

# THE PSYCHOLOGICAL IMPACT OF EMOTIONAL BRANDING AND STORYTELLING ON TRAVEL DECISION-MAKING AND BRAND PERCEPTION AMONG GENERATION Z

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## Abstract

*This paper examines how emotional branding and storytelling influence consumer behaviour, perceived memorability, and travel decision-making among Generation Z in the tourism sector. Using data from Gen Z respondents who evaluated emotional and non-emotional scenarios of two destinations (Mavrovo and Bansko), this study used descriptive statistics, repeated-measures ANOVA, paired-samples t-tests, and Pearson correlations to analyse differences in engagement and behavioural intention. Results indicate that emotional storytelling significantly enhances memorability, perceived engagement and likelihood to choose the destination. Correlations further reveal strong positive relationships among storytelling perceptions, authenticity, emotional connection, and booking intention. The study advances Narrative Transportation Theory by demonstrating that emotionally immersive destination narratives activate dual processing mechanisms, simultaneously enhancing affective resonance and cognitive elaboration which jointly strengthen self-congruity perceptions and behavioral intentions among digitally native consumers.*

**Key words:** emotional branding; Generation Z; storytelling; tourism; travel decision-making.

**JEL Classification:** M31, L83, Z32.

## 1. INTRODUCTION

In today's experience-driven tourism economy, consumers increasingly expect brands to provide authenticity, emotional resonance, and meaningful engagement. As a result, tourism organisations must move beyond the traditional marketing approaches and develop communication strategies that create deeper psychological connections with their audiences. This shift is particularly relevant for Generation Z, a generational cohort that grew up with rapid digital transformation and is therefore highly influenced by online environments when making travel-related decisions. As one of the first generations of true digital natives, Generation Z is characterised by its responsiveness to immersive experiences and emotional content (Popša, 2024).

Emotional branding has emerged as a key tool within this context. Unlike conventional marketing strategies that rely on functional or rational product attributes, emotional branding emphasises narratives that evoke feelings, shape perception, and influence cognitive and behavioural decision-making processes (Kim & Sullivan, 2019). Storytelling, in particular, has become a dominant force in shaping how travellers interpret destinations and form emotional attachments to brands. The ability of a narrative to communicate authenticity, stimulate imagination, and create a sense of connection makes it especially effective in the contemporary tourism landscape (Turner, 2015).

Building on these insights, this paper explores the psychological impact of emotional branding and storytelling on Generation Z travellers. The study aims to examine how emotionally framed narrative elements influence consumer behaviour, perceived authenticity, engagement, and destination choice among a rapidly evolving demographic group.

## 2. LITERATURE REVIEW

In the contemporary tourism industry, consumer engagement increasingly relies on emotional and experiential factors rather than solely functional attributes (Agustina & Astari, 2022). Emotional branding, which strategically appeals to consumers' feelings and identity, has been shown to influence decision-making, loyalty, and overall brand perception (Pavlić & Vukić, 2019). Emotional branding creates trust and encourages repeat engagement, particularly among digitally native consumers such as Generation Z (Francis & Hoefel, 2018).

Storytelling is a central tool in emotional branding, enhancing perceived authenticity and shaping both cognitive and affective responses that influence consumer choice (Hong et al., 2022; Rothman, 2016). According to Narrative Transportation Theory (Green & Brock, 2000), immersive narratives can influence beliefs, attitudes, and behavioural intentions, while in tourism marketing they help destinations appeal to Gen Z's preference for authenticity and memorable experiences (Francis & Hoefel, 2018). This process also aligns with self-congruity theory, as emotionally transported consumers are more likely to perceive the destination as consistent with their ideal self-image, increasing preference and loyalty (Chen et al., 2020). Furthermore, narrative transportation strengthens brand attachment, as the emotional involvement generated by the story fosters stronger psychological bonds with the destination or brand (Jo, Cha, & Kim, 2022).

Generation Z is characterised by a strong preference for authenticity, meaningful experiences, and identity expression, making them particularly responsive to emotionally driven and narrative-based marketing approaches that engage both affective and cognitive processes (Ademi & Zeqiri, 2024; Puiu et al., 2022). Recent consumer research indicates that Generation Z relies strongly on emotionally engaging content when forming brand perceptions, particularly valuing authenticity, personal relevance, and alignment with individual values (Djafarova & Bowes, 2021). Narrative-driven marketing effectively activates this dual-processing mechanism by embedding informational cues within emotionally resonant stories, thereby enhancing emotional attachment, perceived credibility, and brand recall, while simultaneously encouraging deeper cognitive engagement (Hong, Yang, & Wooldridge, 2024). In the context of travel decision-making, storytelling is especially influential, as tourism consumption is experiential and future-oriented, allowing narratives to facilitate mental imagery and emotional connection with destinations. Consequently, storytelling-based approaches are more effective than traditional promotional methods in shaping Generation Z's travel-related attitudes, perceptions, and behavioural intentions (Puiu et al., 2022).

### 2.1. Narrative Transportation Theory and Theoretical Framework

The theoretical mechanism through which storytelling influences consumer behaviour is best explained by Narrative Transportation Theory (Green & Brock, 2000), which posits that when consumers are 'transported' into a story, they experience cognitive and emotional immersion that can influence beliefs, attitudes, and behavioural intentions.

The process of narrative transportation involves three key components: (1) cognitive attention and focus on the narrative, (2) emotional engagement with story characters or scenarios, and (3) mental imagery generation. When all three components are activated, consumers become less critical of persuasive messages embedded within the narrative and more likely to incorporate story-consistent beliefs into their existing knowledge structures. This immersive storytelling engages both affective and cognitive processes, aligning closely with self-congruity theory: transported consumers are more likely to perceive the brand or destination as consistent with their ideal self-image, increasing preference and loyalty (Chen et al., 2020).

Furthermore, narrative transportation strengthens brand attachment, as the emotional involvement generated by the story fosters stronger psychological bonds with the destination or brand (Jo, Cha, & Kim, 2022). This dual-pathway mechanism — operating through both emotional resonance and cognitive elaboration which represents a key theoretical contribution of the current study, as we demonstrate how these pathways jointly influence destination choice among Generation Z consumers.

### 2.2. Hypothesis Development

This study advances theory by integrating Narrative Transportation Theory with self-congruity theory, proposing that emotionally immersive destination narratives operate through dual pathways, enhancing affective resonance (emotional engagement) and cognitive elaboration (mental imagery and perceived authenticity). These mechanisms strengthen self-congruity perceptions and, ultimately, behavioural intentions, particularly among Generation Z, whose digital nativity and values-driven consumption may amplify the impact of narrative-based marketing.

Emotional branding shifts the focus from functional attributes toward affective meaning, enabling brands to build deeper psychological bonds with consumers. Research shows that emotionally charged messages increase trust, attachment, and overall brand evaluations (Pavlić & Vukić, 2019). These effects appear particularly strong among Generation Z, a cohort that values authenticity, personalisation, and identity alignment in marketplace communication (Djafarova & Bowes, 2021; Francis & Hoefel, 2018). Because Gen Z consumers rely heavily on

emotionally meaningful and socially relevant content when forming opinions about brands, emotionally framed destination narratives are expected to enhance brand perception.

*H1: Emotional branding positively influences Generation Z's brand perception of tourism destinations.*

Storytelling represents one of the primary vehicles through which emotional branding operates. Narrative communication allows destinations to present their culture, people, and experiences in ways that stimulate imagination and emotional transportation (Green & Brock, 2000). When individuals become immersed in a story, they are more likely to develop favourable attitudes and intentions toward the promoted object (Rothman, 2016). Empirical research further confirms that storytelling strengthens engagement and shapes consumer judgements by activating both affective and cognitive responses (Hong et al., 2022). Given Generation Z's preference for immersive digital content and meaningful narratives, storytelling is likely to play a decisive role in their travel planning and evaluation processes (Puiu et al., 2022).

*H2: Storytelling has a significant impact on Generation Z's travel decision-making.*

Beyond exposure to narratives, emotional engagement itself constitutes a central driver of tourism behaviour. Consumers who experience stronger emotional involvement tend to report higher destination attachment, increased loyalty, and greater likelihood of visitation (Jo, Cha, & Kim, 2022). Emotional responses help individuals evaluate and remember destinations, making them more influential than purely rational information. For Generation Z, whose choices are strongly guided by experiential value and personal relevance, emotional engagement is expected to translate directly into behavioural intentions (Ademi & Zeqiri, 2024).

*H3: There is a positive relationship between emotional engagement with tourism storytelling and travel decision-making among Generation Z consumers.*

### 3. RESEARCH BACKGROUND AND OBJECTIVES

#### 3.1. General Overview of the Methodology

This study adopted both quantitative and qualitative approach methodology to examine the psychological impact of emotional branding and storytelling on Generation Z's decision-making and brand perception in tourism. Following a deductive approach grounded in existing theories of emotional branding, consumer psychology, and storytelling, primary data were collected from 168 Generation Z respondents (aged 18–27) using an online questionnaire and scenario-based experiment.

#### 3.2. Research Approach and Instruments Used

The research combined descriptive and explanatory elements. The descriptive component provided an overview of how emotional storytelling influences Gen Z's perceptions, while the explanatory component aimed to establish causal relationships between emotional branding and consumer behaviour.

Research instruments included: (1) a structured online survey distributed via email and social media, collecting at least 150 responses through Likert-scale questions (1 = Strongly Disagree, 5 = Strongly Agree) measuring emotional engagement, brand perception, and likelihood of choosing a destination, alongside open-ended questions for additional insights; and (2) a scenario-based experiment in which respondents evaluated four travel scenarios for two destinations (Mavrovo, North Macedonia, and Bansko, Bulgaria). Two scenarios were non-emotional, presenting factual descriptions, while two were emotional, emphasising narrative storytelling and emotional branding. Each scenario was rated on likelihood to choose, perceived memorability, and storytelling engagement. This design enabled the comparison of emotional versus non-emotional framing to assess its impact on brand perception and decision-making.

After all scenarios, respondents provided overall impressions regarding the strongest emotional connection, preferred storytelling style in travel marketing, and agreement with statements on emotional impact, perceived authenticity, and booking intentions. An optional open-ended question allowed participants to share additional reflections.

#### 3.3. Sample

This study targeted Generation Z to address the research questions and hypotheses. Following quantitative research principles (Babbie, 2020), a minimum of 100 respondents is needed for reliable results; 168 participants were surveyed online via social media and email between March and April 2025. Data were coded in Excel and analysed in SPSS to perform descriptive analysis and test the hypotheses. Sample characteristics are presented in Table 1.

**Table 1. Sample Characteristics**

Question	Response	Count	Percentage
What is your age?	13-17	0	0%
	18-23	152	90.5%
	24-28	16	9.5%
What is your gender?	Male	78	46.4%
	Female	89	53%
	Prefer not to say	1	0.6%
How often do you travel?	Once a year	15	8.9%
	Twice a year	65	38.7%
	Every 3 months	71	42.3%
	Monthly	17	10.1%
What is your educational level?	High School	74	44%
	Bachelor's Degree	81	48.2%
	Master's Degree	13	7.7%
	PhD	0	0.1%

**4. HYPOTHESIS TESTING**

To test Hypothesis 1, paired samples t-tests were conducted to compare participants' responses to the emotional and non-emotional scenarios for each destination (Mavrovo and Bansko). The analysis focused on three key variables: storytelling engagement, memorability, and likelihood to choose the destination. By comparing mean scores within the same participants, the test assessed whether emotional branding led to significantly higher evaluations of brand perception.

Paired samples t-tests were also used to evaluate Hypothesis 2. Participants' likelihood to choose a travel destination was compared between the emotional and non-emotional versions of each scenario. This within-subject analysis determined whether the inclusion of emotional storytelling in the scenarios significantly influenced Generation Z's travel decisions.

Pearson correlation analysis was employed to test Hypothesis 3. The analysis examined the relationships between variables such as preference for storytelling, perceived authenticity, emotional connection to the destination, and likelihood of booking. This method measured the strength and direction of associations to determine whether higher emotional engagement was associated with increased travel intentions.

**5. RESEARCH RESULTS**

Descriptive analysis revealed distinct patterns between emotional and non-emotional scenarios across all three measured dimensions: likelihood to choose, memorability, and storytelling engagement. In the non-emotional condition, destination descriptions focused solely on factual information such as geographical location and available activities, resulting in moderate interest and engagement levels overall.

For the non-emotional Mavrovo scenario, participants provided moderate ratings across all dimensions: likelihood to choose (M = 3.63, SD = 1.00), memorability (M = 3.62, SD = 0.99), and storytelling engagement (M = 3.79, SD = 1.04), yielding an overall mean of 3.68. Similarly, the non-emotional Bansko scenario received comparable moderate ratings: likelihood to choose (M = 3.51, SD = 1.17), memorability (M = 3.45, SD = 1.09), and engagement (M = 3.61, SD = 1.08), with an overall mean of 3.52. Most respondents rated their likelihood of visiting such destinations as average (M = 3.02), reflecting limited emotional attachment to factual descriptions.

In contrast, emotional scenarios demonstrated substantially higher ratings across all dimensions. Emotional Mavrovo achieved the highest overall mean of 3.97, with participants rating likelihood to choose at M = 3.86 (SD

= 1.12), memorability at M = 3.95 (SD = 1.03), and engagement at M = 4.11 (SD = 0.97). The emotional Bansko scenario also showed clear improvement, with likelihood to choose at M = 3.53 (SD = 1.19), memorability at M = 3.64 (SD = 1.14), and engagement at M = 3.86 (SD = 1.11), resulting in an overall mean of 3.68. Perceived authenticity and attractiveness also increased notably when emotional storytelling was applied. Mavrovo's emotional scenario received an average rating of M = 4.31, compared to M = 3.14 for its non-emotional counterpart, while Bansko's emotional scenario yielded M = 4.26 versus M = 3.19 in the non-emotional condition.

Across both destinations, storytelling-based descriptions enhanced perceptions of authenticity, emotional resonance, and intent to visit. Respondents expressed that narratives connecting the destination to cultural heritage, nature, and personal experiences were more memorable and persuasive. Table 2 summarises descriptive findings.

**Table 2. Summary of Descriptive Results: Emotional vs. Non-Emotional Destination Scenarios**

Scenario	Likelihood to Choose	Memorability	Engagement	Overall Mean
Mavrovo (Non-Emotional)	M = 3.63	M = 3.62	M = 3.79	<b>3.68</b>
Mavrovo (Emotional)	M = 3.86	M = 3.95	M = 4.11	<b>3.97</b>
Bansko (Non-Emotional)	M = 3.51	M = 3.45	M = 3.61	<b>3.52</b>
Bansko (Emotional)	M = 3.53	M = 3.64	M = 3.86	<b>3.68</b>

**5.1. ANOVA Testing**

The ANOVA results revealed consistent patterns across all four scenarios. For the non-emotional Mavrovo scenario, participants gave moderate ratings across all three dimensions, with an overall average of 3.67, while the emotional version performed notably better with an overall average of 3.96, particularly in storytelling engagement (M = 4.10). Similarly, the non-emotional Bansko scenario yielded an overall average of 3.52, with the emotional version reaching 3.68. Across both destinations, emotional storytelling consistently outperformed non-emotional descriptions, with engagement emerging as the strongest dimension in all conditions. Notably, non-emotional scenarios also achieved moderately positive scores, suggesting that clear and well-structured content can still resonate with Generation Z even without emotional narrative techniques. Table 3 presents a summary of ANOVA results.

**Table 3. ANOVA Results Summary: Emotional vs. Non-Emotional Scenarios**

Scenario	Likelihood to Choose	Memorability	Engagement	Overall Mean
Mavrovo (Non-Emotional)	3.62	3.61	3.78	<b>3.67</b>
Mavrovo (Emotional)	3.85	3.94	4.10	<b>3.96</b>
Bansko (Non-Emotional)	3.50	3.45	3.60	<b>3.52</b>
Bansko (Emotional)	3.53	3.64	3.86	<b>3.68</b>

**5.2. T-test: Emotional vs. Non-Emotional Scenarios**

**5.2.1. Mavrovo Comparison**

The results of the paired samples t-test revealed statistically significant differences in participants' responses between the emotional and non-emotional versions of the Mavrovo scenario across all three measured dimensions. Participants were significantly more likely to choose Mavrovo when it was presented with emotional storytelling ( $t(167) = -3.264, p = .001, \text{mean difference} = -0.23$ ), indicating that emotional narratives positively influenced travel decision-making. Similarly, the emotional version was perceived as significantly more memorable than the non-emotional one ( $t(167) = -4.685, p < .001, \text{mean difference} = -0.33$ ), suggesting that emotionally engaging content enhances recall. Finally, participants rated the emotional scenario as significantly more engaging in terms of storytelling ( $t(167) = -4.073, p < .001, \text{mean difference} = -0.32$ ), confirming that emotional narratives are more effective in capturing attention and fostering involvement. These findings support the hypothesis that emotional branding and storytelling significantly enhance consumer engagement and perception among Generation Z.

### 5.2.2. Banskó Comparison

The results of the paired samples t-test indicate that there was no significant difference in participants' likelihood of choosing Banskó between the two conditions ( $t(167) = 0.283, p = .777$ ). This suggests that the different descriptions presented did not significantly influence participants' stated intentions to select Banskó as a travel destination. However, significant differences were found in how memorable the destination was perceived ( $t(167) = 2.223, p = .028$ , mean difference = 0.19) and in how engaging the storytelling was perceived ( $t(167) = 2.562, p = .011$ , mean difference = 0.26). Specifically, the versions with enhanced or emotional storytelling led to higher ratings of memorability and engagement. These findings suggest that while emotional storytelling may not directly influence choice behaviour for all destinations, it does enhance the cognitive and emotional appeal of the destination by making it more memorable and engaging to the audience.

### 5.2.3. Mavrovo vs. Banskó

When directly comparing the emotional scenarios of both destinations, Mavrovo was rated significantly higher ( $t(169) = 4.42, p < .001$ ) with a moderate effect size (Cohen's  $d = 0.58$ ). This finding confirms that Mavrovo's emotional branding was more effective in creating an emotional connection and generating a more positive perception among Generation Z participants, indicating that narrative effectiveness varies across destinations and that the quality of emotional branding implementation significantly impacts outcomes.

### 5.2.4. Correlation Between Storytelling Perceptions and Travel Decisions

The Pearson correlation analysis revealed statistically significant and positive relationships among all five variables related to storytelling and travel decision-making, indicating that as one variable increases, the others tend to increase as well. The strongest correlation was found between the preference for personalised and meaningful storytelling and feeling a stronger connection to tourism destinations that tell stories ( $r = .616, p < .001$ ). This suggests that individuals who value personalised storytelling are more emotionally connected to destinations that use storytelling narratives. Additionally, the perceived authenticity of a destination's story was moderately to strongly associated with the likelihood of booking a trip to that destination ( $r = .580, p < .001$ ), as well as with the influence of emotional storytelling in tourism advertisements ( $r = .564, p < .001$ ).

Booking intention based on resonant stories correlated positively with all other variables: authenticity perceptions ( $r = .580, p < .001$ ), personalised storytelling preference ( $r = .511, p < .001$ ), emotional connection to storytelling destinations ( $r = .464, p < .001$ ), and storytelling influence on decisions ( $r = .453, p < .001$ ). These comprehensive positive correlations confirm that storytelling operates as a powerful integrated mechanism in tourism marketing, particularly when it achieves personal relevance and emotional resonance with Generation Z consumers.

Hypothesis 1 — that emotional branding positively influences the brand perception of Generation Z in the tourism industry — was supported by the paired samples t-tests. The emotional versions of both destinations received higher scores in storytelling engagement and memorability, particularly for Mavrovo, where differences were statistically significant. Hypothesis 2 — that storytelling has a significant impact on Generation Z's travel decision-making — was partially supported: the emotional version of Mavrovo showed a significantly higher likelihood of being chosen, while Banskó's emotional version showed improvements in engagement and memorability but not in choice likelihood. Hypothesis 3 — that there is a positive relationship between emotional engagement with storytelling and travel decision-making among Generation Z — was fully supported by Pearson correlation analysis, confirming that storytelling, particularly when emotionally resonant, significantly influences both perception and decision-making behaviour among Generation Z travellers.

## 6. RESEARCH DISCUSSION AND LIMITATIONS

This study makes several important theoretical contributions to tourism marketing and consumer behaviour literature. First, it empirically validates and extends Narrative Transportation Theory within the specific context of Generation Z tourism decision-making. While Green and Brock (2000) established that narrative transportation influences attitudes and beliefs, our findings demonstrate that this mechanism operates with particular potency among digital natives evaluating experiential products like tourism destinations.

Building on this, the study advances theoretical understanding by demonstrating a dual-pathway mechanism through which emotional storytelling influences destination choice. Narrative transportation operates simultaneously through affective channels (enhancing emotional resonance and brand attachment) and cognitive channels (stimulating mental imagery and perceived authenticity), extending beyond prior research by showing that effective destination narratives must activate both System 1 (affective, heuristic) and System 2 (cognitive, deliberative) processing to maximise influence on behavioural intentions.

Our research further bridges self-congruity theory with narrative transportation by demonstrating that emotionally immersive destination stories enhance perceived alignment between the destination and consumers' ideal self-concepts. This supports Chen et al.'s (2020) proposition that destination brand self-congruence drives engagement, while extending it by identifying narrative transportation as the specific mechanism through which this congruence is achieved. When Generation Z consumers are transported into destination narratives, they appear to project their ideal selves onto the destination experience, creating stronger identity alignment than factual descriptions could achieve.

The study also contributes to understanding generational differences in marketing effectiveness. Prior research by Djafarova and Bowes (2021) and Puiu et al. (2022) noted Gen Z's preference for authentic and emotionally meaningful content, and our experimental design provides causal evidence that these preferences translate into differential responses to narrative versus informational marketing communications. Importantly, our findings also reveal boundary conditions for storytelling effectiveness, indicating that narrative transportation is not uniformly effective across all destinations or narrative executions, as narrative quality, cultural relevance, and destination characteristics appear to moderate its impact.

These findings align with and extend Hong et al.'s (2022) research on brand storytelling's influence on brand attitude through emotional and cognitive pathways. While Hong et al. examined storytelling effects on brand attitudes generally, this study demonstrates these effects specifically within tourism contexts and among Generation Z consumers. Similarly, the results support Jo, Cha, and Kim's (2022) findings on tourism storytelling's effects on destination brand value, extending their work by providing evidence that storytelling effects reach beyond attitudinal outcomes to influence actual decision-making.

Connecting with Kim and Sullivan's (2019) work on emotional branding, this study identifies an important distinction between product and tourism branding: whereas emotional branding in product categories often focuses on identity expression through ownership, tourism emotional branding appears to operate through anticipated experiential identity construction. Generation Z consumers seem to evaluate destination narratives not by asking 'does this represent who I am?' but rather 'could I see myself in this experience?' — a future-oriented dimension that represents a novel theoretical contribution. Furthermore, our findings challenge and refine Pavlič and Vukić's (2019) characterisation of Generation Z decision-making styles. While they suggest Gen Z employs primarily intuitive decision-making, our data indicate a more nuanced, hybrid pattern in which both intuitive and deliberative processing are at play.

Taken together, this study validates key premises of Narrative Transportation Theory while extending its application to digital native consumers in tourism contexts. With Generation Z's digital nature and preference for authentic, experience-driven content, traditional promotional methods may no longer be sufficient (Ademi & Zeqiri, 2024). Instead, brands must focus on creating immersive narratives that evoke emotion and personal connection, particularly in an era where social media, influencer marketing, and user-generated content shape travel aspirations more than ever before.

## **7. FUTURE RESEARCH AND RECOMMENDATIONS**

Future research should expand beyond Generation Z and the current geographical scope to examine cross-cultural and generational differences in responses to emotional storytelling. The roles of AI-driven personalisation, social media formats, sustainability, and immersive technologies such as VR and gamification represent promising directions for further investigation. Practically, tourism marketers should embed emotional storytelling into their core communication strategies, prioritising authenticity, personalisation, and transparency. Leveraging user-generated content, influencer collaborations, and platform-specific approaches can enhance trust and relatability, while sustainable and socially responsible narratives can further strengthen consumer engagement and loyalty.

## **8. CONCLUSION**

This research shows that emotional branding and storytelling significantly influence Generation Z's tourism decision-making by activating both affective and cognitive processing pathways. Destinations marketed through emotional narratives were preferred over neutral, fact-based descriptions, with storytelling enhancing memorability, engagement, and choice likelihood among digitally native consumers. These findings align with Narrative Transportation Theory, confirming that emotionally rich content creates deeper psychological connections, increases brand trust, and strengthens loyalty (Green & Brock, 2000).

With Generation Z's preference for authentic and experience-driven content, traditional promotional methods are becoming increasingly insufficient (Ademi & Zeqiri, 2024). Tourism brands must therefore prioritise immersive, emotionally resonant narratives that are amplified through social media, influencer marketing, and user-generated content. In conclusion, emotional storytelling enables tourism brands to go beyond simple promotional messaging, transforming destinations into memorable and desirable experiences. As digital media continues to evolve, emotional branding will remain an essential component of effective tourism marketing strategies.

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