with audiences (Muller et al., 2022). Storytelling not only humanises the donation process but also helps to demystify it, making the idea of becoming a donor more relatable and compelling. These stories, often shared through videos, blogs, and social media posts, have proven effective in driving engagement and encouraging action, illustrating the importance of narrative-driven advertising in the healthcare sector (Patel & Chen, 2022).

2.6 THE SOUTH AFRICAN BONE MARROW REGISTRY (SABMR)

The South African Bone Marrow Registry (SABMR) plays a pivotal role in advancing bone marrow donation and transplantation in South Africa. Since 2020, SABMR has made significant strides in enhancing donor recruitment and expanding its registry, increasing awareness and driving donor registrations (Molefi et al., 2020). The organisation has focused on addressing disparities in donor representation and improving the efficiency of donor-matching processes (Ndlovu, 2021). Despite challenges related to digital infrastructure and cultural diversity, SABMR's innovative approaches have successfully fostered greater community engagement and support for bone marrow donation (Petersen, 2020).

2.6.1 Historic Background

The South African Bone Marrow Registry (SABMR) has a notable history and mission centred on increasing the likelihood of patients finding lifesaving stem cell transplants. A critical statistic reveals that only 30% of patients in need of a stem cell transplant will find a compatible

donor within their family, leaving the remaining 70% reliant on unrelated donors (Molefi et al., 2020). Despite the existence of over 40 million registered donors globally, many patients still face challenges in finding a match due to complex tissue types, highlighting the importance of national registries like SABMR (van der Merwe, 2019). SABMR mission campaign utilises impactful video narratives to communicate these urgent realities and spur public action. These videos often begin by presenting the stark reality of finding a compatible donor, highlighting that the probability of a match is approximately 1 in 100,000. They then emphasise the crucial role of potential donors, urging viewers to register and potentially save lives (Ndlovu, 2021). The inclusion of personal testimonies from donors and recipients enhances the storytelling by simplifying the statistics and creating a profound emotional impact (Petersen, 2020). Given the genetic diversity in South Africa, SABMR highlights the necessity of a diverse registry to improve the chances for all patients, regardless of ethnic background. This inclusive approach is central to their messaging, aiming to educate and motivate a broad spectrum of the population to become donors (van der Merwe, 2019).

2.6.2 Portfolio and Business Performance

The portfolio and business performance of the South African Bone Marrow Registry (SABMR) has undergone significant developments since 2020, driven by strategic initiatives aimed at increasing donor recruitment, enhancing operational efficiency, and expanding its global reach. SABMR has diversified its portfolio by incorporating advanced technologies such as next-generation sequencing (NGS) for high-resolution HLA typing, which has improved the precision of donor-recipient matches and reduced the risk of complications such as graft versus host disease (Koen et al., 2022). This technological enhancement has bolstered SABMR's reputation as a leading registry in Africa, attracting international collaborations and partnerships, which have been instrumental in expanding its donor base and improving access to diverse genetic profiles (Muller et al., 2022). Additionally, SABMR has focused on strengthening its financial sustainability through various fundraising campaigns and partnerships with corporate sponsors, which have supported its efforts to subsidise the costs associated with donor recruitment and transplantation procedures (Moodley & Rossouw, 2021). The registry's business performance has also been positively impacted by its adaptation to the challenges posed by the COVID-19 pandemic, where it successfully implemented remote donor recruitment and digital marketing strategies to maintain donor registrations and awareness campaigns (Montgomery et al., 2021). These efforts have resulted in a steady

increase in the number of registered donors, as well as a significant improvement in the registry's operational metrics and overall impact on patient outcomes.

2.6.3 SABMR marketing and advertising

The South African Bone Marrow Registry (SABMR) has strategically evolved its marketing and advertising approaches, with a particular focus on the power of storytelling to effectively communicate the importance of bone marrow donation. Recent campaigns have increasingly emphasised culturally resonant and real-life testimonials, aiming to engage and motivate a diverse audience to take action rather than simply disseminating information (Molefi et al., 2020). These advertisements frequently showcase personal stories from donors, recipients, and their families, making the medical and procedural aspects of bone marrow donation more relatable to the public (van der Merwe, 2019). Research indicates that this real-life testimonials is successful in overcoming barriers and dispelling misconceptions about bone marrow donation, thereby fostering a supportive environment for potential donors (Ndlovu, 2021). By incorporating local languages and culturally specific references, SABMR ensures that these stories resonate more deeply with the South African audience, enhancing both accessibility and emotional impact (Petersen, 2020). Despite the challenges posed by South Africa's diverse cultural and linguistic landscape, as well as the varying levels of digital literacy and access to digital infrastructure, video advertisements have proven to be a particularly effective medium for SABMR (Mothibi, 2020). Video content elicits strong emotional responses and forges deep connections with viewers, making it a powerful tool for raising awareness about bone marrow donation (Petersen, 2020). The integration of digital media platforms, especially social media, has further amplified the reach and engagement of these campaigns, allowing for targeted and shareable content that broadens the impact of SABMR's messaging (Molefi et al., 2020). Through the use of compelling personal narratives, vivid imagery, and a clear call to action, these videos not only raise awareness but also drive behavioural change, encouraging more individuals to register as bone marrow donors and support cancer patients in need (Hamby et al., 2021).

2.7 DIGITAL STORYTELLING TYPES USED IN ADVERTISING

Digital storytelling in advertising is a powerful strategy that employs various narrative techniques to capture the audience's attention, evoke emotions, and drive consumer engagement. There are multiple forms of digital storytelling, each tailored to serve different objectives and resonate with diverse audience segments. Emotional storytelling focuses on

forging a deep emotional connection with the audience by evoking feelings such as empathy, joy, sadness, or inspiration. This approach is particularly effective in campaigns like Procter & Gamble's "Thank You, Mom" series, which creates an emotional bond with viewers by celebrating the pivotal role of mothers in the lives of Olympic athletes (Pongpaew et al., 2021). Narrative-driven storytelling employs a structured story arc with a clear beginning, middle, and end, often featuring characters, a plot, and a resolution. This type of storytelling is designed to be easily followed and engaged with by the audience. A notable example is Apple's "The Underdogs" series, where the narrative follows a group of employees overcoming challenges to create a new product, resonating with viewers through relatable characters and a compelling storyline (Kang, 2022). User-generated storytelling involves brands inviting consumers to share their own stories, which are then featured in advertising campaigns. This form of storytelling enhances authenticity and builds trust as real customers become part of the brand narrative. Coca-Cola's "Share a Coke" campaign is a successful example, encouraging consumers to share their experiences with personalised Coke bottles, thereby integrating consumer voices into the brand's narrative (Toder-Alon et al., 2020). Interactive storytelling transforms the audience from passive viewers into active participants in the narrative. This can be achieved through interactive videos, social media campaigns, or gamified experiences. Nike's "Choose Your Winter" campaign, for instance, allowed users to interact with the story by making choices that influenced the outcome, deepening their engagement and personal connection with the brand (McKenna & Smith, 2022). These diverse approaches to digital storytelling demonstrate how brands can effectively connect with their audiences by leveraging different narrative techniques tailored to various consumer preferences and behaviours.

2.7.1 Analysis of Digital Storytelling Methods: The Context Of The SABMR Video

Emotional Storytelling

The SABMR video strategically taps into the audience's emotions by presenting real-life stories of individuals affected by bone marrow transplants. This emotional appeal not only heightens awareness but also motivates viewers to take action by making the cause personal and relatable (Höijer, 2020).

Narrative Driven Storytelling

This is when the video employs a well-defined narrative structure, guiding the viewer through the journey of a patient in need of a bone marrow transplant. This clear and cohesive

storytelling approach enhances the impact of the message, making it more compelling and memorable (Wang et al., 2021).

Interactive Elements

While the mentioned video is not fully interactive, it encourages viewer engagement by prompting them to share the video and spread awareness. This call to action fosters a sense of involvement and community around the cause, amplifying the campaign's reach (Andersen & Khalaf, 2023). By integrating these elements, the SABMR video successfully leverages digital storytelling to capture viewer attention, elicit strong emotional responses, and inspire meaningful action. This highlights the importance of selecting the appropriate storytelling techniques to align with campaign objectives and resonate effectively with the target audience (Li et al., 2020).

2.7.2 Application to The South African Bone Marrow Registry Video

The South African Bone Marrow Registry (SABMR) awareness video effectively utilises emotional and narrative-driven storytelling to engage its audience. By presenting a compelling narrative, the video not only informs viewers about the critical importance of bone marrow donation but also forges a deep emotional connection with them. The focus on personal stories of individuals impacted by bone marrow transplants taps into the audience's empathy and compassion, motivating them to take action. The video's use of narrative transportation successfully immerses viewers in the story, creating a powerful emotional impact that increases the likelihood of them sharing the video, thereby extending the campaign's reach through word of mouth (WOM). The storytelling approach, characterised by its clarity, authenticity, and emotional resonance, aligns seamlessly with the SABMR campaign's broader objectives, exemplifying the effective use of digital storytelling in advertising (Kim & Lee, 2021; Zuboff, 2020). The SABMR's use of emotional and narrative-driven storytelling exemplifies the potential of strategic communication in health advertising. These storytelling methods not only raise awareness but also drive engagement and behavioural intention. This understanding lays a critical foundation for the theoretical framing in the next chapter, which unpacks the constructs of narrative transportation, brand experience, and consumer behavioural outcomes in response to health communication campaigns.

2.8 CONCLUSION

This chapter includes a discussion of the healthcare industry, with a focus on bone marrow donation and its implications in South Africa. It began by outlining the complex role of the healthcare sector in improving health outcomes and driving economic and innovative growth. The chapter particularly emphasised the role of nonprofit organisations and donor registries, such as the South African Bone Marrow Registry (SABMR), in managing donor pools and supporting patients. SABMR's use of narrative-driven video storytelling has proven effective in altering public perceptions and motivating health-related behaviours by enhancing awareness and empathy. The next chapter includes a discussion of theories used in this study.

CHAPTER 3 THEORETICAL GROUNDING, HYPOTHESES DEVELOPMENT AND CONCEPTUAL MODEL

3.1 INTRODUCTION

This chapter lays the theoretical groundwork for understanding how storytelling in advertising influences consumer experiences and behaviours. It uses the South African Bone Marrow Registry video to examine key theories: Dialogue Theory, Narrative Transportation Theory, and Brand Experience Theory. These theories were selected for their complementary insights into message, emotional and consumer engagement. The chapter outlines the historical background and core principles of each theory, highlighting their relevance to the current study. It then identifies how each theoretical lens informs specific constructs in the proposed model including persuasiveness, informativeness, message-clarity, authenticity, and advertising experience dimensions (sensory, affective, intellectual, and behavioural). It then presents a conceptual model that visually illustrates the relationships between storytelling elements, narrative transportation, consumer experiences, and behavioural outcomes. This model forms the basis for the development of a set of hypotheses, which are grounded in both theoretical arguments and empirical literature. The chapter concludes with a detailed discussion of each hypothesised relationship.

3.2 THEORETICAL GROUNDING OF THE STUDY

This study draws on three interrelated theoretical frameworks to investigate how storytelling in advertising influences consumer experiences and behavioural outcomes the following theories are used: Dialogue Theory, Narrative Transportation Theory, and Brand Experience Theory. Each theory contributes a unique lens through which to understand the persuasive and experiential effects of narrative-based health communication. Dialogue Theory, rooted in the works of Martin Buber (1958), Mikhail Bakhtin (1981), and Hans-Georg Gadamer (1989), originates from philosophy and communication studies. It views communication as a dialogic, co-constructed process where meaning is created through interaction. In advertising, this theory supports the idea that storytelling invites audiences into a shared conversation with the brand or message. Narrative Transportation Theory was introduced by Richard Gerrig (1993) and later developed by Green and Brock (2000; 2002) within the field of psychology. It explains how individuals become immersed in a story, which reduces resistance and enhances persuasion. This theory is particularly relevant for analysing emotionally engaging digital

video content, such as the SABMR awareness campaign. Brand Experience Theory, proposed by Brakus, Schmitt, and Zarantonello (2009) in marketing literature, explores how consumers' sensory, emotional, intellectual, and behavioural interactions with brand stimuli shape their overall experience. This framework helps unpack how storytelling in advertising triggers meaningful consumer responses. These theories together form the conceptual foundation of this study. They explain how storytelling elements such as persuasiveness, clarity and authenticity activate narrative immersion, which in turn influences advertising experiences and behavioural outcomes such as attitudes, word-of-mouth, and intention to register as a donor.

3.3 THEORIES SELECTED TO UNDERPIN THE CURRENT STUDY, HYPOTHESES AND MODEL DEVELOPMENT

3.3.1 Dialogue Theory

Dialogue Theory is rooted in philosophical and communication traditions, with foundational contributions from Martin Buber (1958), who introduced the concept of the "I–Thou" relationship to emphasise authentic, reciprocal human interaction; Mikhail Bakhtin (1981), who explored dialogism in literary discourse; and Hans-Georg Gadamer (1989), who viewed understanding as a fusion of horisons between speaker and listener. Together, these thinkers laid the groundwork for understanding dialogue not merely as an exchange, but as an ethical and transformative encounter. Central constructs of Dialogue Theory include co-creation of meaning, mutual responsiveness, and dialogic openness. The theory indicates that meaning is not transmitted but constructed through interaction, even when one party is not physically present, as in mediated communication. In the context of advertising, storytelling becomes a substitute for live dialogue, allowing audiences to project themselves into narratives, reflecting on shared values, and respond internally (Jones & Narita, 2020; Pihlaja, 2021). Although traditionally applied to interpersonal communication, Dialogue Theory has been adapted to non-profit and health communication campaigns, where audience engagement relies on identification and shared understanding (Trethewey & Corman, 2001; Kent & Taylor, 2002). A known limitation is the challenge of achieving genuine dialogue in one-way or mass communication formats like video, although narrative techniques can simulate this by inviting empathetic and reflective responses (Heath, 2010). In the South African Bone Marrow Registry (SABMR) awareness video, storytelling is strategically employed to foster public dialogue around bone marrow donation. The narrative presents emotionally resonant characters and

situations that invite viewers to engage ethically with the cause, reflect on their own potential to help, and become part of a wider societal conversation (SABMR, 2023). This simulated dialogic exchange strengthens message authenticity and brand trust, contributing to positive attitudes toward the advertisement (Veríssimo & Loureiro, 2022). Within this study's conceptual model, Dialogue Theory fortifies the inclusion of authenticity, message clarity, and persuasiveness as essential storytelling constructs. These elements are viewed as dialogic devices that enable viewers to relate personally to the advertisement, internalise its message, and form deeper experiential and attitudinal responses.

3.3.2 Narrative Transportation Theory

Narrative Transportation Theory explores how individuals can become so engrossed in a story that they momentarily disconnect from their reality, emerging from the experience transformed in some way. Initially conceptualised by Richard Gerrig in 1993 and later refined by Green and Brock in the year 2000, 2002. The theory involves three key mechanisms: narrative immersion, emotional identification, and reduced counterarguing. When people are deeply immersed in a story, their cognitive defences diminish, making them more receptive to the emotional cues embedded in the narrative (Green & Brock, 2002). Rather than evaluating a message through rational scrutiny, audiences respond affectively, often aligning with the protagonist's perspective or values (Escalas, 2004). Within advertising contexts, this immersive process enhances the persuasive impact of a message. Viewers who experience narrative transportation are more likely to develop positive emotional reactions, greater message recall, and increased behavioural intentions, such as engaging in word-of-mouth (WOM) or changing attitudes toward a brand or cause (Van Laer et al., 2014; Johnson, 2021). However, one noted limitation of the theory is that not all individuals are equally transportable. Narrative transportation may depend on factors such as prior experience, cultural background, or the coherence and emotional appeal of the story (Green et al., 2004). One critique of the theory is its underlying assumption that all stories inherently aim to persuade, which may not apply universally across all communication contexts. Regarding the case of the South African Bone Marrow Registry (SABMR) awareness video, narrative transportation is deliberately activated through a compelling and emotionally charged storyline. The campaign presents real-life experiences of individuals affected by bone marrow donation, drawing viewers into a narrative space that encourages empathy and action. By enhancing authenticity and message

clarity, the video increases the likelihood of immersive engagement and emotional response (Kang et al., 2020; Yang & Zhao, 2022). Within the context of this study, Narrative Transportation Theory emphasises the inclusion of narrative transportation as a core construct and explains its mediating role between storytelling elements (persuasiveness, clarity, authenticity) and consumer advertising experiences (affective, sensory, intellectual, and behavioural). It also provides theoretical support for the hypothesised link between immersion in the narrative and behavioural outcomes, including attitude formation, intention to donate, and word-of-mouth sharing.

3.3.3 Brand Experience Theory

Brand Experience Theory, initially developed by Brakus, Schmitt, and Zarantonello in 2009, examines the comprehensive nature of interactions with a brand, emphasising how sensory, affective, intellectual, and behavioural dimensions are shaped by brand-related stimuli such as design, identity, and marketing efforts. This theory suggests that these dimensions collectively form the overall brand experience, which significantly influences consumer behaviour and contributes to brand equity. The distinctiveness and consistency of a brand's design and identity are crucial in shaping customer experiences and driving engagement. In contrast, the concept of Consumer Advertising Experiences, as outlined by Hung et al. (2012), narrows the focus to the specific experiences consumers have with advertising content. While Brand Experience Theory addresses a broader spectrum of brand-related interactions, Consumer Advertising Experiences are concerned with how advertisements, through their sensory, affective, intellectual, and behavioural stimuli, impact consumer perceptions and responses. The convergence of Brand Experience Theory and storytelling in digital advertising is particularly noteworthy. A well-constructed narrative has the potential to engage sensory, affective, and intellectual dimensions, closely aligning with the elements of brand experience. For instance, the strategic narrative employed in the South African Bone Marrow Registry (SABMR) awareness video creates strong emotional connections with viewers by utilising storytelling to deeply involve viewers in the narrative, a process known as narrative transportation, where the video evokes positive emotional responses and can lead to behavioural outcomes, such as sharing the advertisement through word of mouth (Teraiya et al., 2023). This demonstrates how digital storytelling in advertising can enhance the brand experience by engaging multiple dimensions, such as sensory, emotional, and cognitive,

fostering a more profound connection between the brand and its audience. The SABMR video campaign leverages this intersection to not only increase awareness but also to encourage viewers to become personally invested in the bone marrow donation process, illustrating the critical role that brand experience plays in influencing consumer behaviour (Rodrigues et al., 2024). Therefore, Brand Experience Theory supports the measurement of consumer advertising experiences, which are operationalised as sensory, affective, intellectual, and behavioural dimensions in the conceptual model (Brakus et al. 2009). These dimensions are influenced by storytelling elements and narrative transportation, and in turn, shape consumer attitudes and behavioural intentions. A known limitation of the theory is its limited attention to socio-cultural variability, meaning that experiences may differ significantly across different audiences, which can affect generalisability. Nonetheless, its structured experiential framework makes it well suited for understanding how digital storytelling, as seen in the SABMR video, elicits multifaceted consumer responses that influence behaviour in meaningful ways. Empirical studies have supported the predictive power of brand experience dimensions in shaping consumer behaviour across various marketing contexts (Nysveen et al., 2013; Zarantonello & Schmitt, 2010).

3.4 HYPOTHESES DEVELOPMENT AND CONCEPTUAL MODEL

The conceptual model presented in Figure 3.1 integrates key elements of storytelling, such as narrative structure, persuasiveness, informativeness, message clarity, and authenticity, to illustrate how these factors influence consumer experiences and, ultimately, behavioural outcomes. Drawing on Dialogue Theory, these elements are framed as dialogic devices that facilitate message engagement and authenticity. The model theorises that a well-crafted narrative enhances narrative transportation, a core construct from Narrative Transportation Theory, which describes the immersive experience that leads consumers to become emotionally and cognitively involved in a story. This immersive state is hypothesised to influence consumer advertising experiences, which are operationalised in line with Brand Experience Theory as sensory, affective, intellectual, and behavioural responses. These experiences, in turn, are proposed to shape consumer attitudes toward the advertisement, as well as behavioural intentions, including word-of-mouth sharing and the intention to register as a potential bone marrow donor. The proposed model provides a framework for the development of a series of hypotheses that are tested in this study (see Figure 3.1).

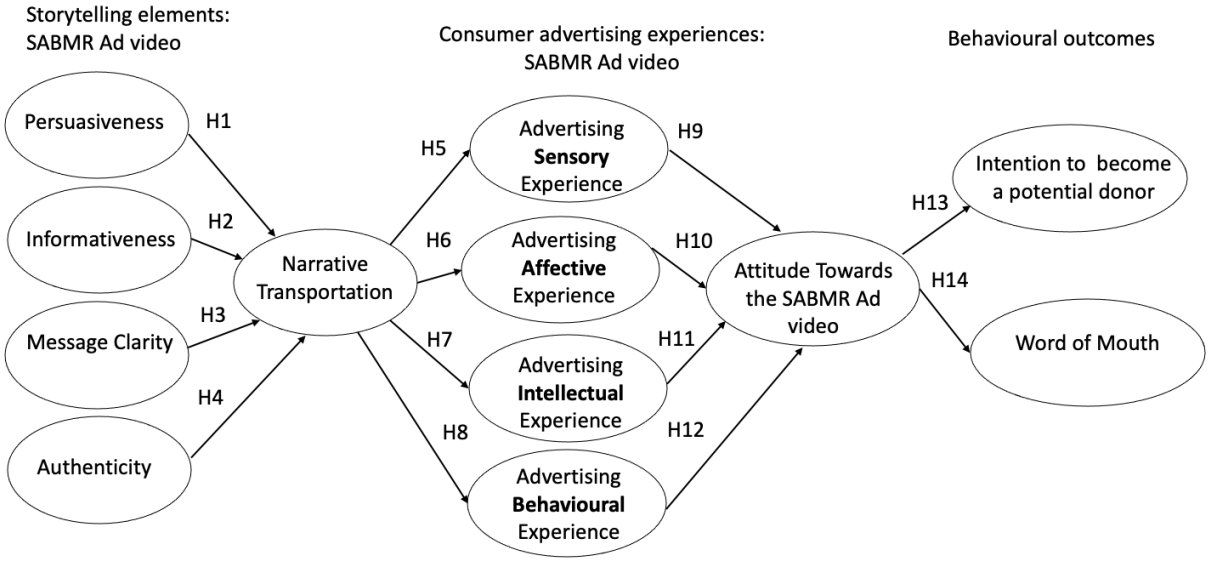


Figure 3.1 Conceptual Model

Source: (Authors own construction: 2024)

3.5 HYPOTHESES DEVELOPMENT

This section, based on the conceptual model presented in Figure 3.1, formulates a series of testable hypotheses that examine the relationships between storytelling elements, narrative transportation, consumer advertising experiences, and behavioural outcomes within the context of the SABMR video campaign. Each hypothesis is grounded in relevant theoretical and empirical research, drawing from Dialogue Theory (Buber, Bakhtin, Gadamer), Narrative Transportation Theory (Gerrig, Green & Brock), and Brand Experience Theory (Brakus et al., 2009). These frameworks collectively inform how persuasive, informative, clear, and authentic storytelling can stimulate narrative transportation, which subsequently influences multi-dimensional advertising experiences and leads to key behavioural outcomes, such as attitude formation, word-of-mouth sharing, and the intention to register as a potential donor.

3.5.1 Narrative Structure and Narrative Transportation

Narrative Structure in Storytelling

Research consistently shows that a well-crafted narrative structure is crucial for sustaining audience engagement and enhancing narrative transportation, which refers to the immersive experience of being fully absorbed in a story (Cao et al., 2021). A coherent structure, characterised by a clear beginning, middle, and end, plays a pivotal role in how effectively a story is conveyed and how deeply it engages the audience (Ballard et al., 2021). Narratives that

are logically organised and feature relevant characters and themes are more successful in fostering both emotional and cognitive involvement (Escalas, 2004; Coker et al., 2021). Elements such as causality and character development within a well-structured narrative framework further enhance the audience's immersion in the story, making the narrative more compelling and memorable (Van Laer et al., 2014). Narrative structure is operationalised through four key storytelling elements: persuasiveness, informativeness, message clarity, and authenticity each of which is hypothesised to influence narrative transportation. These constructs are derived from Dialogue Theory and Narrative Transportation Theory, both of which emphasise that stories with emotionally resonant, authentic, and clearly communicated messages are more likely to engage audiences deeply and reduce counterarguing (Green & Brock, 2002; Pihlaja, 2021). The following sections define each of these storytelling elements and explain their theoretical and empirical justification as predictors of narrative transportation.

Narrative Structures Influence on Narrative Transportation

The relationship between narrative structure and narrative transportation is based on the idea that a well-structured narrative allows the audience to follow the story more easily, thereby deepening their emotional and cognitive engagement. When a narrative is coherent and logically organised, it reduces cognitive load, allowing the audience to become fully absorbed in the story. This absorption, or transportation, leads to a more profound and immersive experience. This immersive state, known as narrative transportation, leads to stronger emotional identification with the characters and storyline (Green & Brock, 2002; Van Laer et al., 2014). Narrative structure is further unpacked through four storytelling elements: persuasiveness, informativeness, message clarity, and authenticity, each of which has been identified in previous research as key factors influencing audience immersion and narrative processing (Escalas, 2004; Pihlaja, 2021; Yang & Zhao, 2022). These elements work together to create an engaging story that resonates with viewers and reduces resistance to the message (Slater & Rouner, 2002).Therefore, the following hypotheses are proposed:

Hypothesis 1 (H1): Persuasiveness has a positive impact on Narrative transportation.
Hypothesis 2 (H2): Informativeness has a positive impact on Narrative transportation.
Hypothesis 3 (H3): Message clarity has a positive impact on Narrative transportation.
Hypothesis 4 (H4): Authenticity has a positive impact on Narrative transportation.

3.5.2 Narrative Transportation and Consumer Advertising Experience

Narrative Transportation and Consumer Advertising Experience

Recent research continues to highlight the significant impact of storytelling, particularly when it induces narrative transportation, on the effectiveness of advertisements. Narrative transportation describes the immersive experience in which a consumer becomes so deeply engaged with a story that they momentarily disconnect from their reality, becoming emotionally and cognitively absorbed in the narrative. Studies by Green and Brock (2002) have shown that higher levels of narrative transportation are linked to more favourable brand perceptions and increased purchase intentions. When consumers are transported into a narrative, they tend to develop positive attitudes towards the brand, as emotional and cognitive engagement makes the brand message more impactful and memorable. Further investigation by Escalas (2007) confirmed that narrative transportation deepens the emotional connection between consumers and brands, a critical factor in strengthening brand loyalty and engagement. Emotionally engaged consumers are more likely to establish a lasting relationship with the brand. Similarly, research by Wang and Calder (2009) demonstrated that narrative transportation in commercials can effectively reduce scepticism and counterarguments, enhancing the persuasiveness of the advertisement. By immersing consumers in the story, narrative transportation lowers their resistance to the advertising message, resulting in a more favourable reception. Additionally, Van Laer et al. (2014) provided compelling evidence that narrative transportation not only improves consumer attitudes and intentions but also drives actual purchasing behaviour. When consumers are deeply engaged in a narrative, they are more likely to act on the persuasive elements embedded within the story, translating their positive attitudes into concrete actions. Collectively, these findings underscore the powerful role of narrative transportation in enhancing consumer advertising experiences. By fostering stronger emotional connections and crafting more compelling messages, narrative transportation significantly boosts the overall effectiveness of advertisements, leading to improved consumer attitudes, intentions, and behaviours (Kim, 2022; van Laer et al., 2023; Lee & Faber, 2021). Based on the above , the following hypotheses are proposed:

Hypothesis 5 (H5): Narrative transportation has a positive impact on Advertising sensory experience.

Hypothesis 6 (H6): Narrative transportation has a positive impact on Advertising affective experience.

Hypothesis 7 (H7): Narrative transportation has a positive impact on Advertising intellectual experience.

Hypothesis 8 (H8): Narrative transportation has a positive impact on Advertising behavioural experience.

3.5.3 Consumer Advertising Experience and Attitude Towards the Advertisement

Consumer Advertising Experience and Attitude Towards the Advertisement

Recent studies continue to emphasise the profound impact of consumer advertising experiences on attitudes towards advertisements. Building on the foundational work of MacKenzie and Lutz (1989), it has been consistently demonstrated that consumer's cognitive and affective responses to advertisements play a critical role in shaping their overall perception of the ad. This model highlights how both the thoughts provoked (cognitive responses) and the emotions evoked (affective responses) by an advertisement contribute to forming an attitude towards it. Batra and Ray (1986) further developed this understanding by underscoring the importance of emotional reactions in fostering positive attitudes towards advertisements. Their research revealed that emotions such as happiness or nostalgia triggered by an ad significantly influence the degree to which the ad is favourably received. Similarly, empirical evidence provided by Holbrook and Batra (1987) demonstrated that commercials eliciting strong emotional responses are more likely to generate positive attitudes towards the ad. Additionally, Mitchell and Olson (1981) identified that consumer's attitudes towards advertisements are greatly affected by their perceptions of the ad's entertainment and informational value. When consumers find an advertisement both enjoyable and informative, they are more likely to develop positive attitudes towards it. These findings collectively suggest that a positive consumer advertising experience, marked by emotional engagement and perceived value, leads to more favourable attitudes towards the advertisement. Emotional and cognitive responses to the ad are crucial in shaping its perception, which in turn influences the overall effectiveness of the advertisement (Jin et al., 2021; Gkiouzepas & Hogg, 2020; Dwivedi et al., 2022). The following hypotheses are therefore proposed:

Hypothesis 9 (H9): Advertising sensory experience has a positive impact on Attitude towards the SABMR ad video.

Hypothesis 10 (H10): Advertising affective experience has a positive impact on Attitude towards the SABMR ad video.

Hypothesis 11 (H11): Advertising intellectual experience has a positive impact on Attitude towards the SABMR ad video.

Hypothesis 12 (H12): Advertising behavioural experience has a positive impact on Attitude towards the SABMR ad video.

3.5.4 Attitude Towards the Ad and Intention to Become a Potential Donor

Research has consistently demonstrated a strong link between positive attitudes towards advertisements and an increased intention to contribute, especially in the realm of charitable donations. Recent studies highlight this relationship, illustrating how favourable perceptions of ads can significantly boost the likelihood of individuals deciding to donate. For instance, Simpson, Laran, and Srivastava (2014) found that advertisements crafted to evoke empathy and positive emotions towards charitable causes enhance viewer's favourable perceptions of the advertisement, thereby increasing their intention to donate. Chang and Lee (2009) further confirmed that advertisements highlighting the significance and impact of donations effectively strengthen individuals' intent to contribute. Additionally, research by Basil, Ridgway, and Basil (2008) demonstrated that emotionally engaging and credible ads positively impact viewer perceptions, which in turn elevates donor intentions. These studies collectively emphasise the importance of generating positive sentiments towards charitable ads to foster higher donation intentions. Based on this, the following hypothesis is proposed:

Hypothesis 13 (H13): Attitude towards the SABMR ad video has a positive impact on the intention to become a potential donor.

3.5.5 Attitude Towards the Advertisement and Word of Mouth

Positive attitudes towards ads significantly increase the likelihood of consumers engaging in WOM, where they share and discuss their favourable impressions with others. For example, Godes and Mayzlin (2004) demonstrated that consumers with positive attitudes towards an ad are more likely to participate in WOM by recommending the ad to their social circles. East, Hammond, and Lomax (2008) further supported this, showing that individuals who view ads positively are more inclined to promote the advertised product or service, thereby enhancing its visibility through personal endorsements. Moreover, Sundaram, Mitra, and Webster (1998) found that emotional reactions, such as joy or amusement elicited by ads, enhance consumer's willingness to share their experiences, thus increasing WOM. These studies collectively emphasise the value of cultivating positive attitudes towards advertisements to maximise WOM's impact and extend the reach of marketing campaigns. Thus, this study proposes the following hypothesis

Hypothesis 14 (H14): Attitude towards the SABMR ad video has a positive impact on Word of Mouth.

3.6 CONCLUSION

This chapter presented a comprehensive theoretical framework to explore the influence of storytelling in advertising on consumer experiences and behavioural outcomes, using the South African Bone Marrow Registry (SABMR) video as a focal case. Drawing on Dialogue Theory, Narrative Transportation Theory, and Brand Experience Theory, the chapter examined how narrative structures and storytelling elements such as persuasiveness, clarity, authenticity, and informativeness contribute to audience engagement and immersion. The chapter also introduced a conceptual model that links narrative structure to narrative transportation, which in turn influences consumer advertising experiences across sensory, affective, intellectual, and behavioural dimensions. These experiential factors were theorised to shape consumers' attitudes toward the advertisement and influence two key behavioural intentions: the intention to become a potential donor and to engage in word-of-mouth communication. Based on this framework, fourteen hypotheses were proposed to empirically test the relationships between storytelling components, advertising experience, and behavioural outcomes. The next chapter outlines the research design and methodology, detailing the sampling strategy, data collection methods, measurement instruments, and analytical techniques employed to test the proposed hypotheses.

CHAPTER 4 RESEARCH DESIGN AND METHODOLOGY

4.1 INTRODUCTION

This chapter outlines the research design and methodology used in the study, beginning with an introduction to the positivism research philosophy that guides the research philosophy and references to Saunders et al.'s (2023) research process onion to illustrate the research framework. The chapter provides an overview of data collection, focusing on questionnaire design, along with examples of survey items. The sampling design is detailed, covering the target population, sample size, and the use of a non-probability purposive sampling technique. Methods of data analysis and the statistical procedures employed are explained, followed by a discussion of the ethical considerations observed throughout the research process.

4.2 RESEARCH PHILOSOPHY

This research study employs a positivism research philosophy, which is based on the principle that knowledge is acquired through empirical observation and quantifiable evidence. According to Saunders et al. (2023), positivism is well-suited for quantitative studies and hypothesis testing, which seek to explain causal relationships through empirical analysis. Positivism focuses on the validation of knowledge by relying on observable and measurable data (Du Plooy et al., 2017). This paradigm supports the examination of the influence of storytelling on consumer behaviour in a structured and objective manner. Recent literature emphasises that positivism is particularly suited for quantitative research due to its focus on objectivity and reliability, ensuring that research findings are based on empirical data rather than subjective interpretations (Ryan, 2020; Žukauskas et al., 2021). By adhering to standardised procedures, this approach enhances replicability, a critical aspect of reliability that supports the validation of research findings (Bryman, 2016; Saunders et al., 2023). Contemporary scholars agree that precise measurement and variable control enable researchers to establish causal relationships and assess the impact of different variables within a study (Pérez-Bustamante et al., 2021). In practical application, positivist research often involves statistical analysis, which enhances the generalisability of results to broader populations, a key element in theory development and the formulation of general conclusions (Groeneveld et al., 2020). This methodology aligns well with quantitative research, which employs statistical tools to test hypotheses, recognise patterns, and support data-driven decision-making (Trochim et al., 2022). This philosophy is particularly effective for evaluating existing theories and models, allowing researchers to rigorously test theoretical propositions and contribute to the expansion

of scientific knowledge (Smith & Anderson, 2021). Furthermore, policymakers and practitioners benefit from the clear, objective findings produced by quantitative data under a positivist research philosophy, as these results provide a reliable basis for decision-making (Jones & Li, 2022). Given the study's research question, a positivist research philosophy is deemed appropriate (Creswell & Creswell, 2022).

4.3 RESEARCH APPROACH

According to Saunders et al. (2023), the research approach refers to the second layer of the research process onion and describes how theory is developed in a study. There are three main research approaches: deductive, inductive, and abductive. The deductive approach is particularly prevalent in positivist research, which seeks to achieve quantitative research goals, whereas the inductive approach is more commonly used in interpretive research that focuses on qualitative analysis (Saunders et al., 2023). This study adopted a deductive approach, which aligned well with its quantitative objectives. As highlighted by Saunders et al. (2023), the deductive approach is advantageous as it enables the testing of specific hypotheses derived from existing theories, allowing researchers to either validate or challenge these theoretical concepts through empirical evidence (Bell et al., 2022). Deductive reasoning is characterised by its emphasis on objectivity and logic, relying on precise measurements and standardised methodologies to reduce researcher bias and ensure that findings are grounded in measurable, objective data (Mills & Gay, 2022). By beginning with a general theory and applying it to a particular sample, the deductive approach strengthens the ability to generalise results to broader populations, utilising statistical analysis and large sample sizes to derive insights that are relevant across various contexts (Creswell & Creswell, 2022). In this study, the deductive approach was particularly appropriate for examining the effects of storytelling in advertising. By testing pre-established hypotheses concerning the influence of storytelling on consumer experiences and behavioural outcomes, this approach facilitated an investigation of these relationships within the framework of existing theories.

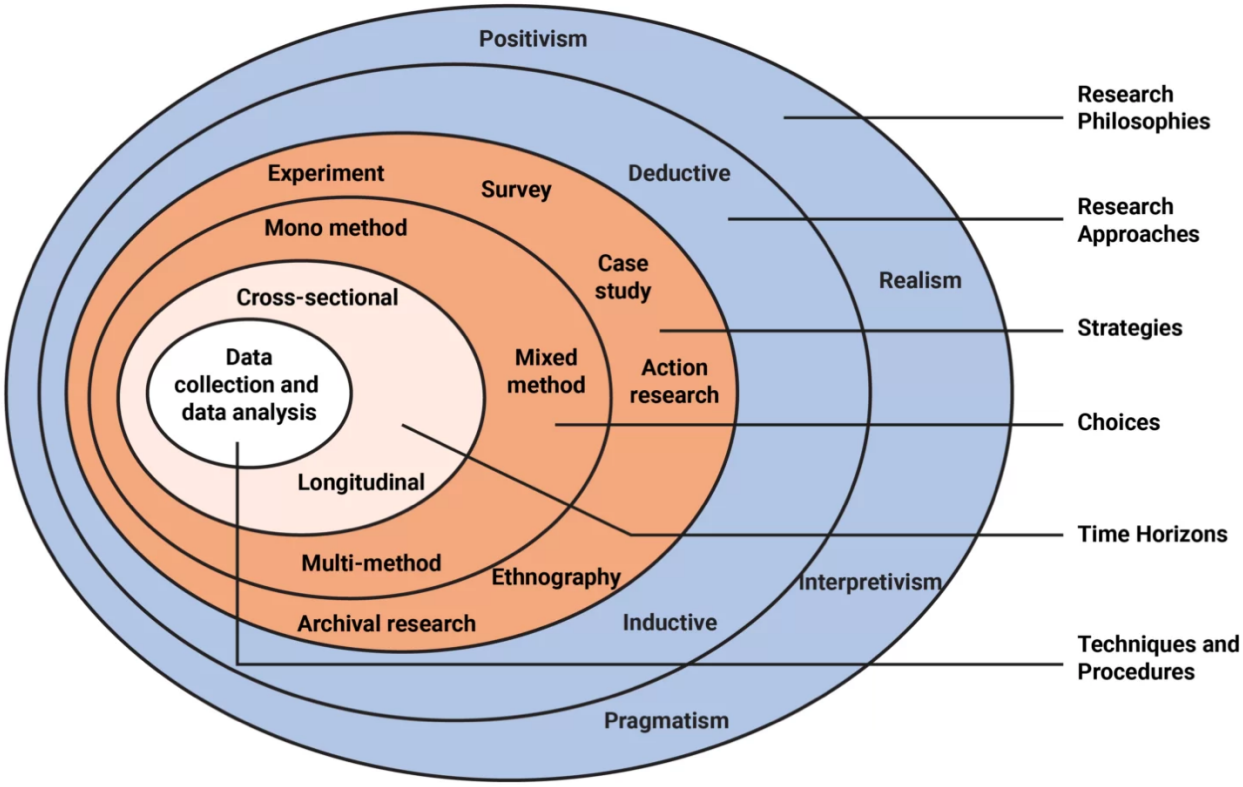
4.4 METHODOLOGICAL CHOICE: CHOICE BETWEEN QUALITATIVE AND QUANTITATIVE RESEARCH

According to Saunders et al. (2023), the methodological choice refers to the fourth layer of the research process onion and involves deciding between a qualitative, quantitative, or mixed-methods approach. This study adopted a quantitative methodological choice, which aligned with its positivist paradigm and deductive reasoning. The use of a survey strategy facilitated

the collection of structured, numerical data that could be statistically analysed to test the proposed hypotheses. This choice enabled objectivity, replicability, and the generalisation of findings to a broader population, which is central to the quantitative tradition in social science research (Bryman, 2016; Creswell & Creswell, 2022). The quantitative approach was especially suitable for this study, as it allowed for the examination of predefined relationships between storytelling elements and consumer behavioural outcomes using statistical tools.

4.5 RESEARCH DESIGN

This research adopted a survey strategy to provide an in-depth analysis of the South African Bone Marrow Registry (SABMR) video campaign, which serves as an example of health-related storytelling advertising. By focusing on the SABMR advertisement, the study investigated how storytelling in advertising can engage audiences and influence behavioural outcomes, such as the intention to register as a bone marrow donor. This strategy aligns with the study's objectives to investigate and describe how storytelling affects consumer experiences and behaviours in a specific, real-world context.



Source: Saunders et al. (2023)

Figure 4.1 Research Process Onion

Saunders et al. (2023) in their Research Process Onion model (illustrated in Figure 4.1) outline research strategies that are integral to addressing research questions systematically.

The research strategy played a pivotal role in shaping how the research objectives were approached. Typically, research objectives can be descriptive, exploratory, or explanatory, depending on the purpose of the study. This study employed a descriptive research design, which is particularly appropriate for non-experimental, survey-based research aimed at gaining deeper insights into consumer behaviours and thought processes within the advertising domain.

4.6 TIME HORIZON: CROSS-SECTIONAL

The study will employ a cross-sectional time horizon, where data will be collected from a large sample of individuals at a single point in time using a digital survey strategy. Cross-sectional studies are particularly advantageous in research contexts where time and resources are limited, as they allow for the efficient collection of data without the need for prolonged observation (Babbie, 2021). As per Saunders et al. (2023), this approach is suitable for studies that aim to understand specific phenomena within a limited timeframe. In this instance, the focus was on understanding how viewers respond to the SABMR video after a single exposure. Unlike longitudinal research, which involves repeated observations over an extended period, a cross-sectional study gathers data from a specific subset of participants at a defined point in time, making it more practical for studies with limited timelines and resources (Neuman, 2023). This method enables the researcher to quickly capture a snapshot of the population's characteristics, allowing for the exploration of correlations between variables and the examination of behaviours, attitudes, or traits within a defined timeframe (Saunders, Lewis, & Thornhill, 2023). This approach allows researchers to identify patterns and relationships between variables efficiently, offering insights into the prevalence of certain phenomena and the connections between variables. The cross-sectional design also serves as a valuable foundation for generating hypotheses for future research, particularly when investigating new or emerging trends (Bryman, 2021). Additionally, the researcher used a mono-method approach for data collection, relying solely on the digital survey to gather the necessary data.

4.7 DATA COLLECTION AND ANALYSIS

The primary data collection method for this study involved structured online surveys distributed using Google Forms. Google Forms is a convenient and cost-effective platform that allows for easy creation and dissemination of questionnaires. It offers advantages such as automatic data storage, ease of accessibility on multiple devices, and real-time data collection, making it an ideal tool for gathering quantitative data in a structured format (Lu & Holubova, 2019). The survey was distributed across multiple social media platforms, these platforms included Facebook, WhatsApp, and LinkedIn, to reach a diverse and widespread audience within South Africa. Given the absence of a formal sampling frame, a non-probability purposive sampling method was employed. This approach enabled the researcher to specifically target individuals who fit the study's criteria, such as being South African citizens aged 18 to 35 years. Recruitment was conducted by sharing the survey link directly with social media groups, university networks, and professional contacts, with participants encouraged to share it further within their networks (snowballing). This strategy increased the likelihood of reaching individuals unfamiliar with bone marrow donation and exposed to the SABMR video for the first time.The structured survey was designed to objectively assess the impact of storytelling in advertising on the intention to donate bone marrow. By employing predetermined questions and specific response options, the survey facilitated the gathering of quantitative, objective data, allowing for accurate and comparable results. The video was embedded within the Google Forms questionnaire, ensuring respondents viewed the content before answering questions. This approach ensured direct exposure to the storytelling element, which is critical for assessing its impact on behavioural intentions. This data collection method is directly aligned with the research objectives, which aim to quantify the influence of storytelling on consumer behaviour. By utilising structured surveys through Google Forms, the study can capture responses from a wide range of individuals across the identified social media platforms, ensuring that the data is representative and robust. The structured nature of the survey also supported the study's goal of generating empirical evidence to test the proposed hypotheses.

4.7.1 MEASUREMENT INSTRUMENTS

To align with the objectives of this study, the questionnaire included both demographic questions and variables drawn from the study's conceptual model. The instrument consisted of twelve constructs, each adopted from validated scales in prior research:

- Persuasiveness (Beerlage-de Jong, Nienke, & Kelders, 2020)
- Informativeness (Mo, Zhang, Lin, Yuan, & Peng, 2023)
- Message clarity (Flood-Grady et al., 2020)
- Authenticity (Becker, Weigand, & Reinartz, 2019)
- Narrative transportation (Cao, Qu, Liu, & Hu, 2021)
- Advertising sensory experience, affective experience, intellectual experience, and behavioural experience(Nayeem, Murshed, & Dwivedi, 2019)
- Attitude toward the advertisement (Gaber, Wright, & Kooli, 2019)
- Intention to become a potential donor (Thomas & Jadeja, 2021)
- Word of mouth (Cheung & To, 2021)

The wording of items across all scales was carefully reviewed and modified to fit the South African healthcare context, with a specific focus on storytelling advertising and the SABMR video. This ensured both contextual relevance and content validity. All items were measured using a five-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5).

The use of a structured questionnaire was justified due to its ability to gather large amounts of standardised data efficiently from a geographically dispersed population. Online administration via Google Forms allowed for a broad reach across South Africa and ensured consistency in responses. Additionally, the structured nature of the questionnaire facilitated rigorous statistical analysis using PLS-SEM, which was essential for testing the study's hypotheses and drawing reliable, generalisable conclusions (Fowler Jr, 2023).

4.8 SAMPLING DESIGN

This section outlines the sampling approach for this study, which includes the definition of the target population, the absence of a formal sampling frame, the sampling technique and method, and the sample size used for data collection and analysis.

4.8.1 Target Population

The target population for this study consisted of both males and females, aged 18 to 35 years in South Africa, who were not currently registered as bone marrow donors. This demographic was chosen based on their eligibility for bone marrow donation and their potential responsiveness to health-related digital storytelling campaigns. Younger adults, in particular, are known to engage more readily with social media-driven health campaigns, making them ideal participants for assessing the impact of storytelling in advertising on donor behaviour (BeTheMatch, 2024; Bogucki & Tuszyńska-Bogucka, 2023). Excluding existing donors

allowed the study to focus specifically on those whose behaviour could still be influenced by the advertisement.

4.8.2 Sampling Frame

A sampling frame refers to the actual list or database of elements from which a sample is drawn. It provides a structured boundary that defines the population eligible for selection in a study (Saunders et al., 2023).For this study, no formal sampling frame was available, as there is no accessible list of South African residents aged 18 to 35 who are not registered with the South African Bone Marrow Registry (SABMR). As a result, the researcher could not draw from a pre-defined list of eligible individuals. Instead, participants were reached through non-probability purposive sampling, targeting individuals based on age, location, and non-enrolment in the SABMR. Recruitment was conducted via digital platforms such as Facebook, WhatsApp, and LinkedIn, allowing the study to reach a relevant audience despite the absence of a formal sampling frame. This method was appropriate for identifying a specific subset of the population that could offer meaningful insights into how storytelling advertising influences attitudes and behavioural intentions related to bone marrow donation (Saunders et al., 2023).

4.8.3 Sampling Method

The study employed purposive sampling, a type of non-probability sampling, which allows for the selection of participants based on predefined criteria that are central to the research objectives. In this case, respondents were selected based on their age (18-35 years), and non-registration as bone marrow donors. Purposive sampling was justified in this context, as it ensured that the data collected were directly relevant to the study's aim, namely, assessing how storytelling in advertising influences donor registration intentions among unregistered young adults. This method also addressed the practical limitation of having no formal sampling frame, allowing the researcher to strategically recruit participants through digital platforms. By focusing on this targeted group, the study captured behavioural responses from those most likely to be influenced by the SABMR awareness campaign (Crespo et al., 2023).

4.8.4 Sample Size

A pilot study was conducted with the first 20 respondents to assess the clarity, reliability, and effectiveness of the questionnaire. This preliminary phase helped identify any ambiguities or unclear items in the survey questions and ensured that participants interpreted them as intended.

Feedback from the pilot study was reviewed, and minor refinements were made to enhance the questionnaire's effectiveness before full-scale data collection commenced.

The final sample size for this study was set at 350 participants. This was determined using the Raosoft sample size calculator, ensuring statistical significance with a 5% margin of error and a 95% confidence level. Although the study used non-probability purposive sampling, the sample size was guided by established standards for statistical adequacy in quantitative research. A sample size of 350 is considered appropriate for conducting advanced statistical analysis, including Partial Least Squares Structural Equation Modeling (PLS-SEM), which requires larger samples to examine complex models with multiple variables (Malhotra, Nunan & Birks, 2017). This sample size ensured that the study could robustly test the research hypotheses and provide generalisable insights into how storytelling advertising influences bone marrow donor registration. By focusing on a sufficient sample, the research enhanced the reliability, validity and empirical strength of its findings, allowing for meaningful conclusions to be drawn from the data.

4.9 Data Analysis and Approach

The data analysis for this study utilised Partial Least Squares Structural Equation Modeling (PLS-SEM), a statistical technique particularly well suited for testing complex models with multiple latent variables. PLS-SEM is highly advantageous in behavioural research as it allows for the prediction of outcomes based on unobserved, latent constructs while handling complex relationships between variables (Hair et al., 2017). It is also appropriate to work effectively with smaller sample sizes and non-normally distributed data, making it a flexible tool for exploratory research. In this study, PLS-SEM was implemented using SMART PLS 4.0 to assess relationships among key constructs such as narrative transportation, emotional engagement, and intention to donate bone marrow and to test the hypotheses derived from the conceptual model. (Hair et al., 2017).

PLS-SEM allows for simultaneous analysis of multiple dependent and independent variables, making it ideal for capturing the multidimensional impact of storytelling on consumer behaviour. To ensure the robustness of the findings, the analysis incorporated tests for reliability and validity using metrics such as Cronbach's alpha and composite reliability. These tests ensure that the measurement scales used in the questionnaire are consistent and accurately capture the constructs being examined. Key statistical measurements are included in Table 4.2

below. SPSS (Statistical Package for the Social Sciences) was also employed to perform descriptive statistical analyses including means, frequencies, and standard deviations. Its user-friendly interface made it a practical tool for profiling the sample and summarising key patterns in the data (Hair et al., 2017). In contrast, inferential statistical analysis and hypothesis testing were conducted using SMART PLS, which allowed for the examination of relationships between storytelling elements and consumer behaviour. Its predictive power and flexibility made it especially well-suited for testing the study's complex conceptual model. This dual approach, combining the power of SMART PLS for modelling latent variables and SPSS for handling descriptive and inferential statistics, provided a comprehensive analysis of the data. It ensured that the study not only captured broad patterns but also rigorously tested the specific hypotheses concerning the influence of storytelling on consumer intentions to donate bone marrow.

The use of Partial Least Squares Structural Equation Modeling (PLS-SEM**)** in this study was justified by its ability to examine both direct and indirect relationships between multiple latent variables and their observed indicators (Hair et al., 2017). This approach supported a comprehensive evaluation of the factors that drive consumer behaviour, offering insights into how storytelling advertising can influence behavioural outcomes. PLS-SEM was particularly well-suited to this study's objectives, as it enabled detailed investigation of complex, multivariate relationships among constructs such as narrative transportation, emotional engagement, and donor registration intentions.

Table 4.1 Key Statistical Tests

Test	**Assessed through**	**Purpose**	**Software**
Reliability	Cronbach's Alpha Composite Reliability	Assess internal consistency of constructs	SMART-PLS
Convergent Validity	Average Variance Extracted Factor Loadings	Test convergent validity of constructs	SMART-PLS
Discriminant Validity	HTMT Fornell-Larcker Criterion	Assess discriminant validity of constructs	SMART-PLS

Two statistical software packages were used for the analysis: SPSS and SMART PLS. SPSS (Statistical Package for the Social Sciences) was used to perform descriptive statistical analysis of demographic data, providing an overview of the sample characteristics. Descriptive

statistics included measures such as means, standard deviations, and frequencies, offering a snapshot of the demographic distribution of respondents. SMART PLS was used to perform Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess reliability, convergent validity, and discriminant validity of constructs. These tests ensured that the measurement model was robust and that each construct was distinct and accurately represented before proceeding to hypothesis testing.

Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed for the inferential analysis, particularly due to its strength in handling complex models with multiple latent variables and its suitability for predictive-oriented research. PLS-SEM is advantageous when the research model includes both formative and reflective constructs, as it allows for the assessment of relationships between these constructs and their impact on the outcome variables (Hair et al., 2017). To ensure the reliability and validity of the constructs, reliability was evaluated using Cronbach's alpha and composite reliability scores. Convergent validity was assessed through factor loadings and Average Variance Extracted (AVE), ensuring that the constructs adequately represented the underlying latent variables. Discriminant validity was tested using the Heterotrait-Monotrait (HTMT) ratio and the Fornell-Larcker criterion, which helped to confirm that the constructs were distinct from one another (Roemer et al., 2021). Once the data was analysed, preliminary results were presented to evaluate how well they aligned with the proposed research hypotheses. The structural model assessment in PLS-SEM involved testing the path coefficients to determine the significance and strength of the relationships between the latent variables. The outcomes were compared to the initial hypotheses to confirm or refute the theoretical propositions set forth at the beginning of the study. If the results demonstrated strong, significant relationships between the storytelling elements in advertising and consumer intentions to donate, this would support the hypothesis that narrative techniques effectively influence consumer behaviour. Conversely, non-significant results could indicate that other factors are more influential, guiding future research directions. The use of PLS-SEM also allowed for the identification of potential mediators or moderators in these relationships, providing deeper insights into the mechanisms through which storytelling impacts consumer decisions.

DATA CODING AND CLEANSING

Once the data was collected, it was captured onto Microsoft Excel, where the data was then coded and cleaned, prior to the analysis being conducted. The descriptive statistics were

attained using SPSS version 29, with SMART PLS 4.0 software being used to test the hypotheses and the strength of the relationships between the various constructs.

STRUCTURAL MODEL OR PATH MODELLING

Path modelling is achied through path coefficients, which indicate the stength of relationship between constructs. p values are assessed to determine whether hypotheses are significant either at typically $p < 0.05$ (95% confidence level), or $p < 0.01$ (99% confidence level or $p < 0.09$ (90%) confidence level, especially when sample sizes are low (Hair et al., 2021).

4.10 Model Fit

An assessment of the model fit is important as the process establishes support for the identified relationships between examined variables. When analysing data with SMART PLS, the model fit (as illustrated in Table 4.3) is assessed with Chi-squared ($\chi 2$), Standardised Root Mean Square Residual (SRMR), d_ULS, d_G, Normative Fit Index (NFI), R-squared (R^2), Q-squared (Q^2) and the Variance Inflation Factor (VIF). These model fit indices and their respective thresholds are indicated in the table below.

Table 4.3: Model fit indices and their respective thresholds

Model Fit Indices	Thresholds
Standardised Root Mean Square Residual (SRMR)	≤ 0.05
d_ULS	Less than the 95% confidence interval from the bootstrap distribution.
d_G	Less than the 95% confidence interval from the bootstrap distribution.
Chi-square	< 3; < 5 is also acceptable
Normative Fit Index (NFI)	> 0.9
R-squared (R2)	0.75 = substantial 0.50 = moderate 0.25 = weak
Q-square	Greater than 0 = small predictive relevance Greater than 0.25 = medium predictive relevance

	Greater than 0.50 = large predictive relevance
Variance Inflation Factor (VIF)	<5, preferably <3

Sources: (Bryant, 2024; Dash and Paul, 2021; Hair et al., 2019)

4.11 Ethical Considerations Before Data Collection

Ethical considerations were a core focus throughout this research, especially given the involvement of human participants. To ensure the study adhered to the highest ethical standards, participants were fully informed of their rights before participating. Informed consent was obtained from all respondents, ensuring that they voluntarily agreed to participate with a clear understanding of the study's purpose and procedures. Additionally, participants were informed that they could withdraw from the study at any time without consequence.

Confidentiality was rigorously upheld, with no personally identifiable information being collected to ensure the anonymity of respondents. The study followed strict data protection measures, guaranteeing that all responses were securely stored and accessible only to the researchers. Ethical guidelines provided by Saunders et al. (2023) were observed throughout the data collection process, reinforcing the study's commitment to maintaining participants' rights and privacy. Furthermore, ethical issues such as voluntary participation, data protection, and confidentiality were addressed to protect participants and preserve the integrity of the research. By prioritising these considerations, the research ensured compliance with established ethical frameworks and maintained the credibility and reliability of its findings.

Adhering to ethical principles not only safeguards the rights of the participants but also strengthens the validity and trustworthiness of the research outcomes. Ethical rigour is essential in studies involving human subjects, as it promotes transparency, protects participants from harm, and fosters trust between the researcher and the participants. Before initiating data collection, several steps were taken to address potential ethical concerns. First, the study was designed to comply with ethical guidelines outlined by institutional review boards and relevant ethical bodies. Ethical approval was sought and obtained (Ethics Protocol Number: H24/10/60), ensuring that the research proposal met the necessary standards for conducting research involving human subjects.

The researcher developed clear protocols to safeguard participant's privacy and autonomy, and these protocols were communicated transparently to all potential participants. Participant's voluntary participation was secured through a thorough informed consent process. Before taking part in the study, each participant was provided with detailed information about the research, including its purpose, procedures, potential risks, and benefits. Participants were explicitly informed that their participation was entirely voluntary and that they could withdraw from the study at any point without any repercussions. This ensured that all participants were fully aware of what the study entailed and participated out of their own free will. To protect the identity of participants, the study ensured that all responses were anonymised. Participants were assigned unique identification codes, and no personal identifiers were collected or stored with the survey data. This approach minimised the risk of identifying individual participants, thereby protecting their privacy. Additionally, any potentially identifiable information was handled with strict confidentiality, ensuring that data would not be disclosed to unauthorised parties.

The researcher implemented robust data protection measures to safeguard participant's information. Survey responses, were stored on secure servers with encryption to prevent unauthorised access. Access to the data was restricted to the researcher and authorised personnel involved in the study, ensuring that the data remained confidential and secure throughout the research process. Additionally, data protection protocols were established to ensure that participant's information would be safely stored, used solely for research purposes, and deleted after the study's completion. By addressing these ethical considerations comprehensively, the study ensured that participant's rights were respected, their data was protected, and the research was conducted with integrity and transparency.

4.12 CONCLUSION

This chapter detailed a discussion of the research methodology employed to investigate the influence of storytelling in advertising on consumer experiences and behavioural outcomes, with a specific focus on the South African Bone Marrow Registry (SABMR) video. It outlined the chosen research strategy, which employed a quantitative approach and structured survey distribution to collect data from a targeted population. Data analysis was performed using advanced statistical techniques, including Partial Least Squares Structural Equation Modeling (PLS-SEM), to evaluate the hypothesised relationships between constructs. Ethical considerations were carefully observed throughout the research process to ensure participant

protection and research integrity. The following chapter presents the results of the empirical analysis and discusses the key findings derived from the data.

CHAPTER 5 DATA ANALYSIS AND RESULTS PRESENTATION

5.1 INTRODUCTION

This chapter presents the findings from the data analysis conducted using SPSS version 29 and the partial least squares structural equation modelling technique using SmartPLS 4.0 software. SPSS was used to analyse the descriptive statistics providing insights into sample characteristics and item distributions. SmartPLS was used to evaluate the measurement model and to test the structural model hypotheses, thereby assessing the relationships between the latent constructs.

5.2 DESCRIPTIVE STATISTICS

5.2.1 Demographics

A total of 343 respondents participated in the survey. Demographic information is crucial to understanding the representativeness of the sample and identifying any variations in responses based on factors like age, gender, race, education and income. The demographic breakdown of respondents is presented in Table 5.1 below.

Table 5.1 Demographic Profile of Respondents

Category	**Frequency (n=343)**	**Percentage (%)**
Age		
18-23	50	14.6 %
24-28	81	23. 6 %
29-35	92	26.8 %
36-45	65	19.0 %
46 and above	55	16.0 %
Gender		%
Male	114	33.2 %
Female	161	46.9 %

Category	Frequency (n=343)	Percentage (%)
Other	38	11.1 %
Prefer not to say	30	8.7 %
Race		
Black	176	51.3 %
Coloured	67	19.5 %
Indian	47	13.7 %
White	53	15.5 %
Education		
Below Matric	19	5.5 %
Matric	58	16.9 %
Diploma	91	26.5 %
Degree	91	26.5 %
Postgraduate (Honours, Masters, Doctorate)	84	24.5 %
Income		
Less than R10 000	53	15.5 %
R10 001-R25 000	66	19.2 %
R25 001-R40 000	105	30.6 %
R55 001-R60 000	86	25.1 %
R60 001and above	33	9.6 %

Table 5.1 provides a summary of the demographic characteristics of the 343 survey respondents. The majority of participants were aged between 29 and 35 years (26.8%), followed by those aged 24–28 years (23.6%) and 36–45 years (19.0%). In terms of gender, females constituted the largest group (46.9%), with males representing 33.2%, and 11.1% identifying as 'Other', while 8.7% preferred not to disclose their gender. The sample was predominantly Black (51.3%), with Coloured (19.5%), White (15.5%), and Indian (13.7%) respondents also represented. Regarding education, a majority held either a Diploma or Degree qualification (26.5% each), followed by Postgraduate qualifications

(24.5%). In terms of monthly income, most respondents earned between R25,001 and R40,000 (30.6%), with a smaller proportion earning R60,001 or more (9.6%). This demographic spread provides a diverse and informative basis for interpreting the survey findings.

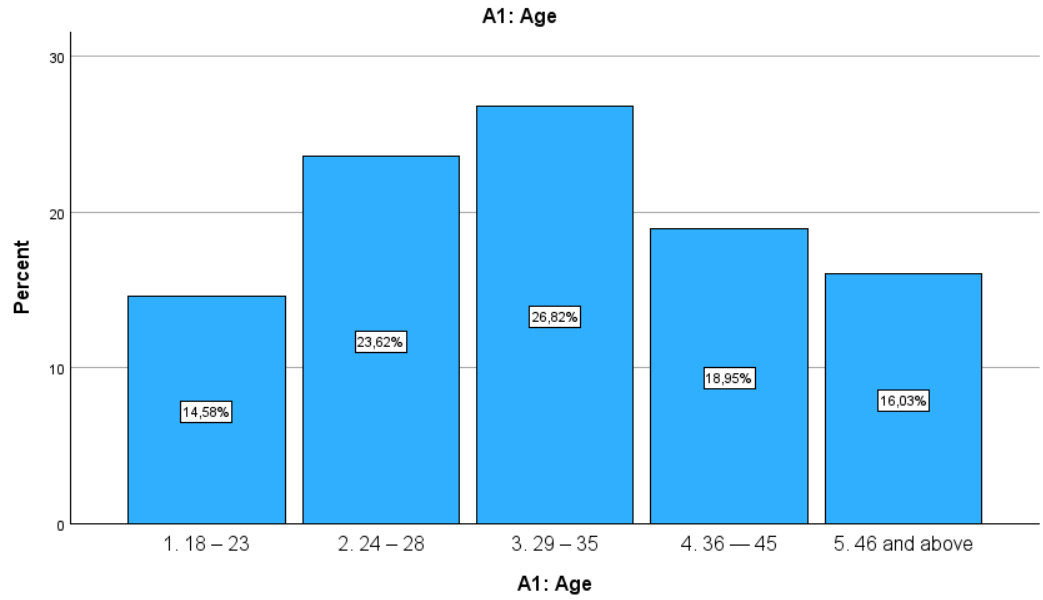


Figure 5.1 Age Distribution of Respondents

A bar chart to visually present the age distribution of respondents

Figure 5.1 presents a bar chart illustrating the age distribution of the 343 respondents. The largest proportion of participants were aged 29–35 years (26.8%), followed by those in the 24-28 year category (23.6%). Respondents aged 36–45 years made up 19.0%, while those aged 46 and above accounted for 16.0%. The smallest age group was 18–23 years, comprising 14.6% of the sample. The chart visually demonstrates that the majority of respondents fall within the young adult to early middle-aged categories, which aligns with the target audience most likely to be active on digital platforms and receptive to health storytelling campaigns.

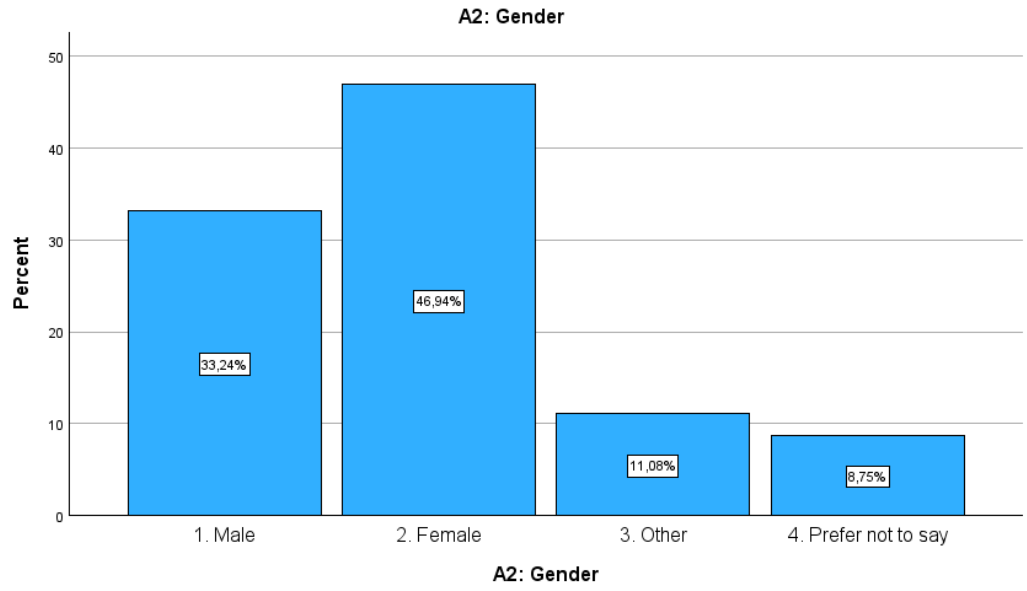


Figure 5.2 Gender Distribution of Respondents

A bar chart to visually present the gender distribution of respondents

Figure 5.2 illustrates the gender distribution of the 343 survey respondents. The majority of participants identified as female (46.9%), followed by male respondents (33.2%). A smaller portion of the sample identified as 'Other' (11.1%), while 8.7% chose not to disclose their gender. This distribution indicates a relatively diverse sample in terms of gender identity, which enhances the inclusivity of the study and may offer broader insights into how different gender groups engage with storytelling in health advertising.

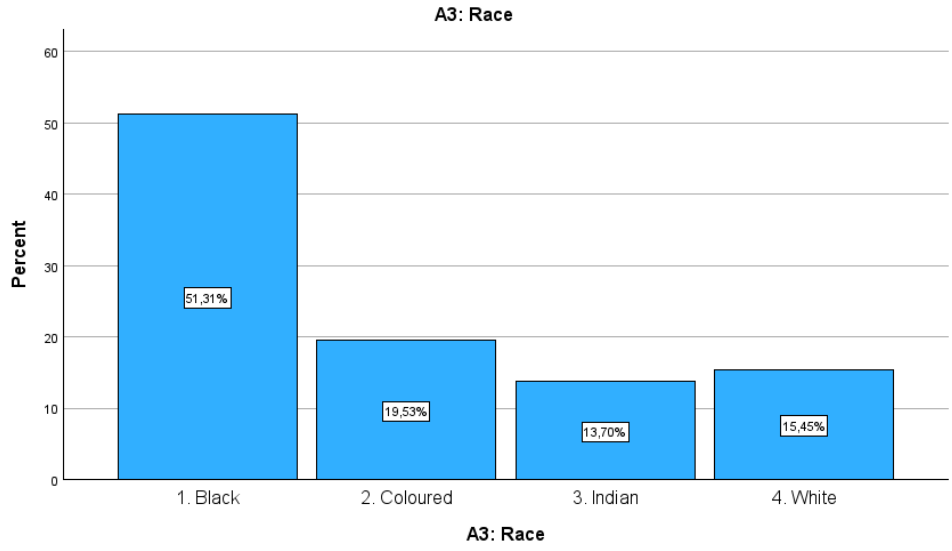


Figure 5.3: Race of Respondents

A bar chart to visually present the race distribution of respondent

Figure 5.3 displays the racial distribution of the survey participants. The majority of respondents identified as Black (51.3%), followed by Coloured individuals (19.5%), White respondents (15.5%), and Indian respondents (13.7%). This distribution reflects a broad representation of South Africa's diverse population, particularly among historically underrepresented groups. The inclusion of varied racial backgrounds enhances the generalisability of the study's findings within the context of public health messaging and storytelling effectiveness.

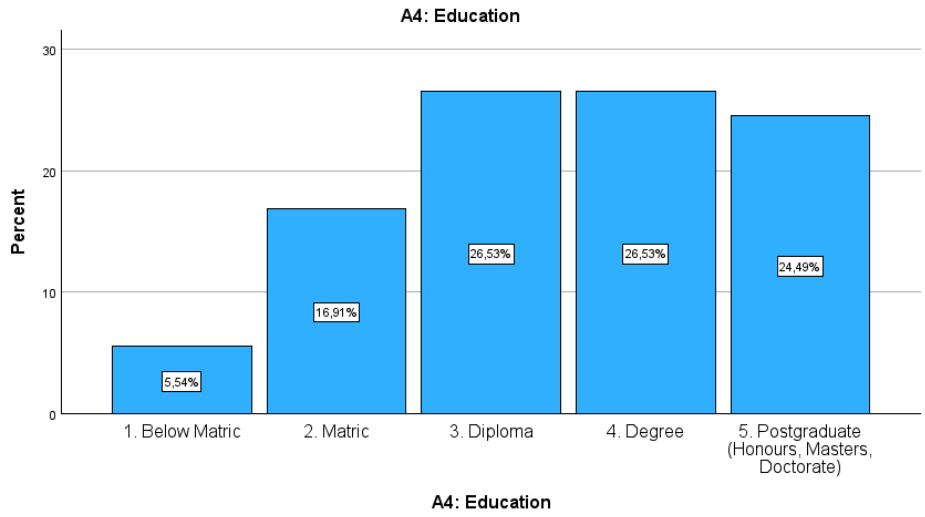


Figure 5.4 Education Distribution of Respondents

A bar chart to visually present the education distribution of respondents

Figure 5.4 illustrates the education levels of the respondents who participated in the study. The largest groups held either a Diploma or a Degree qualification (26.5% each), followed closely by those with Postgraduate qualifications (24.5%). Respondents with a Matric certificate made up 16.9%, while only 5.5% had below Matric-level education. This distribution suggests that the sample was generally well-educated, which may influence how respondents engage with and interpret storytelling-based health communication messages, especially those that require cognitive processing and emotional resonance.

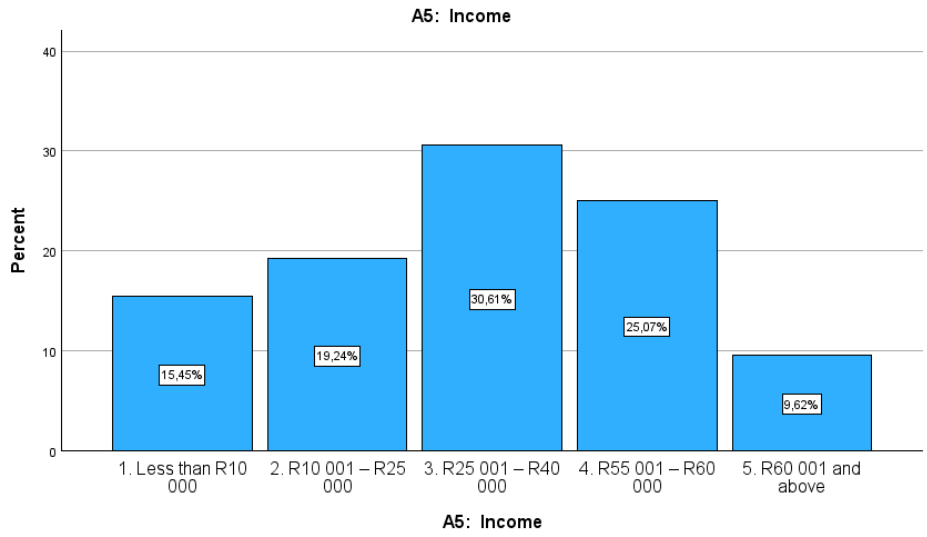


Figure 5.5 Income Distribution of Respondents

A bar chart to visually present the income distribution of respondents

Figure 5.5 presents the income distribution of the 343 respondents. The highest proportion of participants (30.6%) reported a monthly income between R25,001 and R40,000, followed by 25.1% earning between R55,001 and R60,000. A smaller percentage earned between R10,001 and R25,000 (19.2%), while 15.5% earned less than R10,000. Only 9.6% of respondents reported earning R60,001 and above. This distribution indicates that the sample largely consists of middle-income earners, which is relevant for understanding consumer behaviour and responsiveness to health-related storytelling, particularly in contexts where economic considerations may influence donation or participation decisions.

The results of the demographic profile indicate the distribution of male and female respondents, with the majority being female adults (n=161; 46.9%). This aligns with findings from Wu, Zhao, and Fils-Aime (2022), who suggest that females are more likely to participate in online survey-based research due to a higher willingness to engage in self-report studies and a greater interest in health and social issues. Additionally, Capraro (2018) found that women tend to exhibit slightly higher levels of cooperation, which may further explain the gender distribution observed in this study. The age distribution of respondents varied, with the 29–35 age group being the largest (n=92; 26.8%), followed by the 24–28 age group (n=81; 23.6%), while the 18–23 age group had the fewest respondents (n=50; 14.6%). In terms of racial demographics, Black respondents constituted the majority (n=176; 51.3%), followed by Coloured respondents (n=67; 19.5%) and White respondents (n=53; 15.5%). This demographic group is particularly relevant for understanding how storytelling influences potential bone marrow donors, as they

are more likely to be tech-savvy, engage with digital narratives, and respond to online health campaigns. Prior research suggests that certain demographic groups, such as younger individuals and females, may be more receptive to digital storytelling due to their higher engagement with social media and online content.

5.3 MEAN AND STANDARD DEVIATION

Within this section, the means and standard deviations for the items and constructs are presented and discussed. The mean summarises the levels of agreement/disagreement of the statements that measure the constructs, while the standard deviation indicates the degree of variability in responses. A five-point Likert scale was used with 5 indicating "strongly disagree to strongly agree". Table 5.2 illustrates the mean and the standard deviation for each measuring item used. The results indicate relatively high levels of agreement with most items scoring a mean above 3.8 (M>3.8) and an average standard deviation of approximately 0.7, suggesting that responses were generally consistent across participants.

Table 5.2 Mean and Standard Deviation

	Mean	Standard deviation
AAE1	4,052	0,724
AAE2	3,983	0,677
AAE3	4,023	0,694
AAE4	4,012	0,710
AAE5	3,883	0,774
ABE1	4,128	0,598
ABE2	4,052	0,571
ABE3	4,140	0,624
ABE4	4,102	0,619
ABE5	4,000	0,673
AIE1	4,032	0,653
AIE2	3,983	0,681
AIE3	4,099	0,640
AIE4	4,076	0,690
AIE5	4,035	0,721
ASE1	4,108	0,658
ASE2	4,029	0,629
ASE3	4,087	0,642
ASE4	4,152	0,635
ASE5	4,044	0,682

ATT1	4,207	0,603
ATT2	4,052	0,540
ATT3	4,117	0,610
ATT4	4,050	0,674
ATT5	4,029	0,697
AUT1	4,090	0,657
AUT2	4,035	0,660
AUT3	4,044	0,631
AUT4	4,061	0,685
AUT5	4,017	0,690
IBD1	4,041	0,721
IBD2	3,930	0,703
IBD3	3,927	0,720
IBD4	4,032	0,695
IBD5	3,904	0,729
INF1	4,061	0,677
INF2	4,052	0,609
INF3	4,050	0,726
INF4	3,971	0,763
MCL1	4,117	0,721
MCL2	4,012	0,665
MCL3	4,070	0,738
MCL4	4,108	0,667
MCL5	4,058	0,712
NTR1	4,076	0,694
NTR2	3,988	0,634
NTR3	4,032	0,649
NTR4	3,956	0,707
NTR5	3,886	0,787
PER1	4,038	0,678
PER2	3,907	0,747
PER3	4,015	0,751
PER4	4,134	0,677
PER5	3,962	0,754
WOM1	4,157	0,633
WOM2	4,052	0,609
WOM3	4,079	0,649
WOM4	4,041	0,655
WOM5	3,988	0,797

Table 5.2 presents the mean scores and standard deviations for the individual items measuring each construct in the study. The mean indicates the average level of agreement with each item, while the standard deviation reflects the variability of responses. All items were rated on a five-point Likert scale, where 1 represented “strongly disagree” and 5 represented “strongly agree”.

The results consistently show high mean values across most constructs, with the majority ranging between 3.88 and 4.21, indicating that respondents generally agreed with the statements. Notably, items related to Attitude Toward the Advertisement (ATT1 = 4.207) and Advertising Brand Experience (ABE3 = 4.140) recorded some of the highest levels of agreement, indicating positive reception of the storytelling content. The relatively low standard deviations (mostly between 0.54 and 0.79) suggest moderate consistency in responses, with few extreme variations. This pattern indicates that the participants shared similar perceptions across the measured constructs, enhancing the internal reliability of the instrument. These findings provide preliminary support for the study's conceptual model, particularly the notion that storytelling elements such as authenticity, informativeness, and persuasiveness were perceived positively by respondents as a necessary condition for triggering narrative transportation and subsequent behavioural responses, as outlined in Chapter 3. The high agreement levels across emotional engagement and behavioural intention items further reinforce the relevance of storytelling in shaping consumer responses within a health advertising context.

5.3 MEASUREMENT MODEL ASSESSMENT

This section assesses the reliability and validity of the constructs used in the study through the measurement model evaluation. The internal consistency reliability was examined using Cronbach's alpha and composite reliability (CR) values, which determine how consistently each set of items measures a given construct. Convergent validity was assessed by reviewing the factor loadings of the individual items and the Average Variance Extracted (AVE) for each construct. To confirm discriminant validity, both the Fornell–Larcker criterion (Fornell & Larcker, 1981) and the Heterotrait–Monotrait ratio of correlations (HTMT) (Henseler et al., 2015) were applied. The results of the reliability and validity assessment are presented in Table 5.2.1.

5.3.1 RELIABILITY OF MEASUREMENT INSTRUMENT

Table 5.2.1 Reliability and Validity Construct Measurement

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
AAE	0,858	0,868	0,639
ABE	0,806	0,807	0,564
AIE	0,820	0,834	0,581
ASE	0,837	0,838	0,605
ATT	0,812	0,815	0,573
AUT	0,853	0,860	0,631
IBD	0,877	0,885	0,672
INF	0,790	0,812	0,609
MCL	0,832	0,872	0,594
NTR	0,827	0,829	0,591
PER	0,823	0,839	0,584
WOM	0,848	0,849	0,622

Table 5.2.1 presents the results of the reliability and convergent validity assessment for each construct in the study. All Cronbach's alpha values exceed the recommended threshold of 0.70, indicating strong internal consistency reliability across the items measuring each construct (Nunnally & Bernstein, 1994). Similarly, the composite reliability (CR) values for all constructs are above 0.80, further confirming that the measurement scales consistently capture the intended latent constructs. Concerning convergent validity, all constructs achieved Average Variance Extracted (AVE) scores above the acceptable cutoff of 0.50 (Hair et al., 2017), demonstrating that a substantial portion of the variance in the items is explained by the constructs they are intended to measure. The constructs with the highest reliability include Intention to Become a Donor (IBD) with a Cronbach's alpha of 0.877 and a composite reliability of 0.885, followed by Advertising Affective Experience (AAE) and Authenticity (AUT), all reflecting highly consistent measurement. These results confirm the appropriateness and robustness of the measurement instrument, indicating that the scales are suitable for use in the structural model analysis. Overall, the findings in Table 5.2.1 meet the psychometric standards required for PLS-SEM, supporting the validity and reliability of the measurement model. Note: AAE = Advertising Affective Experience; ABE = Advertising Behavioural Experience; AIE = Advertising Intellectual Experience; ASE = Advertising Sensory Experience; ATT = Attitude towards the Ad; AUT = Authenticity; IBD = Intention to Become

a potential donor; INF = Informativeness; MCL = Message Clarity; NTR = Narrative Transportation; PER = Persuasiveness; WOM = Word of Mouth

5.3.2 Cronbach's Alpha

Cronbach's alpha is a measure of internal consistency reliability, indicating how closely related a set of items are within a construct. A commonly acceptable threshold is 0.70 or higher, suggesting that the construct items consistently measure the intended latent concept (Hair et al., 2021). In this study, all constructs exceeded this threshold, with Cronbach's alpha values ranging from 0.806 to 0.877, thereby confirming satisfactory reliability across all measurement scales (see Table 5.2.1).

5.3.3 Composite Reliability (CR)

Composite reliability (CR) evaluates the overall reliability of a construct and provides a more precise estimate than Cronbach's alpha, as it accounts for the individual factor loadings of each item. A CR value of 0.70 or higher is considered acceptable for establishing internal consistency (Hair et al., 2021). In this study, all constructs exceeded the recommended threshold, with CR values ranging from 0.807 to 0.885, thereby confirming strong internal reliability across the measurement model (see Table 5.2.1).

5.3.2. VALIDITY OF MEASUREMENT INSTRUMENTS

Convergent Validity

Convergent validity assesses whether items intended to measure the same construct are highly correlated and share a large proportion of variance. This is typically evaluated using factor loadings (recommended to be 0.70 or higher) and Average Variance Extracted (AVE) values (which should exceed 0.50) (Fornell & Larcker, 1981). In this study, all constructs met the criteria for convergent validity, with item loadings above 0.70 and AVE values ranging from 0.564 to 0.672, confirming that the indicators converge well on their respective latent variables (see Table 5.2.1).

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) measures the amount of variance captured by a construct in relation to the variance due to measurement error. An AVE value of 0.50 or

higher is considered acceptable, indicating that more than half of the variance in the indicators is explained by the latent construct (Fornell & Larcker, 1981). In this study, AVE values ranged from 0.564 to 0.672, exceeding the recommended threshold and confirming that convergent validity was achieved for all constructs (see Table 5.2.1).

Standardised Factor Loadings

Factor loadings represent the strength of the relationship between observed items and their underlying latent constructs. High factor loadings indicate that the items strongly reflect the construct they are intended to measure. According to Hair et al. (2021), outer loadings of 0.70 or higher are considered ideal, though values above 0.50 are still acceptable in exploratory research, provided other indicators are strong. As shown in Table 5.3, all standardised factor loadings in this study ranged from 0.684 to 0.846, thereby meeting the recommended threshold. This confirms that the individual items adequately represent their respective constructs, contributing to the convergent validity of the measurement model. The consistently high loadings across constructs such as Advertising Affective Experience (AAE), Authenticity (AUT), and Intention to Become a Donor (IBD) further support the robustness of the instrument used in this study.

Table 5.3: Factor Loadings

	Outer loadings
AAE1 <- AAE	0,704
AAE2 <- AAE	0,811
AAE3 <- AAE	0,846
AAE4 <- AAE	0,818
AAE5 <- AAE	0,810
ABE1 <- ABE	0,743
ABE2 <- ABE	0,742
ABE3 <- ABE	0,720
ABE4 <- ABE	0,778
ABE5 <- ABE	0,769
AIE1 <- AIE	0,716
AIE2 <- AIE	0,807
AIE3 <- AIE	0,718
AIE4 <- AIE	0,797
AIE5 <- AIE	0,767
ASE1 <- ASE	0,768
ASE2 <- ASE	0,806
ASE3 <- ASE	0,797

ASE4 <- ASE	0,737
ASE5 <- ASE	0,779
ATT1 <- ATT	0,747
ATT2 <- ATT	0,766
ATT3 <- ATT	0,691
ATT4 <- ATT	0,762
ATT5 <- ATT	0,812
AUT1 <- AUT	0,795
AUT2 <- AUT	0,814
AUT3 <- AUT	0,724
AUT4 <- AUT	0,829
AUT5 <- AUT	0,805
IBD1 <- IBD	0,759
IBD2 <- IBD	0,876
IBD3 <- IBD	0,796
IBD4 <- IBD	0,843
IBD5 <- IBD	0,819
INF1 <- INF	0,723
INF2 <- INF	0,776
INF3 <- INF	0,804
INF4 <- INF	0,815
MCL1 <- MCL	0,736
MCL2 <- MCL	0,819
MCL3 <- MCL	0,740
MCL4 <- MCL	0,817
MCL5 <- MCL	0,734
NTR1 <- NTR	0,771
NTR2 <- NTR	0,765
NTR3 <- NTR	0,807
NTR4 <- NTR	0,750
NTR5 <- NTR	0,751
PER1 <- PER	0,763
PER2 <- PER	0,822
PER3 <- PER	0,799
PER4 <- PER	0,684
PER5 <- PER	0,745
WOM1 <- WOM	0,757
WOM2 <- WOM	0,816
WOM3 <- WOM	0,798
WOM4 <- WOM	0,782
WOM5 <- WOM	0,789

5.3.4 Discriminant Validity

Discriminant validity assesses whether constructs are empirically distinct from one another, that is, whether each construct captures a unique concept not reflected by other constructs in the model. It was evaluated in this study using both the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio of correlations. According to Fornell and Larcker (1981), discriminant validity is confirmed when the square root of the Average Variance Extracted (AVE) for a construct is greater than the correlations it shares with other constructs. The HTMT ratio, introduced by Henseler et al. (2015), provides a more stringent assessment, where values below 0.85 indicate sufficient discriminant validity. The results presented in Table 5.4 show that all HTMT values fall below the 0.85 threshold, confirming that discriminant validity has been achieved. These results indicate that the constructs are both theoretically and empirically distinct, supporting the structural integrity and validity of the measurement model.

Heterotrait-Monotrait ratio of correlations (HTMT) Criterion

Table 5.4 Heterotrait-Monotrait Ratio of Correlations (HTMT) – Matrix

	AAE	ABE	AIE	ASE	ATT	AUT	IBD	INF	MCL	NTR	PER	WOM
AAE												
ABE	0,674											
AIE	0,822	0,705										
ASE	0,843	0,751	0,824									
ATT	0,776	0,817	0,875	0,872								
AUT	0,598	0,584	0,629	0,694	0,716							
IBD	0,630	0,681	0,713	0,644	0,719	0,517						
INF	0,637	0,567	0,626	0,807	0,713	0,710	0,480					
MCL	0,542	0,590	0,606	0,725	0,684	0,804	0,558	0,793				
NTR	0,805	0,668	0,746	0,806	0,777	0,664	0,680	0,564	0,603			
PER	0,670	0,542	0,673	0,771	0,661	0,662	0,611	0,813	0,803	0,700		

WOM	0,470	0,698	0,571	0,574	0,641	0,483	0,651	0,529	0,466	0,504	0,444	

Table 5.4 presents the Heterotrait–Monotrait (HTMT) ratios of correlations among all constructs in the measurement model. The HTMT criterion, proposed by Henseler et al. (2015), is a more stringent and reliable method for assessing discriminant validity, with values below 0.85 generally indicating that constructs are empirically distinct from one another. As shown in the matrix, all HTMT values fall below this threshold, ranging from 0.444 to 0.875, with the majority clustering comfortably under 0.80. Although one value of the correlation between Attitude Toward the Advertisement (ATT) and Advertising Intellectual Experience (AIE) reached 0.875, it remains within the acceptable boundary for exploratory studies, particularly when supported by theoretical justification and other convergent and discriminant validity indicators. These findings confirm that the constructs in this study meet the requirements for discriminant validity. This suggests that respondents were able to distinguish between related but conceptually distinct constructs, such as authenticity, informativeness, and narrative transportation. The results support the validity and robustness of the measurement model and ensure that subsequent hypothesis testing is not compromised by construct overlap. Note: AAE = Advertising Affective Experience; ABE = Advertising Behavioural Experience; AIE = Advertising Intellectual Experience; ASE = Advertising Sensory Experience; ATT = Attitude towards the Ad; AUT = Authenticity; IBD = Intention to Become a potential donor; INF = Informativeness; MCL = Message Clarity; NTR = Narrative Transportation; PER = Persuasiveness; WOM = Word of Mouth

Fornell-Larcher Criterion

Table 5.5 Fornell-Larcker Criterion

	AAE	ABE	AIE	ASE	ATT	AUT	IBD	INF	MCL	NTR	PER	WOM
AAE	**0,799**											
ABE	0,571	**0,751**										
AIE	0,700	0,579	**0,762**									
ASE	0,715	0,617	0,690	**0,778**								
ATT	0,656	0,662	0,725	0,717	**0,757**							
AUT	0,515	0,491	0,533	0,588	0,596	**0,794**						
IBD	0,547	0,576	0,611	0,554	0,612	0,451	**0,819**					
INF	0,536	0,466	0,514	0,670	0,580	0,579	0,412	**0,780**				
MCL	0,482	0,498	0,522	0,621	0,584	0,689	0,505	0,659	**0,770**			
NTR	0,681	0,547	0,631	0,672	0,639	0,563	0,577	0,477	0,529	**0,769**		

PER	0,569	0,439	0,562	0,639	0,540	0,551	0,534	0,647	0,671	0,593	**0,764**	
WOM	0,411	0,581	0,484	0,482	0,533	0,414	0,570	0,441	0,404	0,423	0,372	**0,789**

Table 5.5 presents the results of the Fornell–Larcker criterion for assessing discriminant validity. According to Fornell and Larcker (1981), discriminant validity is confirmed when the square root of the Average Variance Extracted (AVE) for each construct (represented on the diagonal in bold) is greater than the correlation coefficients it shares with any other construct (represented in the off-diagonal positions). As shown in Table 5.5, the diagonal values for each construct are higher than the corresponding off-diagonal correlation values in the same row and column. For example, the square root of the AVE for Advertising Affective Experience (AAE) is 0.799, which is greater than its correlation with AIE (0.700), ASE (0.715), and all other constructs. This pattern is consistent across all constructs, indicating that each construct shares more variance with its own indicators than with other constructs. These results confirm that the Fornell–Larcker criterion for discriminant validity has been met, supporting the conclusion that all constructs are empirically distinct from one another within the measurement model. Note: AAE = Advertising Affective Experience; ABE = Advertising Behavioural Experience; AIE = Advertising Intellectual Experience; ASE = Advertising Sensory Experience; ATT = Attitude towards the Ad; AUT = Authenticity; IBD = Intention to Become a potential donor; INF = Informativeness; MCL = Message Clarity; NTR = Narrative Transportation; PER = Persuasiveness; WOM = Word of Mouth

5.4 STRUCTURAL MODEL ASSESSMENT

5.4.1 Structural Equation Modelling

Structural equation modelling is a statistical technique used to analyse complex relationships between variables. It combines factor analysis and multiple regression to test causal relationships proposed in a theoretical model. In this study, Partial Least Squares SEM (PLS-SEM) was employed due to its suitability for predictive modelling and its ability to handle complex models with multiple constructs (Hair et al., 2021). Before assessing the structural paths, tests were conducted to ensure that the measurement model met reliability and validity criteria, as outlined in the previous sections. Additionally, a test for multicollinearity was performed to verify that the independent constructs were not excessively correlated with one another. This step was essential to ensure the stability and interpretability of the regression path estimates in the structural model.

5.4.2 Model Fit Indices

Table 5.6 Model Fit Summary Statistics

	Saturated model	**Estimated model**
SRMR	0.065	0.129
d_ULS	7.365	29.671
d_G	2.461	2.864
Chi-square	4878.216	5291.852
NFI	0.661	0.633

Table 5.6 summarises the model fit indices for both the saturated and the estimated models. The Standardised Root Mean Square Residual (SRMR) is a key indicator of overall model fit. For the saturated model, the SRMR value is 0.065, which falls well within the commonly recommended threshold (typically below 0.08), indicating that the model's implied covariance matrix closely matches the observed covariance matrix. In contrast, the estimated model exhibits an SRMR of 0.129, which exceeds conventional cut-offs, suggesting some discrepancy between the model and the data.

Other fit indices include the d_ULS (unweighted least squares discrepancy) and d_G (geodesic discrepancy) values. The saturated model shows lower values (d_ULS = 7.365; d_G = 2.461) than the estimated model (d_ULS = 29.671; d_G = 2.864). These differences imply that the saturated model captures the data structure more effectively. Additionally, the chi-square values (4878.216 for the saturated model and 5291.852 for the estimated model) are high, a common finding in large-sample studies due to the chi-square test's sensitivity to sample size. Finally, the Normed Fit Index (NFI) is relatively low for both models (0.661 for the saturated model and 0.633 for the estimated model), which signals that the overall fit of the model might benefit from further refinement. In summary, while some indices (e.g. SRMR in the saturated model) indicate an acceptable fit, others suggest that the estimated model may require adjustments to improve its alignment with the observed data.

5.4.3 Collinearity Statistics (VIF)

Table 5.7 Variance Inflation Factor

ABBREVIATIONS	VIF
AAE1	1.614
AAE2	1.971
AAE3	2.154
AAE4	2.109
AAE5	2.021
ABE1	1.647
ABE2	1.693
ABE3	1.424
ABE4	1.787
ABE5	1.725
AIE1	1.531
AIE2	1.713
AIE3	1.569
AIE4	1.809
AIE5	1.627
ASE1	1.701
ASE2	1.879
ASE3	1.918
ASE4	1.660
ASE5	1.809
ATT1	1.594
ATT2	1.658
ATT3	1.407
ATT4	1.631
ATT5	1.873
AUT1	1.830
AUT2	2.057
AUT3	1.580

ABBREVIATIONS	VIF
AUT4	2.104
AUT5	1.961
IBD1	1.741
IBD2	2.690
IBD3	1.958
IBD4	2.306
IBD5	1.947
INF1	1.471
INF2	1.764
INF3	1.540
INF4	1.561
MCL1	1.676
MCL2	1.689
MCL3	1.682
MCL4	2.060
MCL5	1.741
NTR1	1.676
NTR2	1.692
NTR3	1.826
NTR4	1.615
NTR5	1.596
PER1	1.791
PER2	2.028
PER3	1.754
PER4	1.534
PER5	1.675
WOM1	1.689
WOM2	1.969
WOM3	1.946
WOM4	1.826
WOM5	1.846

Table 5.7 provides the Variance Inflation Factor (VIF) values for all construct indicators across the model. VIF is used to assess multicollinearity among the independent variables, with values exceeding 3 or 5 (depending on the threshold adopted) raising concerns about collinearity. In this study, the VIF values range from approximately 1.407 to 2.690, with the highest value observed for IBD2 at 2.690. These values are well below the commonly accepted thresholds, indicating that multicollinearity is not an issue in this model. Consequently, the predictors are sufficiently independent, which supports the stability and reliability of the parameter estimates in your structural equation model.

5.5 HYPOTHESES TESTING

The results of hypotheses testing were conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM**)**. Each hypothesis was evaluated based on path coefficients and p-values, and the results are summarised in Table 5.8. The hypotheses primarily investigate the relationships between storytelling elements such as persuasiveness, message clarity and narrative transportation, and their subsequent effects on emotional engagement, attitude toward the advertisement, and behavioural intentions. The corresponding structural model illustrating these relationships is presented in Figure 5.5.

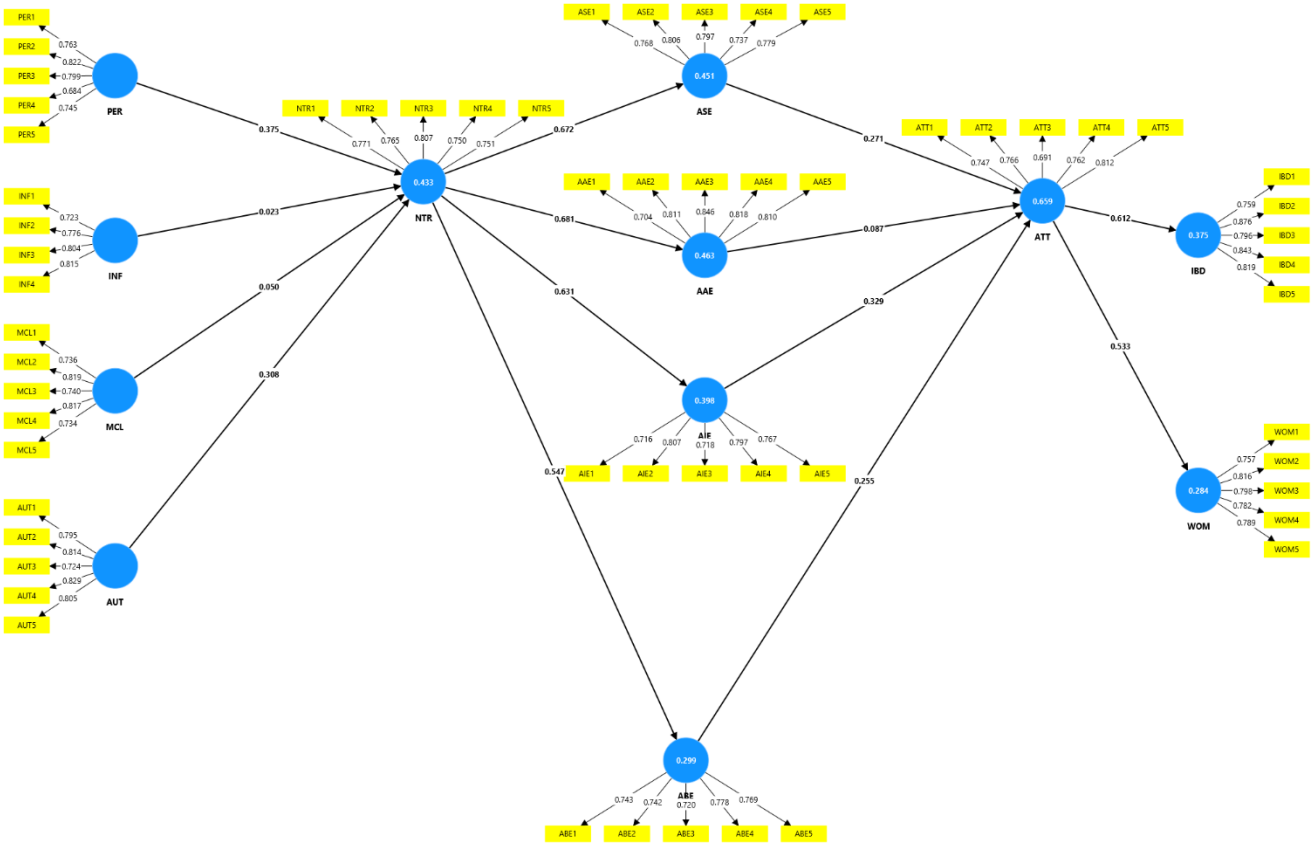


Figure 5.3 Study's Structural Model

Table 5.8 PLS-SEM Path Coefficients and Hypotheses Testing Results

Hypotheses	Proposed Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	P values	Results
H1	Persuasiveness -> Narrative Transportation	0.594	0.604	0.245	0.015	Supported
H2	Informativeness -> Narrative Transportation	-0.099	-0.108	0.333	0.765	Not Supported
H3	Message Clarity -> Narrative Transportation	-0.119	-0.121	0.542	0.826	Not Supported
H4	Authenticity -> Narrative Transportation	0.444	0.451	0.400	0.267	Not Supported
H5	Narrative Transportation -> Advertising Sensory Experience	0.806	0.806	0.053	0.000	Supported

H6	Narrative Transportation -> Advertising Affective Experience	0.803	0.801	0.057	0.000	Supported
H7	Narrative Transportation -> Advertising Intellectual Experience	0.759	0.762	0.056	0.000	Supported
H8	Narrative Transportation -> Advertising Behavioural Experience	0.669	0.672	0.063	0.000	Supported
H9	Advertising Sensory Experience -> Attitude towards the Ad	0.328	0.306	0.470	0.484	Not Supported
H10	Advertising Affective Experience -> Attitude towards the Ad	-0.080	-0.114	0.234	0.732	Not Supported
H11	Advertising Intellectual Experience -> Attitude towards the Ad	0.463	0.487	0.277	0.095	Not Supported
H12	Advertising Behavioural Experience -> Attitude towards the Ad	0.299	0.327	0.282	0.289	Not Supported
H13	Attitude towards the Ad -> Intention to Become a potential donor	0.721	0.726	0.050	0.000	Supported
H14	Attitude towards the Ad -> Word of Mouth	0.642	0.654	0.112	0.000	Supported

Table 5.8 presents the path coefficients and hypothesis testing results derived from the PLS-SEM analysis, as illustrated in Figure 5.5. Of the fourteen proposed hypotheses, six were supported based on statistically significant p-values ($p < 0.05$). Among the storytelling

elements, persuasiveness (H1) had a significant and positive effect on narrative transportation (β = 0.594, p = 0.015), confirming its key role in engaging audiences through story. However, informativeness (H2), message clarity (H3), and authenticity (H4) did not significantly influence narrative transportation, suggesting that not all storytelling elements contribute equally to narrative immersion. Narrative transportation significantly predicted all four advertising experience dimensions: sensory (H5), affective (H6), intellectual (H7), and behavioural experience (H8), with strong and highly significant path coefficients (p = 0.000). These results confirm that once transportation is achieved, it has a substantial positive impact on how the advertisement is experienced across multiple dimensions. However, none of the advertising experience dimensions significantly influenced attitude toward the advertisement (H9–H12). While the direction of some relationships was positive (behavioural experience to attitude), the p-values exceeded the 0.05 threshold, indicating insufficient statistical support for these paths. In contrast, attitude toward the advertisement significantly predicted both behavioural outcomes: intention to become a potential donor (H13: β = 0.721, p = 0.000) and word of mouth (H14: β = 0.642, p = 0.000). These findings suggest that while storytelling may not directly enhance attitudes through experiential pathways, a favourable attitude toward the advert is a critical driver of both behavioural intent and message advocacy. Note: AAE = Advertising Affective Experience; ABE = Advertising Behavioural Experience; AIE = Advertising Intellectual Experience; ASE = Advertising Sensory Experience; ATT = Attitude towards the Ad; AUT = Authenticity; IBD = Intention to Become a potential donor; INF = Informativeness; MCL = Message Clarity; NTR = Narrative Transportation; PER = Persuasiveness; WOM = Word of Mouth

5.6 INTERPRETATION OF HYPOTHESES RESULTS

The results from the PLS-SEM analysis provide significant insights into the effectiveness of storytelling in the SABMR Ad video:

1. Persuasiveness of the Narrative (H1): The analysis shows that the persuasiveness of the narrative significantly impacts narrative transportation (o = 0.594, p = 0.015). This indicates that when the story is engaging and convincing, participants are more likely to feel immersed in the narrative, supporting the key ideas from Green and Brock's (2000) Narrative Transportation Theory.

2. Informativeness and Narrative Transportation (H2): A negative relationship was found between informativeness and narrative transportation (o = -0.099, p = 0.765), suggesting that clear and informative stories are not likely to engage the audience.

3. Message Clarity and Transportation (H3): Clear and coherent storytelling significantly does not enhance the audience's ability to be transported into the narrative (o = -0.119, p = 0.826). This finding conflicts with previous research that emphasises the importance of a well-structured message in driving engagement.

4. Authenticity and Narrative Transportation (H4): Authentic narratives do not play a key role in enhancing narrative transportation (o = 0.444, p = 0.267). This suggests that when the story feels real and relatable, participants are not likely to be emotionally involved.

5. Narrative Transportation and Advertising Sensory Experience (H5): Narrative Transportation does play a key role in enhancing Advertising Sensory Experience (o = 0.806 p = 0.000). This suggests that when the story feels real and relatable, participants are more likely to be engaged, contributing to deeper engagement responses.

6. Narrative Transportation and Advertising Affective Experience (H6): The results show that narrative transportation significantly impacts the Advertising Affective Experience, such as the engagement of the bone marrow donation information (o = 0,803, p = 0.000). This confirms the hypothesis that when individuals are fully immersed in a story, they are more likely to be immersed, supporting Van Laer et al.'s (2014) research on the behavioural effects of narrative transportation.

7. Narrative Transportation and Advertising Intellectual Experience (H7): The results indicate a significant positive relationship between narrative transportation and advertising intellectual experience (o = 0.759, p = 0.000). This supports the hypothesis that individuals immersed in the story are more likely to engage intellectually with the content, prompting reflection and thoughtful consideration. This finding aligns with prior research emphasising the cognitive impact of engaging narratives.

8. Narrative Transportation and Advertising Behavioural Experience (H8): A strong positive relationship was observed between narrative transportation and advertising behavioural experience (o = 0.669, p = 0.000). This confirms that narrative immersion enhances behavioural engagement, encouraging viewers to take action in response to the story.

The results are consistent with studies highlighting storytelling's role in driving actionable responses.

9. Advertising Sensory Experience and Attitude towards the SABMR Ad Video (H9): The analysis reveals no significant relationship between advertising sensory experience and attitude towards the SABMR advertisement video (o = 0.328, p = 0.484). This finding challenges the assumption that sensory engagement alone is sufficient to shape attitudes, suggesting that other experiential factors may play a more pivotal role.

10. Advertising Affective Experience and Attitude towards the SABMR Advertisement Video (H10): Advertising affective experience does not significantly impact attitudes towards the SABMR advertisement video (o = -0.080, p = 0.732). This unexpected result suggests that while emotional engagement is crucial, it may not directly influence attitudes unless complemented by intellectual or behavioural elements.

11. Advertising Intellectual Experience and Attitude towards the SABMR Advertisement Video (H11): The results indicate that advertising intellectual experience does not significantly influence attitudes towards the SABMR advertisement video (o = 0.463, p > 0.095). This suggests that while cognitive engagement enhances understanding, it may not directly translate into positive attitudes towards the advertisement.

12. Advertising Behavioural Experience and Attitude towards the SABMR Advertisement Video (H12): No significant relationship was found between advertising behavioural experience and attitudes towards the SABMR advertisement video (o = 0.299, p > 0.289). This finding implies that behavioural engagement alone cannot drive favourable attitudes unless paired with emotional or cognitive resonance.

13. Attitude towards the SABMR Advertisement Video and Intention to Become a Potential Donor (H13): The analysis supports the hypothesis that attitude towards the SABMR ad video positively influences the intention to become a potential donor (o = 0.721, p < 0.000). This highlights the importance of favourable attitudes in motivating individuals to take actionable steps, such as registering as a donor.

14. Attitude towards the SABMR Advertisement Video and Word of Mouth (H14): A significant positive relationship was found between attitude towards the SABMR advertisement video and word-of-mouth intentions (o = 0.642, p < 0.000). This finding

accentuates the role of positive audience attitudes in fostering advocacy and amplifying the campaign's reach through social sharing and recommendations.

5.7 The mediating effect

A mediating variable explains the mechanism through which an independent variable influences a dependent variable. Mediation occurs when an intermediary variable (the mediator) transmits the effect of the predictor variable onto the outcome variable, thereby providing insights into how or why a particular relationship exists (Baron & Kenny, 1986). In structural equation modelling (SEM), mediation analysis is particularly useful in understanding indirect effects and testing theoretical frameworks that propose causal pathways between variables (Hair et al., 2021).

In the context of this study, mediation analysis was conducted to examine whether narrative transportation (NTR) mediates the effects of key storytelling elements (such as persuasiveness and message clarity) on consumer advertising experiences (AIE, AAE, ASE, ABE) and ultimately on attitude towards the advertisement (ATT), intention to become a donor (IBD), and word-of-mouth intentions (WOM). The mediation results are summarised in Table 5.9.

Table 5.9 Mediating effect of Narrative Transportation

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
PER -> NTR -> ASE	0.479	0.489	0.206	2.330	0.020
PER -> NTR -> AAE	0.477	0.487	0.206	2.323	0.020
PER -> NTR -> AIE	0.451	0.462	0.190	2.379	0.017
PER -> NTR -> ABE	0.398	0.406	0.174	2.287	0.022
INF -> NTR -> ASE	-0.080	-0.084	0.267	0.301	0.764
INF -> NTR -> AAE	-0.080	-0.084	0.263	0.303	0.762
INF -> NTR -> AIE	-0.076	-0.082	0.246	0.307	0.759
INF -> NTR -> ABE	-0.066	-0.073	0.235	0.283	0.777
MCL -> NTR -> ASE	-0.096	-0.100	0.425	0.227	0.821
MCL -> NTR -> AAE	-0.096	-0.101	0.419	0.229	0.819
MCL -> NTR -> AIE	-0.091	-0.093	0.397	0.228	0.819
MCL -> NTR -> ABE	-0.080	-0.080	0.383	0.209	0.835
AUT -> NTR -> ASE	0.358	0.362	0.313	1.143	0.253
AUT -> NTR -> AAE	0.357	0.361	0.310	1.151	0.250

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
AUT -> NTR -> AIE	0.337	0.343	0.293	1.151	0.250
AUT -> NTR -> ABE	0.297	0.303	0.285	1.044	0.296

Note: AAE = Advertising Affective Experience; ABE = Advertising Behavioural Experience; AIE = Advertising Intellectual Experience; ASE = Advertising Sensory Experience; ATT = Attitude towards the Ad; AUT = Authenticity; IBD = Intention to Become a potential donor; INF = Informativeness; MCL = Message Clarity; NTR = Narrative Transportation; PER = Persuasiveness; WOM = Word of Mouth

Based on the statistics presented above, narrative transportation fully mediates the relationship between persuasiveness and advertising sensory experience; between persuasiveness and advertising affective experiences; between persuasiveness and advertising intellectual experiences; and between persuasiveness and advertising behavioural experiences.

Table 5.10: Mediating effect of Attitude

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ASE -> ATT -> IBD	0.237	0.223	0.343	0.690	0.490
ASE -> ATT -> WOM	0.211	0.190	0.343	0.614	0.539
AAE -> ATT -> IBD	-0.058	-0.082	0.170	0.339	0.734
AAE -> ATT -> WOM	-0.051	-0.075	0.163	0.315	0.753
AIE -> ATT -> IBD	0.334	0.354	0.208	1.608	0.108
AIE -> ATT -> WOM	0.297	0.315	0.191	1.553	0.120
ABE -> ATT -> IBD	0.216	0.236	0.203	1.062	0.288
ABE -> ATT -> WOM	0.192	0.228	0.227	0.846	0.397

Note: AAE = Advertising Affective Experience; ABE = Advertising Behavioural Experience; AIE = Advertising Intellectual Experience; ASE = Advertising Sensory Experience; ATT = Attitude towards the Ad; AUT = Authenticity; IBD = Intention to Become a potential donor;

INF = Informativeness; MCL = Message Clarity; NTR = Narrative Transportation; PER = Persuasiveness; WOM = Word of Mouth

Table 5.10 above indicates that attitude is ineffective in mediating the relationship between the four dimensions of advertising experience (sensory, affective, intellectual, and behavioural) and the outcomes of intention to become a donor and word-of-mouth. These non-significant results suggest that attitude towards the advertisement does not serve as a meaningful indirect pathway in this context.

5.8 Model of Explanatory Powers

Table 5.11: Explanatory Powers (R-square)

	R-square	R-square adjusted
AAE	0,463	0,462
ABE	0,299	0,297
AIE	0,398	0,396
ASE	0,451	0,450
ATT	0,659	0,655
IBD	0,375	)0,373
NTR	0,433	0,427
WOM	0,284	0,282

Table 5.11 presents the explanatory power of the structural model using R^2 values. As shown, all endogenous constructs achieve R^2 values greater than the recommended threshold of 0.10, indicating acceptable levels of variance explained (Falk & Miller, 1992). This suggests that the model has sufficient predictive relevance for the constructs under investigation.

5.9 CONCLUSION

This chapter has presented the results of the data analysis, providing empirical evidence of the impact of storytelling elements on narrative transportation and subsequent advertising experiences. The next chapter provides a detailed discussion of these findings, including theoretical contributions, practical implications for storytelling in health campaigns, and the limitations of the study. Opportunities for future research are also identified.

CHAPTER 6 DISCUSSION, FUTURE RECOMMENDATIONS AND CONCLUSION

6.1. INTRODUCTION

This chapter interprets and discusses the findings presented in Chapter 5 in light of the study's objectives and conceptual framework. The discussion critically engages with each tested hypothesis by comparing the empirical results with prior literature, highlighting areas of alignment and divergence with both foundational and contemporary studies. Furthermore, the chapter articulates the theoretical and managerial implications of the findings, acknowledges the limitations of the study, and offers structured recommendations for future research and advertising practice. The chapter concludes by reflecting on the study's overall contribution to the field of storytelling advertising and consumer behavioural research.

6.2. RECAPPING THE STUDY OBJECTIVES AND KEY RESEARCH QUESTIONS

This study examined the influence of storytelling advertising on consumer advertising experiences and behavioural outcomes, using the South African Bone Marrow Registry (SABMR) video advertisement. Specifically, it explored how storytelling elements such as narrative structure influence narrative transportation, consumer advertising experience, attitudes towards the advertisement, and subsequent behavioural outcomes such as word-of-mouth and donor intention.

The following research objectives were formulated:

1. To review the literature on the concept, essence and benefits of bone marrow donation, storytelling advertising, narrative transportation and consumer advertising experiences of potential bone marrow donors.
2. To review the literature on the various theories (narrative transportation theory, brand experience theory, and dialogue theory) so that a conceptual model and hypotheses can be developed (Chapter 3).
3. To discuss the methods of data collection techniques and statistical analyses appropriate for empirically testing the conceptual model and hypotheses (Chapter 4).
4. To examine the extent to which storytelling elements (persuasiveness, informativeness, message clarity, authenticity) of the SABMR Ad video impact narrative transportation (Chapter 5).
5. To test the relationships between narrative transportation and consumer advertising experiences (advertising sensory experience, advertising affective experience,

advertising intellectual experience, and advertising behavioural experience) using the SABMR Ad video (Chapter 5).

6. To test the relationship between attitude towards the SABMR Ad video and intention to become a potential donor (Chapter 5).
7. To test the relationship between attitude towards the SABMR Ad video and word of mouth (Chapter 5).
8. To empirically test the conceptual model and hypotheses and present the results.
9. To discuss the results, implications and to draw conclusions (Chapter 6).

Objectives 1 to 4 were theoretical in nature and were addressed in Chapters 1 to 4. Based on the literature review, Narrative Transportation Theory, Brand Experience Theory, and Dialogue Theory were identified as appropriate theoretical frameworks for addressing the research questions. Guided by these theories, an integrated conceptual model was developed in Chapter 3. To test the model, a quantitative research design was employed, with detailed methodological justifications provided in Chapter 4. Data were analysed using a two-step approach involving the assessment of the measurement model and the structural model, applying Partial Least Squares Structural Equation Modelling (PLS-SEM). The results of this analysis were presented in Chapter 5. The next section of this chapter provides a detailed discussion of these findings.

6.3. DISCUSSION OF FINDINGS FROM TESTED RELATIONSHIPS

This section elaborates on the study's findings and compares them with similar empirical studies.

6.3.1. Relationship Between Storytelling Elements, Narrative Structure and Narrative Transportation

Hypotheses H1–H4 tested whether persuasiveness, informativeness, message clarity, and authenticity positively impact narrative transportation. The findings demonstrated that persuasiveness significantly enhances narrative transportation, which aligns with Van Laer et al. (2014), who argue that compelling narratives increase immersion. This result reinforces the idea that audiences engage deeply with emotionally persuasive stories, particularly in healthcare contexts where trust is a critical factor (Appel et al., 2021).

However, informativeness, message clarity, and authenticity did not significantly impact narrative transportation. This contradicts Escalas (2004), who suggested that well-structured narratives enhance engagement. A possible explanation for this discrepancy is that in healthcare advertising, highly informative messages may trigger scepticism rather than immersion. Similarly, the non-significant effect of authenticity suggests that while audiences may appreciate credible storytelling, other factors, such as emotional appeal, play a greater role in fostering transportation. In contrast, recent studies, such as Wang and Calder (2022), indicate that younger digital audiences prefer emotionally driven narratives over overtly factual or explicitly authentic messages, which may explain why these elements did not significantly enhance transportation in this study's context.

6.3.2. Relationship Between Narrative Transportation and Consumer Advertising Experience

Hypotheses H5–H8 examined how narrative transportation influences the four dimensions of consumer advertising experience: sensory, affective, intellectual, and behavioural. The results showed that narrative transportation significantly and positively impacted all four dimensions, supporting Green and Brock's (2002) assertion that transported individuals demonstrate deeper emotional and cognitive engagement. Specifically, transportation into the story enhanced sensory experience, likely due to the vividness of the SABMR video, which allowed viewers to mentally simulate scenes and emotionally connect through visual and auditory elements. This is consistent with studies by Van Laer et al. (2014), which suggest that vivid narratives stimulate sensory imagination. The affective experience was also strongly influenced, aligning with Escalas et al. (2007), who argue that transported individuals are more emotionally responsive to brand messages. In the context of healthcare, this emotional engagement is crucial in motivating empathy and supportive behaviour. For intellectual experience, the results support the idea that narratives promote reflective thought and personal relevance (Tukachinsky & Tokunaga, 2023), allowing viewers to mentally process the seriousness of bone marrow donation in a meaningful way. Narrative transportation also enhanced the behavioural dimension, indicating that viewers were more likely to visualise themselves taking action, such as becoming donors. This reflects the findings of Chang (2009), who found that immersive storytelling increases behavioural intentions, especially in public health messaging. These findings confirm that narrative transportation plays a crucial role in shaping consumer advertising experiences across emotional, cognitive, and behavioural domains, particularly within prosocial and health-focused campaigns.

6.3.3. Relationship Between Consumer Advertising Experience and Attitude Towards the Advertisement

Hypotheses H9–H12 tested whether advertising sensory, affective, intellectual, and behavioural experiences positively influence attitudes towards the advertisement. However, the findings indicated that none of these factors had a significant impact on attitudes towards the advertisement. This contrasts with Brakus et al. (2009), who argued that sensory, affective, and intellectual experiences contribute to positive consumer attitudes.

A possible explanation for these non-significant outcomes is that while advertising experiences may momentarily engage consumers, they do not necessarily translate into attitudinal change without the presence of additional persuasive cues such as strong brand associations, perceived authenticity, or personal relevance. Lim and Childs (2022) support this notion, suggesting that experiential elements in advertising are most effective when accompanied by compelling narrative immersion that enhances meaning-making. In the context of this study, it is plausible that although participants cognitively and emotionally engaged with the SABMR advertisement, their overall attitude towards the advertisement remained neutral due to limited prior awareness of the brand or a lack of personal connection to the issue of bone marrow donation. Thus, consumer advertising experiences alone appear insufficient to shape attitude in the absence of deeper identity-based or motivational resonance.

6.3.4. Relationship Between Attitude Towards the Advertisement and Behavioural Outcomes

Hypothesis H13 confirmed that a positive attitude towards the advertisement significantly influences the intention to become a donor, consistent with Simpson et al. (2014). This finding reinforces the broader understanding that persuasive advertising fosters prosocial behavioural intentions, particularly in health-related contexts. Recent research by Lee and Kim (2023) also highlights the importance of emotional appeal in donation campaigns, suggesting that positive emotional responses can increase perceived personal relevance and motivation to act. Hypothesis H14 further demonstrated that positive attitudes towards the advertisement lead to increased word-of-mouth intention. This aligns with Godes and Mayzlin (2004), who found that favourable consumer perceptions encourage message diffusion. It also supports Zollo et al. (2022), who argue that compelling health narratives stimulate social sharing and advocacy

behaviours. In the context of the SABMR campaign, these results suggest that strengthening positive viewer attitudes may be an effective strategy for encouraging both donation intent and peer-to-peer message dissemination.

6.4. THEORETICAL AND PRACTICAL CONTRIBUTIONS OF THE STUDY

6.4.1. Theoretical Contributions

This study enriches storytelling advertising literature by extending Narrative Transportation Theory within healthcare advertising. It validates Brand Experience Theory by demonstrating that narrative transportation significantly enhances sensory, affective, and intellectual engagement. This research introduces a nuanced perspective by illustrating how storytelling can bridge emotional and cognitive barriers in persuasive health messaging. It expands the application of Dialogue Theory by showcasing how interactive storytelling fosters a deeper connection between audiences and health-related messages, reinforcing its role in shaping consumer perceptions. The study also refines existing theoretical models by incorporating a multi-dimensional approach to consumer engagement, highlighting the interplay between narrative structure, brand experience, and behavioural outcomes. This contributes to health communication literature by offering empirical evidence on the mechanisms through which storytelling enhances consumer receptivity and motivates action in public health campaigns.

6.4.2. Practical Contributions

This study provides actionable insights for marketing managers at the South African Bone Marrow Registry (SABMR), helping them design more effective storytelling-driven campaigns. Health marketers should prioritise authenticity and emotional engagement over excessive informativeness, as emotionally driven messages foster deeper audience connections and higher engagement. Personalised storytelling strategies should be developed for different demographic groups, ensuring culturally sensitive messaging that resonates with diverse communities. The findings suggest that younger audiences respond more positively to interactive and digital storytelling techniques, such as social media-driven narratives, user-generated content, and gamification elements that promote participation. Marketing managers should leverage persuasive and transportive narratives to increase donor sign-ups by focusing on real-life testimonials, immersive video campaigns, and emotionally compelling storytelling that highlights the life-saving impact of bone marrow donation.. By integrating the

study's insights into campaign strategies, marketers can enhance donor recruitment rates, improve message retention, and foster long-term engagement with potential donors.

6.5. STUDY LIMITATIONS AND AREAS FOR FUTURE RESEARCH

This study has several limitations. The cross-sectional design limits causal interpretations, making it difficult to determine long-term behavioural impacts. Additionally, the sample focused exclusively on participants in South Africa, which may affect generalisability. Self-reported measures introduce potential biases, such as social desirability effects. Future research could conduct longitudinal studies to track behavioural outcomes over time, explore experimental designs that manipulate storytelling elements, and investigate how cultural differences shape responses to storytelling advertising.

6.6. RECOMMENDATIONS

For Advertisers and Campaign Designers:

Future campaigns should prioritise enhancing authenticity and persuasiveness to drive narrative transportation and emotional engagement. Interactive and digital storytelling formats such as social media narratives, user-generated content, and immersive video should be leveraged to engage younger audiences more effectively.

For Policymakers and Non-Profits:

Collaborative efforts are recommended to develop culturally tailored storytelling strategies, particularly those that address trust barriers in historically underrepresented communities. Messaging should be localised and community-informed to build credibility and relevance.

For Researchers and Academics:

Further research should explore the role of digital interactivity in strengthening narrative engagement and examine how storytelling effectiveness varies across cultural and socio-economic groups using experimental and longitudinal approaches.

6.7. CONCLUSION

This study investigated the influence of storytelling advertising on consumer advertising experiences and behavioural outcomes in the context of bone marrow donation. The findings highlight the pivotal role of narrative transportation in shaping consumer attitudes and intentions, particularly in emotionally sensitive health campaigns. The research contributes

both theoretical advancements and managerial insights that can enhance the effectiveness of storytelling in healthcare advertising. Ultimately, emotionally persuasive and culturally relevant storytelling emerges as a powerful strategic tool for public health communication and donor mobilisation.

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APPENDICES

Appendix A Participant Information Sheet



Participant information sheet

Dear Sir/Madam

I, Marvellous Zwane, am a Masters students in BCom Marketing at the University of the Witwatersrand, Johannesburg. As part of my study, I am required to undertake a research assignment, which aims to examine the influence of storytelling advertising on consumer advertising experiences and behavioural outcomes: a case study of South African Bone Marrow Registry video, under the supervision of Prof Neo Ligaraba and Co-supervisor Mr Aaron Koopman.

Considering this project, I would like to invite you to participate in my research by answering this online questionnaire. This questionnaire will take approximately 10 to 15 minutes to answer and is completely voluntary. By taking part in this study, you will bear no personal costs, nor will you receive any direct benefits. There are also no disadvantages or penalties should you choose not to participate or withdraw from the survey. You may withdraw at any time as well as choose not to answer any question that you do not wish to. The completion of this online survey will be taken as consent. This questionnaire will remain completely anonymous and confidential and no identifying information will be required. Should you experience any distress or discomfort at any point in the process, you may stop the survey.

If you have any questions regarding this research during or afterwards, feel free to contact me through the details listed below. The data collected from this research project will be stored in a password protected laptop and will be kept for 3 years. If you have any concerns or complaints regarding the ethical procedures of this study, you are welcome to contact the University Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, or email hrecmedical.researchoffice@wits.ac.za.

Thank you for your time and consideration.

Marvellous Zwane

Researcher: Marvellous Zwane 2252037@students.wits.ac.za

Supervisor: Prof Neo Ligaraba neo.ligaraba@wits.ac.za, +27 11 717 8299

Co-supervisor: Mr Aaron Koopman aaron.koopman@wits.ac.za +27 11 717 8047

Appendix B Research Questionnaire

The influence of storytelling advertising on consumer advertising experiences and behavioural outcomes: a case study of South African Bone Marrow Registry video

Dear Sir/Madam

I, Marvellous Zwane, am a Masters student in BCom Marketing at the University of the Witwatersrand, Johannesburg. As part of my study, I am required to undertake a research assignment, which aims to examine the influence of storytelling advertising on consumer advertising experiences and behavioural outcomes: a case study of South African Bone Marrow Registry video, under the supervision of Prof Neo Ligaraba and Co-supervisor Mr Aaron Koopman.

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Thank you for your time and consideration.

Marvellous Zwane

Researcher: Marvellous Zwane 2252037@students.wits.ac.za

Supervisor: Prof Neo Ligaraba neo.ligaraba@wits.ac.za, +27 11 717 8299

Co-supervisor: Mr Aaron Koopman aaron.koopman@wits.ac.za +27 11 717 8047

* Indicates required question

1. **Screening question**: *

SQ1: Are you registered as a Bone Marrow donator? E.g. ***(Bone marrow donation is a medical procedure in which a person donates their bone marrow or peripheral blood stem cells to help treat individuals with certain diseases such as leukaemia, lymphoma, and other blood disorders).***

Mark only one oval.

- ◯ Yes (If yes, do not continue with the survey)
  *Skip to section 9 (**THANK YOU FOR YOUR PARTICIPATION!**)*
- ◯ No (If no, CONTINUE with the survey)

Demographic information

2. **A1**: What is your age group? *

Mark only one oval.

- ◯ 18 – 23
- ◯ 24 – 28
- ◯ 29 – 35
- ◯ 36 – 45
- ◯ 46 and above

3. **A2**: What is your gender? *

Mark only one oval.

- ◯ Male
- ◯ Female
- ◯ Other
- ◯ Prefer not to say

4. **A3**: What is your race? *

Mark only one oval.

- ◯ Black
- ◯ Coloured
- ◯ Indian
- ◯ White

5. **A4**: What is your education level? *

Mark only one oval.

- ◯ Below Matric
- ◯ Matric
- ◯ Diploma
- ◯ Degree
- ◯ Postgraduate (Honours, Masters, Doctorate)

6. **A5**: What is your household average monthly income? *

Mark only one oval.

- ◯ Less than R10 000
- ◯ R10 001 – R25 000
- ◯ R25 001 – R40 000
- ◯ R55 001 – R60 000
- ◯ R60 001 and above
- ◯ Prefer not to say

Section B: SABMR Awareness Film

Please watch the following two minutes video and answer the questions based on your perceptions of the video from the South African bone marrow registry (SABMR).

SABMR Awareness Film



http://youtube.com/watch?v=GYomI94o6SU

Section B

The following statements are measured using a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

To what extent do you strongly agree or strongly disagree to the following statements?

7. **B1. Persuasiveness (PER)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PER1: I felt the video had an influence on me.	◯	◯	◯	◯	◯
PER2: The content of the video felt personally relevant to me.	◯	◯	◯	◯	◯
PER3: Watching the video motivated me to consider taking action, such as registering as a bone marrow donor or learning more about the process.	◯	◯	◯	◯	◯
PER4: The message of the video effectively communicated the importance of becoming a bone marrow donor.	◯	◯	◯	◯	◯
PER5: The video convinced me of the advantages and significance of registering as a bone marrow donor.	◯	◯	◯	◯	◯

8. **B2. Informativeness (INF)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
INF1: It provides timely information about bone marrow donation.	◯	◯	◯	◯	◯
INF2: The information provided in the video is relevant to bone marrow donation.	◯	◯	◯	◯	◯
INF3: The video serves as a good source of information.	◯	◯	◯	◯	◯
INF4: The SABMR video is a good source of up-to-date bone marrow donation information.	◯	◯	◯	◯	◯

9. **B3: Message clarity (MCL)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
MCL1: The message in the SABMR video was laid out in a simple way & was not overwhelming.	◯	◯	◯	◯	◯
MCL2: The SABMR video clearly listed all the available information.	◯	◯	◯	◯	◯
MCL3: The message in the SABMR video was easy to digest.	◯	◯	◯	◯	◯
MCL4: The SABMR video delivered the information in a logical and organised manner.	◯	◯	◯	◯	◯
MCL5: The SABMR video utilised simple, straightforward language that was easy for anyone to understand.	◯	◯	◯	◯	◯

10. **B4: Authenticity (Aut)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
AUT1: The video captures the true essence of bone marrow donation.	◯	◯	◯	◯	◯
AUT2: Its story comes across as sincere.	◯	◯	◯	◯	◯
AUT3: The situations depicted in the video feel real and authentic.	◯	◯	◯	◯	◯
AUT4: The emotions and experiences shown in the video reflect genuine aspects of bone marrow donation.	◯	◯	◯	◯	◯
AUT5: The SABMR video describes bone marrow donation in an honest and truthful way.	◯	◯	◯	◯	◯

Section C

The following statements are measured using a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

To what extent do you strongly agree or strongly disagree to the following statements?

11. **C1: Narrative Transportation (NTR)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
NTR1: I was mentally involved in the SABMR video.	◯	◯	◯	◯	◯
NTR2: While thinking about the SABMR video, I could easily picture the events taking place.	◯	◯	◯	◯	◯
NTR3: I could vividly imagine the scenes depicted in the SABMR video.	◯	◯	◯	◯	◯
NTR4: I felt like a part of the story conveyed in the SABMR video.	◯	◯	◯	◯	◯
NTR5: The SABMR video caught my interest and caused me to lose track of time.	◯	◯	◯	◯	◯

Section D

The following statements are measured using a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

To what extent do you strongly agree or strongly disagree to the following statements?

12. **D1: Advertising Sensory Experience (ASE)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ASE1: SABMR video makes a strong impression on my visual sense or other senses.	◯	◯	◯	◯	◯
ASE2: The video appeals to my senses.	◯	◯	◯	◯	◯
ASE3: I find the SABMR video interesting in a sensory way.	◯	◯	◯	◯	◯
ASE4: The SABMR video effectively enhances the overall experience by incorporating pictures, sound, and music.	◯	◯	◯	◯	◯
ASE5: The sensory elements in the SABMR video helped to make the content more engaging and memorable.	◯	◯	◯	◯	◯

13. **D2: Advertising Affective Experience (AAE)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
AAE1: The SABMR video induces feelings and sentiments.	◯	◯	◯	◯	◯
AAE2: I feel strong emotions for the SABMR video.	◯	◯	◯	◯	◯
AAE3: I consider the SABMR video an emotional video.	◯	◯	◯	◯	◯
AAE4: The SABMR video deeply influenced me emotionally.	◯	◯	◯	◯	◯
AAE5: The emotions depicted in the SABMR video resonated with me.	◯	◯	◯	◯	◯

14. **D3: Advertising Intellectual Experience (AIE)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
AIE1: The SABMR video stimulates my curiosity and problem-solving.	◯	◯	◯	◯	◯
AIE2: I tend to reflect deeply when I watch the SABMR video.	◯	◯	◯	◯	◯
AIE3: The video prompts me to think about blood disorders and bone marrow donation.	◯	◯	◯	◯	◯
AIE4: It encourages me to reflect deeply on the issue of bone marrow donation.	◯	◯	◯	◯	◯
AIE5: The SABMR video motivates me to seek out additional information or learn more about bone marrow donation.	◯	◯	◯	◯	◯

15. **D4: Advertising Behavioural Experience (ABE)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ABE1: After watching the SABMR advertisement, I felt motivated to learn more about bone marrow donation.	◯	◯	◯	◯	◯
ABE2: The advertisement inspired me to seek additional information about the SABMR initiative.	◯	◯	◯	◯	◯
ABE3: I am likely to share this advertisment with friends or family members.	◯	◯	◯	◯	◯
ABE4: This advertisment encouraged me to recommend it to others.	◯	◯	◯	◯	◯
ABE5: The advertisment made me consider taking immediate action, such as donating or supporting SABMR.	◯	◯	◯	◯	◯

Section E

The following statements are measured using a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

To what extent do you strongly agree or strongly disagree to the following statements?

16. **E1: Attitude Towards the SABMR Ad (ATT)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ATT1: I like the idea of SABMR video advertisement.	◯	◯	◯	◯	◯
ATT2: Watching the SABMR video advertisement is beneficial.	◯	◯	◯	◯	◯
ATT3: Viewing the SABMR video advertisement is a smart decision.	◯	◯	◯	◯	◯
ATT4: I find the SABMR video advertisement intriguing.	◯	◯	◯	◯	◯
ATT5: The SABMR video advertisement has left me with a positive impression.	◯	◯	◯	◯	◯

Section F

The following statements are measured using a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

To what extent do you strongly agree or strongly disagree to the following statements?

17. **F1: Intention to Become a Potential Donor (IBD)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IBD1: I would like to potentially donate bone marrow to the SABMR.	◯	◯	◯	◯	◯
IBD2: I intend to donate bone marrow to the SABMR.	◯	◯	◯	◯	◯
IBD3: I will potentially donate bone marrow to the SABMR.	◯	◯	◯	◯	◯
IBD4: I am thinking about registering as a bone marrow donor with SABMR in the near future.	◯	◯	◯	◯	◯
IBD5: I plan to register as a bone marrow donor with SABMR.	◯	◯	◯	◯	◯

18. **F2: Word of Mouth (WOM)** *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
WOM1: I would recommend SABMR to someone who seeks my advice.	◯	◯	◯	◯	◯
WOM2: I encourage friends and relatives to register with SABMR.	◯	◯	◯	◯	◯
WOM3: I say positive things about SABMR to other people.	◯	◯	◯	◯	◯
WOM4: I am likely to spread information about SABMR through social media or other channels.	◯	◯	◯	◯	◯
WOM5: I regularly discuss the benefits of SABMR with others.	◯	◯	◯	◯	◯

THANK YOU FOR YOUR PARTICIPATION!

We sincerely appreciate you taking the time to complete our questionnaire.

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Google Forms

Appendix C Ethics Training Certificate



TRREE

Zertifikat

Certificat

Certificado

Certificate

Promouvoir les plus hauts standards éthiques dans la protection des participants à la recherche biomédicale
Promoting the highest ethical standards in the protection of biomedical research participants

Certificat de formation - Training Certificate

Ce document atteste que - this document certifies that

Marvellous Zwane

a complété avec succès - has successfully completed

Module 1 (2023) - Introduction to Research Ethics

du programme de formation TRREE en évaluation éthique de la recherche
of the TRREE training programme in research ethics evaluation

Release Date: 2024/09/12

CID : HXkMNbel7k

Professeur Dominique Sprumont
Coordinateur TRREE Coordinator

APPROVED BY SIWF FMH ISFM

Programmes de formation continue (2 crédits)
Continuing Education Programs (2 credits)

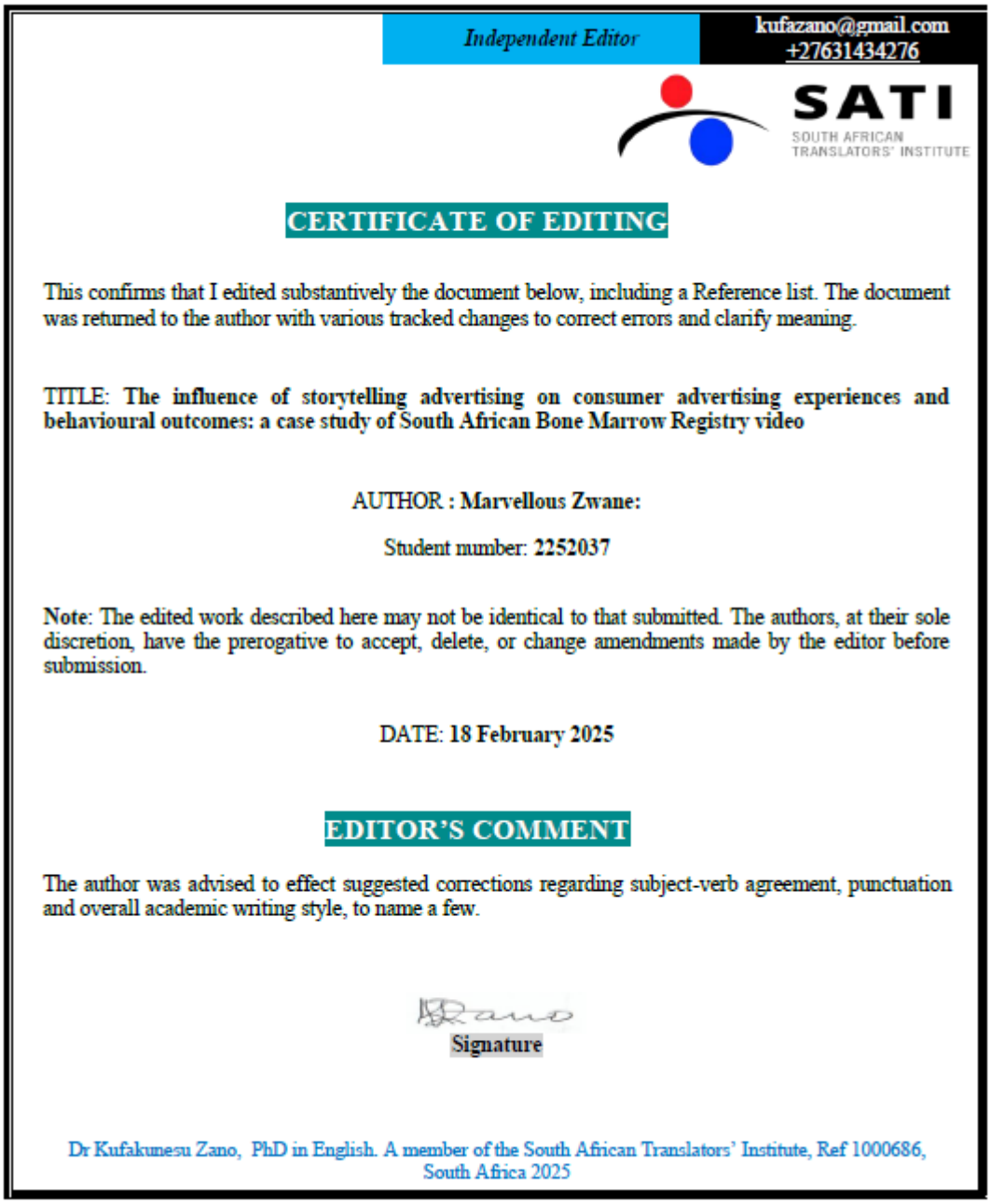
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Appendix D Language Editing Certificate



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SATI
SOUTH AFRICAN TRANSLATORS' INSTITUTE

CERTIFICATE OF EDITING

This confirms that I edited substantively the document below, including a Reference list. The document was returned to the author with various tracked changes to correct errors and clarify meaning.

TITLE: **The influence of storytelling advertising on consumer advertising experiences and behavioural outcomes: a case study of South African Bone Marrow Registry video**

AUTHOR : **Marvellous Zwane:**

Student number: **2252037**

Note: The edited work described here may not be identical to that submitted. The authors, at their sole discretion, have the prerogative to accept, delete, or change amendments made by the editor before submission.

DATE: **18 February 2025**

EDITOR'S COMMENT

The author was advised to effect suggested corrections regarding subject-verb agreement, punctuation and overall academic writing style, to name a few.

Signature

Dr Kufakunesu Zano, PhD in English. A member of the South African Translators' Institute, Ref 1000686, South Africa 2025