

Digital Storytelling Strategy and Visual Branding in Enhancing Brand Resonance in Footwear Startuppreneur

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ABSTRACT

The rapid development of digital technology has encouraged startuppreneur footwear businesses to implement innovative digital branding strategies to attract and retain consumers. **This study aims** to analyze the influence of digital storytelling and visual branding on brand resonance in startuppreneur footwear businesses. **A quantitative** approach was employed, with data collected through questionnaires, social media observation, and literature studies. A total of 100 respondents were selected using purposive sampling. Data analysis was conducted using SmartPLS to evaluate the measurement and structural models. **The findings** indicate that digital storytelling and visual branding have a positive and significant influence on brand resonance. Digital storytelling has a positive and significant effect on brand resonance ($\beta = 0.49$, $t = 5.27$), while visual branding also has a positive and significant effect ($\beta = 0.38$, $t = 3.90$). Together, digital storytelling and visual branding explain 65% of the variance in brand resonance ($R^2 = 0.65$). Digital storytelling through authentic and emotionally engaging content increases consumer engagement and emotional connection with the brand. Meanwhile, visual branding through consistent visual identity, color usage, logo, and social media design strengthens brand recognition and consumer trust. **The integration** of digital storytelling and visual branding can enhance customer loyalty, repeat purchase intention, and Electronic Word of Mouth (e-WOM). Furthermore, Instagram and TikTok play important roles in supporting digital branding strategies for footwear businesses. This study contributes to digital marketing and branding strategies while supporting the Sustainable Development Goals (SDGs), particularly SDG 8 and SDG 9.

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1. INTRODUCTION

Digital transformation has changed consumer behavior in purchasing footwear products online [1]. Social media platforms such as Instagram, TikTok, and Shopee have become key communication channels between brands and consumers, enabling businesses to interact with audiences and present their products through digital content [2]. In Indonesia, the growing number of footwear startuppreneurs has intensified competition beyond product quality and pricing, requiring businesses to develop stronger digital strategies to differentiate

their brands. Consequently, businesses must integrate digital storytelling and visual branding to strengthen brand resonance, build consumer connections, differentiate their brands, and remain competitive in the digital market [3].



Figure 1. SDGs

As illustrated in Figure 1, digital storytelling and visual branding are two key strategies for strengthening brand resonance in startup footwear businesses [4]. Digital storytelling communicates authentic brand narratives through content such as behind the scenes production, customer experiences, founder stories, and product values, helping increase consumer engagement, trust, and emotional attachment [5]. It also enables footwear entrepreneurs to communicate their brand values, vision, and product uniqueness, supporting stronger consumer connections and continued digital interaction [6]. Meanwhile, visual branding shapes consumer perceptions through consistent colors, logos, typography, packaging, and social media designs, creating a recognizable identity that strengthens brand recognition and consumer memory [7].

The integration of digital storytelling and visual branding strengthens brand resonance through emotional attachment, loyalty, advocacy, repeat purchase behavior, and e-WOM [8]. Consistent storytelling and visual identity can also reinforce consumer trust and support long term brand relationships [9]. This framework aligns with SDG 8 and SDG 9 by supporting digital entrepreneurship, innovation, technology adoption, and sustainable economic growth [10]. Therefore, this study aims to examine the influence of digital storytelling and visual branding strategies on brand resonance in footwear startup businesses [11].

2. LITERATURE REVIEW

Previous studies indicate that digital storytelling plays an important role in strengthening consumer engagement, emotional attachment, brand trust, and loyalty in digital marketing environments. Digital storytelling enables brands to communicate their values, personality, and experiences through authentic, meaningful, and relevant narratives. Through brand stories, customer experiences, and behind the scenes content, consumers can develop stronger emotional connections and become more actively involved in brand interactions [12]. This process is supported by narrative transportation theory, which explains that consumers who become immersed in compelling brand stories are more likely to develop favorable attitudes, emotional responses, and behavioral intentions toward a brand [13]. Therefore, consistent and authentic storytelling can strengthen consumer engagement and support long term relationships between consumers and brands.

Visual branding also plays an important role in shaping consumer perceptions, brand recognition, credibility, and trust. Consistent visual elements, including logos, colors, typography, packaging, and social media design, help consumers recognize and remember a brand more easily. From the perspective of Signaling Theory, these visual elements function as signals of quality, professionalism, and credibility, reducing consumer uncertainty and strengthening positive perceptions of the brand. Consistent visual identity can also enhance

brand uniqueness and differentiation in competitive digital markets [14]. For footwear startupreneurs, effective visual branding across digital platforms can therefore strengthen consumer confidence, engagement, loyalty, and emotional attachment.

The integration of digital storytelling and visual branding provides complementary mechanisms for strengthening brand resonance by combining meaningful narratives with consistent visual identities. Digital storytelling strengthens emotional and behavioral connections, while visual branding reinforces brand recognition, credibility, and cognitive associations [15]. Together, these strategies can encourage customer loyalty, repeat purchase intention, advocacy, emotional attachment, and e-WOM. Social media platforms such as Instagram and TikTok further support these strategies by enabling brands to communicate storytelling and visual content consistently. However, previous research has largely examined digital storytelling, visual branding, and brand resonance separately, leaving limited discussion of their integrated influence, particularly among Indonesian footwear startupreneurs [16]. Therefore, this study examines the combined influence of digital storytelling and visual branding on brand resonance while considering generation Z perspectives and their relevance to SDG 8 and SDG 9.

3. RESEARCH METHOD

This study employs a quantitative research methodology to systematically examine the relationships among digital storytelling strategy, visual branding, and brand resonance in footwear startupreneur businesses [17]. The research methodology covers the research design, population and sample, data collection technique, hypothesis development, and research framework [18]. These methodological components provide a structured basis for collecting, measuring, and analyzing empirical data to evaluate the proposed relationships among the research variables [19]. The quantitative approach enables the study to obtain measurable evidence regarding the influence of digital storytelling strategy and visual branding on brand resonance, while ensuring that the research process is conducted systematically and consistently.

3.1. Research Design

This study employs a quantitative research design to examine the relationships among digital storytelling strategy, visual branding, and brand resonance in footwear startupreneur businesses [20]. A quantitative approach was selected because the study seeks to objectively measure the influence of digital storytelling strategy and visual branding on enhancing brand resonance using numerical data and statistical analysis [21]. This research design enables the systematic testing of the proposed relationships among the study variables through empirical data collection and quantitative analysis, thereby providing reliable, valid, and generalizable findings regarding brand resonance in the footwear startupreneur context [22].

Table 1. Research Design Summary

Research Component	Description
Research Approach	Quantitative research
Research Design	Explanatory research design
Research Objective	To examine the influence of digital storytelling strategy and visual branding on brand resonance in footwear startupreneur businesses
Independent Variables	Digital Storytelling Strategy (X1) and Visual Branding (X2)
Dependent Variable	Brand Resonance (Y)
Data Collection Method	Structured questionnaire
Research Instrument	Five point Likert scale questionnaire
Target Respondents	Consumers who actively use social media and have viewed or purchased products from footwear startupreneur brands
Data Analysis Technique	Structural Equation Modeling (SEM) using SmartPLS

Table 1 summarizes the research design adopted in this study [23]. The research uses a quantitative explanatory design to examine the relationships between digital storytelling strategy, visual branding, and brand resonance in footwear startupreneur businesses [24]. Digital storytelling strategy and visual branding are treated as independent variables, while brand resonance is the dependent variable [25]. Data were collected through structured questionnaires using a five point Likert scale and analyzed using SEM with SmartPLS to

test the proposed relationships and hypotheses [26]. The quantitative approach enables the study to objectively measure how digital storytelling strategy and visual branding influence brand resonance, particularly in terms of consumer engagement, loyalty, and emotional connection [27]. Questionnaires were distributed to consumers who actively use social media and have seen, interacted with, or purchased local footwear startupreneur products [4]. The resulting data provide empirical evidence of how digital branding strategies contribute to stronger brand resonance and long term consumer relationships [28].

3.2. Literature Review Method

Previous studies indicate that digital storytelling and visual branding play important roles in influencing customer engagement, brand awareness, trust, and loyalty in digital marketing environments [29]. Theoretically, these relationships can be explained through brand resonance theory, which suggests that strong brands develop deeper psychological connections with consumers through emotional attachment, behavioral loyalty, active engagement, and a sense of community. Digital storytelling supports this process by delivering authentic, meaningful, and relevant narratives that enable consumers to identify with brand values, experiences, and personality. Through engaging stories, consumers can develop stronger emotional connections with brands and become more actively involved in digital brand interactions [30]. This mechanism is further supported by narrative transportation theory, which explains that consumers immersed in compelling brand stories are more likely to develop favorable attitudes, emotional responses, and behavioral intentions toward the brand [31]. Consequently, consistent storytelling and authentic digital interactions can strengthen consumer engagement, emotional attachment, and long term brand relationships, ultimately contributing to stronger brand resonance in competitive digital environments [32]. Furthermore, the combination of narrative authenticity and consistent visual branding can enhance brand uniqueness, recognition, and cognitive associations. Visual elements such as colors, logos, typography, packaging, and social media design reinforce the messages communicated through storytelling and help consumers recognize and remember the brand more easily [33]. Therefore, the integration of meaningful storytelling and consistent visual identity provides complementary mechanisms for strengthening consumer perceptions, emotional connections, engagement, and sustainable brand relationships over time [34].

No	Research Focus	Key Contribution	Identified Gap
1	Digital Storytelling in Social Media Marketing	Increases emotional engagement and consumer interaction through authentic storytelling content	Limited research on storytelling effectiveness in local footwear brands
2	Visual Branding Strategy	Strengthens brand identity, recognition, and visual consistency across digital platforms	Lack of integration between visual branding and emotional branding
3	Brand Resonance in Digital Marketing	Enhances customer loyalty, repeat purchase, and electronic word of mouth (e-WOM)	Limited studies focusing on startupreneur footwear businesses
4	Consumer Engagement in Fashion & Footwear Industry	Improves audience interaction and customer experience through creative digital content	Limited analysis on Gen Z consumer behavior in footwear branding
5	Social Media Marketing Strategy	Supports business growth and digital brand awareness through Instagram and TikTok marketing	Lack of research combining storytelling, visual branding, and brand resonance
6	Digital Branding for MSMEs and Startupreneur	Encourages innovation and sustainable digital business development	Limited studies connecting digital branding strategies with SDG 8 and SDG 9

Figure 2. Summary of Literature Review and Research Gap

As illustrated in Figure 2, the literature review synthesizes the relationships among digital storytelling, visual branding, and brand resonance [35]. Visual branding, through consistent logos, colors, typography, packaging, and social media design, strengthens credibility, trust, and brand recognition, while digital storytelling uses authentic narratives to enhance emotional engagement and consumer interaction. Their integration strengthens brand relationships through loyalty, advocacy, repeat purchase intentions, and e-WOM. Social media platforms such as Instagram and TikTok further support digital brand awareness and interaction. However, limited research has examined the integrated influence of these strategies among footwear startupreneurs,

particularly in relation to SDG 8 and SDG 9. Therefore, this study proposes an integrated framework examining how digital storytelling and visual branding influence brand resonance among Indonesian footwear startupreneurs, incorporating generation Z perspectives to support innovative and sustainable digital branding strategies.

3.3. Population and Sample

The population in this study consists of social media users who have seen, followed, or purchased local footwear products through platforms such as Instagram, TikTok, and Shopee. Purposive sampling was used to select active users who had seen local footwear content, were interested in local footwear products, and had purchasing experience. A total of 100 respondents met these criteria and participated in the study. This sample size is considered adequate for partial least squares Structural Equation Modeling (PLS-SEM), which is suitable for prediction oriented research with relatively small to medium samples. With two exogenous variables and one endogenous variable, the sample provides sufficient observations to estimate structural relationships and test the proposed hypotheses. The respondents' exposure to digital marketing, brand related content, online interactions, and purchasing decisions provides relevant insights into how digital storytelling and visual branding influence brand resonance.

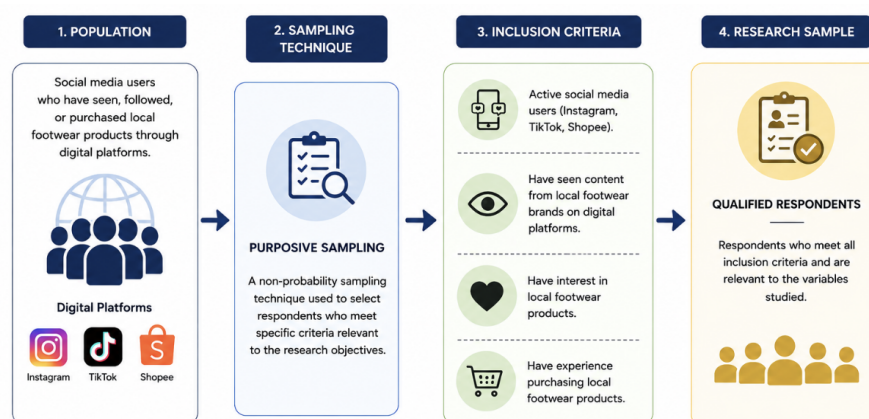


Figure 3. Population and Sampling Framework

The sampling framework presented in Figure 3 illustrates the respondent selection process applied in this study, beginning with the identification of the target population, followed by the application of purposive sampling criteria, and ending with the selection of qualified respondents. This framework ensures that participants have sufficient exposure and experience related to local footwear brands in digital environments. By establishing clear selection stages, the research maintains consistency between the characteristics of respondents and the objectives of examining how digital storytelling and visual branding contribute to brand resonance development among consumers of startupreneur footwear brands. Furthermore, the framework provides a systematic overview of the procedures used to ensure that the selected respondents represent the intended research context. The selection process emphasizes the importance of consumer familiarity with digital brand communication, particularly through storytelling content and visual identity elements presented on social media platforms. Through this structured approach, the study minimizes potential sampling bias and increases the relevance of collected data for evaluating consumer perceptions, emotional responses, and behavioral intentions toward local footwear brands [36]. Therefore, the sampling framework strengthens the methodological foundation of this research and supports the reliability of the empirical analysis conducted using PLS-SEM. Moreover, this framework ensures that the selected respondents possess relevant experiences with digital brand interactions, enabling more accurate evaluations of consumer responses. The systematic sampling procedure also enhances data validity by aligning respondent characteristics with the research objectives and theoretical framework.

3.4. Data Collection Technique

Data collection techniques in this study were conducted through questionnaires, observation, and literature review to obtain relevant data regarding the influence of digital storytelling and visual branding on

brand resonance in startupreneur footwear businesses. The questionnaire was used as the primary research instrument and distributed to active social media users who had seen or purchased local footwear products. The questionnaire items were developed based on the research variables, namely digital storytelling, visual branding, and brand resonance, using a 5 point Likert scale. The measurement items were adapted from previously validated studies on digital storytelling, branding, and brand resonance to ensure content validity and construct relevance. Before the questionnaire was distributed, the instrument was reviewed to ensure the clarity and appropriateness of each item for the context of startupreneur footwear businesses. The digital storytelling indicators include engaging content, authentic brand stories, emotional storytelling, and content relevance to the audience. The visual branding indicators consist of visual design consistency, brand color usage, attractive social media appearance, and brand visual identity [37]. Meanwhile, the brand resonance indicators include customer loyalty, emotional attachment, repeat purchase intention, advocacy, and e-WOM.

In addition to questionnaires, observations were conducted on local footwear brand social media accounts such as Instagram and TikTok to analyze the implementation of digital storytelling and visual branding strategies in digital content, including content types, visual consistency, and audience interaction. This study also utilized literature reviews from scientific journals, academic articles, books, and previous studies as supporting data and theoretical foundations related to digital storytelling, visual branding, brand resonance, and digital marketing.

3.5. Hypothesis Development

Building upon the theoretical foundation and previous empirical studies, this research proposes two hypotheses regarding the relationships between digital storytelling, visual branding, and brand resonance. Digital storytelling enables brands to communicate authentic, emotionally engaging, and meaningful narratives that strengthen consumers' emotional attachment and engagement with the brand. Through relevant brand stories, customer experiences, and meaningful content, consumers can better understand the values and personality of a brand, which may encourage stronger interaction and emotional involvement. Compelling brand stories can also increase customer trust, emotional connection, and long term loyalty, which represent important dimensions of brand resonance. Therefore, the use of authentic and consistent digital storytelling is expected to strengthen the relationship between consumers and footwear startupreneur brands. Based on this relationship, the first hypothesis is proposed:

H1: Digital storytelling has a positive and significant effect on brand resonance in startupreneur footwear businesses.

Visual branding contributes to creating a consistent and recognizable brand identity through the use of visual elements such as logos, colors, typography, packaging, and social media design. Consistent visual communication helps consumers recognize and remember a brand while strengthening perceptions of credibility, professionalism, and trust. In the context of footwear startupreneur businesses, an attractive and consistent visual identity can differentiate brands from competitors and reinforce consumer perceptions of product and brand value. Strong visual branding may also encourage consumer engagement, loyalty, advocacy, and stronger connections with the brand. Therefore, the consistent application of visual branding across digital platforms is expected to contribute positively to brand resonance. Accordingly, the second hypothesis is proposed:

H2: Visual branding has a positive and significant effect on brand resonance in startupreneur footwear businesses.

3.6. Research Framework

This research framework explains that digital storytelling and visual branding are independent variables that influence brand resonance as the dependent variable in startupreneur footwear businesses. Digital storytelling plays a role in building emotional connections through the delivery of authentic, inspiring, and audience relevant narrative content, while visual branding functions to strengthen brand visual identity through consistent, attractive, and recognizable designs across various digital platforms [38]. The integration of these two strategies is believed to enhance brand resonance, which is reflected through customer loyalty, emotional attachment, repeat purchase intention, and advocacy through e-WOM. In addition to strengthening the emotional relationship between consumers and brands, digital branding strategies also support the development of innovative, competitive, and sustainable startupreneur footwear businesses in line with the SDGs, particularly SDG 8 regarding economic growth and digital entrepreneurship and SDG 9 regarding innovation and technology based industrial development [39].

4. RESULT AND DISCUSSION

Based on the research findings obtained through questionnaires, social media observations, and literature studies, it was found that digital storytelling and visual branding have a positive influence on brand resonance in startupreneur footwear businesses. As illustrated in Figure 4, the SmartPLS structural model presents the detailed statistical results of the measurement and structural models [40]. The outer loading values range from 0.79 to 0.88, indicating that all measurement indicators exceed the recommended threshold of 0.70 and demonstrate satisfactory indicator reliability. These findings confirm that the measurement model is appropriate for evaluating the relationships among the research variables. Furthermore, the evaluation of the measurement model indicates that each construct is represented by indicators with strong explanatory capability, ensuring that the observed variables accurately reflect their respective latent constructs. The consistency of these measurement results provides evidence that the questionnaire items were properly designed and aligned with the conceptual framework of the study. In addition, the reliable indicator values support further analysis of the structural relationships between digital storytelling, visual branding, and brand resonance [41]. Therefore, the measurement model validation establishes a strong foundation for interpreting the influence of the proposed variables and testing the research hypotheses using the SmartPLS approach.

Moreover, these results demonstrate that the measurement indicators possess adequate validity and reliability to represent the theoretical constructs examined in this study. The strong measurement quality allows further interpretation of the structural model results and provides confidence that the identified relationships among digital storytelling, visual branding, and brand resonance are supported by reliable empirical evidence. Furthermore, the validated measurement model indicates that the research instruments successfully capture the dimensions of digital storytelling, visual branding, and brand resonance among consumers of local footwear brands [42]. The reliability of each construct confirms that respondents' perceptions were consistently measured and reflect their actual experiences with digital brand communication. This finding is important because accurate measurement provides a stronger basis for analyzing how emotional narratives and visual elements contribute to consumer brand relationships. In addition, the satisfactory indicator performance suggests that the proposed model is capable of explaining consumer responses within the context of startupreneur footwear businesses. The results also highlight the relevance of applying SmartPLS in examining complex relationships between marketing constructs.

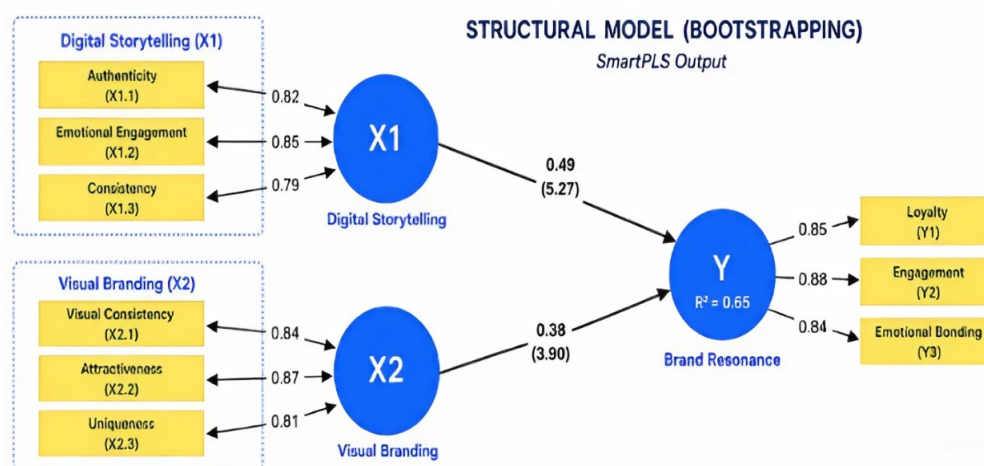


Figure 4. SmartPLS

Furthermore, the structural model analysis presented in 4 shows an R^2 value of 0.65, indicating that digital storytelling and visual branding jointly explain 65% of the variance in brand resonance. This result demonstrates a substantial explanatory capability of the proposed model and suggests that both strategies play an important role in shaping how consumers develop strong emotional and psychological connections with a brand. Digital storytelling has a positive and significant effect on brand resonance ($\beta = 0.49$; $T = 5.27$), while visual branding also demonstrates a positive and significant effect ($\beta = 0.38$; $T = 3.90$). These findings support both hypotheses and indicate that digital storytelling has a relatively stronger influence on brand resonance

than visual branding. The results suggest that consumers may respond more strongly to meaningful, authentic, and emotionally engaging brand narratives, particularly when such narratives communicate the values, identity, and uniqueness of the brand. Both strategies contribute to consumer emotional connections through meaningful narratives and consistent visual representations [43]. While digital storytelling strengthens emotional engagement, brand identification, and consumer involvement, visual branding improves brand recognition, credibility, consistency, and differentiation in an increasingly competitive digital marketplace.

The findings further show that the use of digital storytelling through platforms such as Instagram and TikTok can increase emotional engagement by delivering authentic, relevant, and relatable content that aligns with consumers' experiences and expectations [44]. Through engaging stories, behind the scenes content, customer experiences, and brand related narratives, footwear startupreneurs can communicate their brand personality more effectively and create a stronger sense of connection with their target audience. At the same time, consistent visual branding, including the use of distinctive colors, logos, product presentation, and visual communication styles, helps consumers easily recognize and remember the brand across different digital touchpoints. The integration of storytelling and visual branding therefore strengthens brand resonance by encouraging consumer loyalty, repeat purchase intention, positive emotional attachment, and e-WOM. These complementary strategies enable footwear startupreneurs not only to differentiate their brands and strengthen their digital presence but also to build more meaningful and long term consumer relationships. Ultimately, the effective combination of compelling narratives and consistent visual identities can support stronger market positioning and contribute to the development of sustainable competitive advantages in the dynamic digital marketplace [45].

5. MANAGERIAL IMPLICATION

The results of this study provide important managerial implications for footwear startupreneurs in developing more effective, competitive, and sustainable digital branding strategies in the digital era. Digital storytelling should be prioritized as a strategic communication approach to build stronger emotional relationships with consumers and create a more meaningful brand experience. Authentic, inspiring, and audience relevant content can help communicate the brand's values, identity, uniqueness, and vision more effectively. Content such as behind the scenes production processes, customer experiences, founder stories, product development activities, and brand journey narratives can increase consumer emotional engagement and encourage consumers to develop a deeper connection with the brand. By presenting stories that are relevant and relatable to the target audience, footwear startupreneurs can humanize their brands and create stronger emotional associations that go beyond the functional value of the products [46].

Footwear startupreneurs should also maintain consistent visual branding across all digital marketing channels to establish a strong and recognizable brand identity. The consistent use of brand colors, logos, typography, social media feed designs, product photography, packaging, and other visual elements can strengthen the brand's visual identity and improve brand recognition in consumers' minds. A clear, attractive, and distinctive visual identity can also help small and emerging footwear brands differentiate themselves from competitors in an increasingly crowded digital marketplace. This strategy is particularly important for platforms such as Instagram, TikTok, and online marketplaces, where consumers are continuously exposed to a large amount of competing visual content. Therefore, businesses should ensure that their visual communication remains consistent across different platforms while adapting the content format to the characteristics and preferences of users on each digital channel.

Furthermore, businesses should actively utilize social media features to increase audience engagement and strengthen brand resonance through e-WOM. Footwear startupreneurs are encouraged to use reels, short form videos, live streaming, interactive content, and User Generated Content (UGC) to create more dynamic and participatory interactions with consumers while expanding their market reach. Encouraging customers to share their product experiences, reviews, and creative content can also increase brand credibility, strengthen consumer trust, and generate organic promotional exposure. Active interaction through comments, direct messages, and other engagement features may further contribute to the development of a stronger online brand community. Therefore, the integration of digital storytelling, consistent visual branding, and interactive social media activities can serve as a comprehensive digital branding strategy to strengthen consumer relationships, encourage loyalty and repeat purchase intentions, enhance positive e-WOM, and support sustainable competitive advantages for footwear startupreneurs in the evolving digital marketplace.

6. CONCLUSION

Based on the research findings, digital storytelling and visual branding have positive and significant influences on brand resonance among startuppreneur footwear businesses. Digital storytelling strategies delivered through authentic, inspiring, and relevant content have proven effective in increasing consumer emotional engagement and building stronger emotional relationships between consumers and brands. Among the two variables, digital storytelling demonstrates a stronger influence on brand resonance, indicating that meaningful narratives and emotionally engaging content play an important role in shaping consumers' connections with footwear brands. Meanwhile, consistent visual branding through the use of colors, logos, social media designs, typography, product presentation, and other visual identity elements can improve brand recognition, credibility, and consumer trust toward local footwear products. The SmartPLS analysis further confirms that the integration of these digital branding strategies contributes significantly to customer engagement, loyalty, repeat purchase intention, and e-WOM.

These findings demonstrate that the integration of digital storytelling and visual branding has become an important strategy for building and strengthening brand resonance in the digital era, particularly within the competitive footwear industry. Social media platforms such as Instagram and TikTok provide effective channels for implementing these strategies through visual, interactive, and audience oriented content that can attract consumer attention and encourage stronger brand interactions. The findings also suggest that startuppreneur footwear businesses should not rely solely on product quality or functional benefits but should also develop a distinctive brand identity and emotional connection with consumers. By implementing creative, consistent, and emotionally oriented digital branding strategies, footwear startuppreneurs can improve their market positioning, strengthen consumer relationships, and enhance brand competitiveness. Beyond improving marketing performance and supporting business growth, these strategies may also contribute to the development of digital entrepreneurship and sustainable creative industries in line with the SDGs, particularly SDG 8 and SDG 9.

Future research may extend this study by examining additional factors that could influence brand resonance, such as brand authenticity, consumer engagement, brand trust, influencer credibility, customer experience, and perceived brand value. Future studies could also investigate the mediating or moderating roles of these variables to provide a more comprehensive understanding of the mechanisms underlying digital branding effectiveness. In addition, comparative studies involving different industries, geographical regions, or types of social media platforms could provide broader insights into the generalizability of the findings. Longitudinal research is also recommended to examine how digital storytelling and visual branding influence brand resonance over time and how changes in consumer preferences and digital platform features affect these relationships. Such future research could provide deeper theoretical and practical insights into the development of sustainable and effective digital branding strategies for startuppreneurs and other emerging businesses.

7. DECLARATIONS

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7.2. Author Contributions

Conceptualization: SR; Methodology: TN; Software: NL; Validation: NB and SR; Formal Analysis: TN and NL; Investigation: NB; Resources: SR; Data Curation: TN; Writing Original Draft Preparation: NL and NB; Writing Review and Editing: SR and NL; Visualization: TN; All authors, SR, NL, TN and NB have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

In line with our commitment to research transparency, the dataset underlying this study has been archived in the Zenodo Repository <https://doi.org/10.5281/zenodo.21866926>.

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7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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