

REVIEWER'S REPORT

Manuscript No.: IJAR-59195

Title: THE IMPACT OF STORYTELLING ON LUXURY BRAND EQUITY

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality			✓	
Clarity		✓		
Significance	✓			

Reviewer's ID: JPR-130

Detailed Reviewer's Report

Overall Evaluation

The paper addresses a relevant and contemporary topic by examining how storytelling contributes to luxury brand equity. The integration of Keller's CBBE model, Aaker's Brand Equity framework, Narrative Transportation Theory, and Signalling Theory provides a useful conceptual foundation. The paper is well structured and covers traditional heritage storytelling as well as emerging areas such as AI, AR/VR, digital product passports, and ethical provenance. However, several aspects require substantial improvement before publication. The methodology needs greater transparency and reproducibility, particularly regarding the PRISMA search process, database search results, screening procedure, and quality assessment. Some claims are stronger than the evidence presented, and the references and citations require careful verification and updating. There are also issues of repetition, terminology, grammar, and academic style.

Strengths

- The topic is timely and relevant to luxury marketing and brand management.
- The paper integrates multiple established theoretical frameworks.
- The research objectives and research questions are clearly stated.
- The discussion covers important storytelling dimensions such as founder myths, heritage, craftsmanship, and cultural associations.
- The paper addresses the contemporary digitalisation of luxury storytelling.

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- Emerging topics such as generative AI, immersive technologies, sustainability, and digital product passports add contemporary relevance.
- The managerial implications are practical and potentially useful for luxury brand managers.
- The paper identifies future research opportunities, particularly longitudinal and experimental research.
- The comparative discussion of different luxury product categories adds breadth to the study.

Areas for Improvement

1. **Methodology requires stronger documentation.** The paper states that PRISMA was followed, but a proper PRISMA flow diagram and detailed search strategy are not provided. The authors should report the exact search dates, database-specific search strings, screening process, and reasons for full-text exclusions.
2. **Reference verification is necessary.** Some cited studies and bibliographic details should be carefully checked against the original publications. The authors should ensure that every reference cited in the text appears correctly in the reference list and that all references are authentic, complete, and consistently formatted in APA 7th style.
3. **Evidence for some claims is insufficient.** Statements such as storytelling directly increasing price-premium tolerance, protecting brands during crises, or producing specific equity outcomes should be supported by clearly identified empirical studies rather than broad assertions.
4. **The literature review needs deeper critical synthesis.** At present, several sections describe theories and findings individually. The paper would be stronger if it explicitly compared contradictory findings, identified methodological differences among studies, and explained how the proposed integrated framework extends previous research.
5. **Conceptual model needs stronger empirical grounding.** The proposed relationships among narrative antecedents, transportation, authenticity, and brand equity should be presented in a clear conceptual diagram with propositions or hypotheses where appropriate.
6. **Some terminology and statements need revision.** For example, the phrase “JEDI mind trick” in an academic discussion of Narrative Transportation Theory is inappropriate and should be removed.
7. **Repetition should be reduced.** The sections discussing generative AI, immersive virtual heritage, and ethical provenance repeat similar points. These can be consolidated.
8. **Cross-cultural claims require stronger evidence.** Differences between Western and emerging markets are presented broadly. The authors should support these distinctions with more recent comparative empirical studies and avoid overgeneralisation.

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9. **Language and presentation require proofreading.** There are grammatical errors, inconsistent spacing, formatting problems, and inconsistent use of terms such as “brand equity,” “luxury brand equity,” and “narrative storytelling.”
10. **The conclusion should distinguish findings from managerial recommendations.** Some statements in the conclusion appear more definitive than what can reasonably be concluded from a secondary review.