

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-002

Detailed Reviewer's Report

Title: *The Impact of Storytelling on Luxury Brand Equity*

Overall Assessment

The manuscript examines the role of strategic storytelling in developing and sustaining luxury brand equity. It integrates Keller's Customer-Based Brand Equity model, Aaker's Brand Equity framework, Narrative Transportation Theory and Signalling Theory, and adopts a secondary systematic-review approach using a PRISMA framework. The topic is relevant to contemporary luxury marketing, particularly in the context of digital storytelling, AI-enabled personalization, immersive technologies and ethical provenance. The manuscript demonstrates good conceptual coverage and provides useful managerial implications. However, greater methodological transparency, stronger critical synthesis, improved citation support for recent claims, and refinement of certain theoretical statements would enhance its academic quality and publication readiness.

Detailed Comments

1. Originality and Relevance:

The manuscript addresses a timely and relevant research problem by connecting luxury brand storytelling with brand equity, authenticity, narrative transportation and digital transformation. The integration of traditional luxury concepts such as heritage and craftsmanship with emerging areas such as generative AI, immersive virtual heritage and digital product passports provides contemporary relevance. The proposed integrated framework linking narrative antecedents, psychological mechanisms and brand-equity outcomes is a useful conceptual contribution.

REVIEWER'S REPORT

2. Theoretical Foundation:

The manuscript makes appropriate use of established theories, particularly Narrative Transportation Theory, Signalling Theory and Keller's CBBE framework. The theoretical discussion generally establishes logical connections between storytelling, emotional processing, authenticity and brand equity. However, the manuscript should distinguish more clearly between established theoretical relationships and relationships proposed by the author through synthesis. Some theoretical assertions are presented as established causal relationships although the study itself is based entirely on secondary literature.

3. Literature Review:

The literature review covers important dimensions of luxury storytelling, including founder myths, heritage, craftsmanship, provenance and cultural patronage. The synthesis table provides a useful overview of selected studies, their methodologies and theoretical contributions. Nevertheless, the review would benefit from a more critical comparison of contradictory findings rather than predominantly emphasizing positive relationships between storytelling and luxury brand equity.

4. Methodological Rigour:

The adoption of a PRISMA-based systematic secondary research design is appropriate for the stated objectives. The manuscript identifies five databases, provides search strings, inclusion/exclusion criteria and reports the screening process from 428 records to 45 core studies. However, the methodology should provide greater detail regarding the PRISMA flow process, screening procedure, quality-assessment instrument, reviewer involvement, and criteria used to determine the methodological quality of individual studies.

5. Data Synthesis and Evidence:

The manuscript provides a broad synthesis of findings across luxury categories such as haute couture, jewellery, horology and luxury automotive. However, several statements use strong expressions such as "strong evidence," "significantly," or "directly translates" without presenting sufficient quantitative evidence or explaining whether these conclusions are based on individual empirical studies or the author's thematic interpretation. The wording should therefore be moderated where direct causal evidence is unavailable.

6. Conceptual Framework:

The integrated conceptual model is one of the stronger elements of the manuscript. The proposed sequence of narrative antecedents → psychological processing mechanisms → brand-equity outcomes provides a coherent structure for understanding the proposed relationships. The

REVIEWER'S REPORT

additional treatment of constructive and existential authenticity is potentially valuable. However, the manuscript should clearly identify whether these constructs are established constructs from prior literature or conceptual extensions developed specifically in this study.

7. **Critical Analysis and Contradictions:**

The manuscript recognizes the tension between luxury exclusivity and digital accessibility and discusses the concept of “controlled intimacy.” This is relevant and interesting. However, the discussion could be strengthened by providing more critical examination of situations where digital storytelling may lead to overexposure, perceived commercialization, authenticity concerns or narrative fatigue. The manuscript identifies these risks, particularly in relation to AI-generated narratives, but the discussion could be more analytically developed.

8. **Contemporary and Technological Dimensions:**

The discussion of generative AI, AR/VR, spatial computing, blockchain verification and Digital Product Passports adds contemporary relevance. The manuscript appropriately identifies potential risks involving narrative dilution, brand-voice inconsistency and consumer perceptions of manipulation. However, these recent technological claims should be supported with more recent and directly relevant peer-reviewed sources wherever possible, rather than relying mainly on conceptual discussion.

9. **Managerial and Practical Implications:**

The manuscript provides useful managerial recommendations, including heritage-archive management, controlled digital intimacy and integration of ethical provenance into heritage storytelling. These recommendations are practical and logically connected to the findings. Nevertheless, the recommendations could be more clearly differentiated according to luxury product category, geographic market and consumer segment.

10. **Language, Presentation and Publication Readiness:**

The manuscript is generally organized logically, with clear chapters covering introduction, literature review, theoretical framework, methodology, results, discussion and conclusion. However, several grammatical, typographical and stylistic issues require correction. Certain expressions appear informal or exaggerated for an academic article, and some sentences require restructuring for greater precision. Reference formatting should also be standardized throughout. The manuscript would benefit from thorough language editing and final formatting before publication. The authors should also ensure that all major claims, particularly contemporary technological and regulatory claims, are supported by appropriate scholarly references.

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REVIEWER'S REPORT