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BRAND NARRATIVE DYNAMICS AND CONSUMER LOYALTY IN THE SOCIAL MEDIA ERA: UNCOVERING THE ROLE OF EMOTIONAL ENGAGEMENT AND DIGITAL INTERACTION

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ABSTRACT

The development of social media has transformed the way brands communicate with consumers, shifting from one-way communication to more open and participatory interactions. In an increasingly dynamic digital environment, brand narratives evolve through various forms of conversation involving consumers as part of the communication process taking place in the public sphere. This makes emotional engagement and digital interactions crucial elements influencing how consumers build relationships with brands on social media. This study aims to analyze the dynamics of brand narratives within the social media ecosystem and their role in shaping consumer loyalty through emotional engagement and digital interactions. This study uses a qualitative approach, reviewing various literature sources and previous research relevant to the topics of brand communication, digital interactions, and consumer behavior on social media. The results indicate that brand narratives develop through a dialogic communication process between brands and consumers in the digital space. Consumer emotional engagement and participation in digital interactions play a role in strengthening the relationship between consumers and brands. Consistent and ongoing communication experiences on social media ultimately contribute to the formation of consumer trust and loyalty towards brands.

Keywords: Brand Narrative, Digital Interaction, Emotional Engagement, Consumer Loyalty, Social Media.

A. INTRODUCTION

The development of social media over the past decade has fundamentally changed the communication landscape between brands and consumers. The digital space, which previously served as a means of distributing information, has now evolved into a much more complex arena of interaction, where various marketing messages compete with user-generated content, public opinion, and ongoing conversational dynamics (Lisun et al., 2024). This situation places brands in a situation that demands more adaptive and responsive communication capabilities than conventional marketing approaches. Amidst this rapid and multi-layered flow of information, companies are no longer solely focused on delivering promotional messages, but also on how those messages are received, interpreted, and discussed by consumers in an increasingly open digital ecosystem.

This change has also impacted the way consumers build relationships with brands. Today, consumers no longer act as passive recipients of messages but are now active actors in disseminating, interpreting, and even modifying brand messages. Through various social media platforms, consumers can respond directly to marketing campaigns, share personal experiences related to product use, and foster conversations that can

influence public perception of a brand (Fletcher-Brown et al., 2024). This phenomenon creates a communication dynamic that is no longer solely controlled by companies but rather evolves through the collective interaction between brands and their evolving consumer communities.

In such a situation, brands face the challenge of maintaining relevance in a highly competitive communications environment. Companies are striving to create messages that not only capture consumers' attention but also survive in the rapidly changing digital landscape. These efforts often involve a more narrative-driven communication approach, allowing brands to deliver messages that are more contextual, closer to consumers' everyday experiences, and more memorable over a longer period of time (Cosa, 2024). Across social media platforms, this approach is increasingly being used as a strategy to build rapport with audiences who are increasingly critical and selective in their marketing messages.

The increasing use of narratives in brand communications is inseparable from changing information consumption patterns in the digital society. Consumers are no longer simply seeking information about products or services, but also paying attention to the stories that accompany them. Content that presents a storyline, personal experiences, or a brand's journey often receives greater attention than straightforward promotional messages. This suggests that consumers tend to respond to messages that convey a broader experiential dimension, allowing them to feel emotionally connected to the message (Torrent-Sellens, 2024).

At the same time, social media provides a space for consumers to engage more intensely in the communication process. Interaction occurs not only through responses to content published by brands, but also through various other forms of participation such as commenting, re-sharing content, creating derivative content, and developing discussions among users (Hao et al., 2026). These activities create a highly dynamic communication environment, where messages initially delivered by a brand can develop into much broader conversations. In many cases, these conversations can even shape collective perceptions of a brand, which then influence consumer attitudes more broadly.

This shift has important implications for companies' efforts to maintain consumer loyalty. In a highly competitive digital environment, loyalty is no longer solely influenced by product quality or competitive pricing, but also by the communication experiences consumers experience when interacting with a brand. These experiences are often formed through repeated moments of interaction on social media, both through content published by companies and through conversations that develop among users. Therefore, understanding how consumers experience and interpret brand communications in the digital space is increasingly important to understanding the dynamics of consumer loyalty in the social media era (Pereira et al., 2025).

In practice, not all brand communications on social media are able to foster strong relationships with consumers. Many digital campaigns only generate momentary engagement without having a long-term impact on the relationship between consumers and brands. On the other hand, there are also examples where communications built through consistent and relevant storytelling can create much deeper engagement (Maslowska et al., 2022). This difference demonstrates that the dynamics of brand communications on social media depend not only on the frequency of content publication, but also on how the message can create emotional resonance for the audience consuming it.

Emotional engagement is often the factor that differentiates between communications that merely attract attention and those that leave a deeper impression. In various digital conversations, consumers often express their feelings, personal experiences, and values they consider important when responding to a brand's messages (Chen et al., 2024). These responses demonstrate that the relationship between consumers and brands is shaped not only by rational considerations but also by an emotional dimension that develops through repeated communication experiences. Social media, with its highly interactive nature, provides ample space for these emotional expressions to develop.

Furthermore, the intensity of digital interactions also plays a role in shaping the dynamics of the relationship between consumers and brands. Social media allows for two-way communication, often evolving into communication involving multiple parties simultaneously. This type of interaction creates a different communication experience compared to traditional marketing media, where consumers typically only receive messages without the opportunity to respond directly. With the various interactive features available on digital platforms, consumers can actively participate in conversations involving brands, so that the relationships formed are no longer one-way (Terason et al., 2025).

Across various industry sectors, this phenomenon has prompted companies to increasingly pay attention to how brand communications are developed in the digital space. Companies are not only striving to increase brand visibility through consistent content publication but also to create communication experiences that encourage consumer participation. This is evident in the growing number of digital campaigns designed to encourage audience engagement, whether through invitations to share experiences, participation in public conversations, or other forms of interaction that enable consumers to feel part of a brand's journey (Theocharis & Tsekouropoulos, 2025).

However, the dynamics of brand communication on social media still leave a number of interesting questions for further research. Many previous studies have highlighted the importance of a brand's presence on digital platforms, but have not fully explained how brand narratives develop through interactions on social media. Furthermore, the relationship between consumer emotional engagement, the intensity of digital interactions, and the formation of consumer loyalty also requires a deeper understanding. The complexity of this relationship demonstrates that consumer loyalty in the social media era cannot be understood solely through an approach that emphasizes one-way communication from companies to consumers (Liadeli et al., 2023).

This situation demonstrates the need for a more in-depth study of the dynamics of brand narratives in an increasingly interactive digital communication environment. Understanding how consumers experience, interpret, and respond to brand narratives can provide a more comprehensive picture of the process of forming consumer-brand relationships in the social media era. Furthermore, such studies can provide insights into how ongoing digital interactions can strengthen or weaken these relationships (Grewal et al., 2022).

Considering the changing landscape of marketing communications, which is increasingly influenced by social media, research into the dynamics of brand narratives has become increasingly relevant. Narratives developed through digital interactions not only shape how consumers perceive a brand's identity but also influence how consumers position themselves in relation to that brand. In this context, emotional engagement and digital interactions are two inseparable aspects of the process of forming consumer loyalty

in the increasingly complex era of digital communication. Therefore, exploring these dynamics is expected to provide a deeper understanding of how relationships between brands and consumers are formed and developed in the ever-changing social media environment.

B. LITERATURE REVIEW

1. Brand Narrative

Branding is the process of communicating a product or service as its identity. Branding aims to shape the image and reputation of a product or service, not only to attract the audience's attention but also to leave a lasting impression. Many marketing teams use narratives in their branding strategies to create an impression on consumers or audiences (Venciute et al., 2024).

The use of narratives can build a relationship between a brand and its audience. This relationship has strong emotional power and a strong memory. Here are some possible branding strategies using narratives:

a) Strengthening brand identity.

Narratives significantly help a brand communicate the story behind a product or service. For example, using narratives can introduce consumers to how a product came to be and was created (Mills & John, 2025).

b) Engaging an emotional connection.

A strong and distinctive narrative can evoke emotions in consumers or audiences who enjoy it, especially if the narrative is relevant to the audience's circumstances and experiences. Likewise, if the narrative involves current viral events while maintaining the original story, it can further attract attention (Hamby & Jones, 2022).

c) Differentiating oneself from competitors.

A unique and relevant narrative can be a significant differentiator from its competitors. If narratives are implemented effectively in branding, audiences can immediately recognize the product or service. For example, a product might create a different narrative subtheme each year, but with a unified theme, to leave an impression on consumers or audiences (Garczarek-Bak et al., 2024).

d) Fostering loyalty.

Consumers are more likely to be attracted to products or services with branding that leaves a positive and compelling impression. An effective narrative can foster trust and customer loyalty. Once an emotional connection is established with a particular brand, consumers or audiences are more likely to be loyal and willing to share their experiences using that product or service (Richter et al., 2026).

Branding strategies and efforts involving narrative development must maintain the story's content and relationship with the brand. The narrative must be delivered consistently and appropriately to the target consumer or audience. If implemented effectively, narrative can be a branding tool that strengthens brand identity.

2. Consumer Loyalty

"Loyal" means faithfulness, or loyalty can be interpreted as a state of devotion. This loyalty is taken without coercion, but arises from one's own awareness of the past. Efforts made to create customer satisfaction tend to influence consumer attitudes. The

concept of consumer loyalty, on the other hand, explains buying behavior more clearly (Guido, 2025).

The commitment that accompanies repeat purchases is a state where consumers are unwilling to switch even when the product or service is scarce on the market, and consumers voluntarily recommend the product or service to colleagues, family, or other consumers. According to Ranguti, "Consumer loyalty is consumer loyalty to a company, brand, or product." Sutisna defines loyalty as a favorable attitude toward a brand expressed in consistent purchases of that brand over time.

According to Tjiptono, "Consumer loyalty is a customer's commitment to a brand, store, or supplier based on a very positive attitude toward long-term purchases." From this definition, it can be concluded that brand loyalty is achieved through a combination of satisfaction and complaints. Customer satisfaction, on the other hand, stems from the company's efforts to generate satisfaction by minimizing complaints, thus fostering long-term customer purchases (Sah et al., 2025).

According to Durianto, loyal consumers will generally purchase the brand even when faced with many alternative competing brands offering superior product characteristics from various angles. Viewed from various attribute angles. If any consumers of a brand fall into this category, it means they have strong brand equity. Brand equity is a set of brand assets and liabilities associated with a brand, name, and symbol, which can add or subtract from the value provided by a product or service to both the company and the customer (Ramadhan, 2024).

According to Jill Griffin, there are four types of loyalty that emerge when low and high attachment patterns are cross-classified with low and high repeat purchase patterns. The types of consumer loyalty are:

a) No Loyalty

For various reasons, some consumers do not develop loyalty or fidelity to a particular product or service. A low level of attachment coupled with a low repeat purchase rate indicates an absence of loyalty. Essentially, a business should avoid targeting this group of non-loyal consumers, as they will not become loyal customers (Elsawy et al., 2026).

b) Weak Loyalty (Inertia Loyalty)

Inertia loyalty is a type of consumer loyalty characterized by low attachment but high repeat purchase rates. Consumers with this attitude typically buy based on habit. The basis for purchasing a product or service is driven by situational convenience factors. This type of loyalty typically occurs with products or services that are frequently used. Examples of this loyalty are seen in consumers purchasing gasoline near their homes, and so on (Damaschi et al., 2025). Buyers with weak loyalty are susceptible to switching to competing products that offer clear benefits. However, companies still have the potential to transform this type of loyalty into a higher level of loyalty through an active approach to customers and increasing the positive differential value consumers perceive in their products and services compared to those offered by competitors. This can be achieved by improving the friendliness of service and amenities provided to consumers.

c) Latent Loyalty

Latent loyalty is a relatively high level of loyalty or attachment accompanied by a low level of repeat purchases. Consumers with latent loyalty also rely on situational factors rather than attitudes. For example, a husband enjoys European

cuisine, but his wife dislikes it. Therefore, the husband only occasionally visits European restaurants and prefers to go to restaurants where the cuisine can be enjoyed together (Ahmad & Akbar, 2023).

d) Premium Loyalty

This type of loyalty occurs when a high level of attachment is accompanied by repeat purchases. Every company naturally expects this type of loyalty from any high-preference business. An example of a type of premium loyalty is the sense of pride that arises when consumers discover and use the product or service and are happy to share knowledge and recommend it to friends, family, and others (Ho & Wong, 2022).

C. ²⁹ METHOD

³⁰ This research was conducted using a qualitative approach with the aim of gaining a deeper understanding of the dynamics of brand narratives in the social media environment and how the digital interactions that occur within it relate to the formation of consumer loyalty. This approach was chosen because it allows for a broader exploration of consumer experiences, interpretations, and responses to brand communications that develop in digital conversations. In the context of marketing communications increasingly influenced by social media, the relationship between brands and consumers is no longer formed through one-way messages, but rather develops through various forms of interaction that occur repeatedly and involve active participation from the audience. Therefore, a qualitative approach allows this research to explore how messages conveyed by brands develop in the digital space, how consumers respond ¹⁷otionally to these messages, and how these interactions can shape perceptions and long-term relationships between consumers and brands. Data collection ⁱⁿ this study was conducted by reviewing various sources related to the research topic, particularly the results of previous research, scientific articles, and various studies discussing brand communication, digital interactions, and the dynamics of relationships between consumers and brands in social media. These various sources were selectively selected, considering their relevance to the research focus, so that the data obtained could provide a comprehensive picture of the development of studies related to brand narratives and consumer loyalty in the digital environment. After all research data was successfully collected, the next step was carried out through a systematic data processing and review process to identify important patterns that emerged from these various sources. This process allowed the research to examine in more depth how the dynamics of brand narratives develop in digital conversation ²² and how emotional engagement and the intensity of interactions on social media play a role in strengthening the relationship between consumers and brands (Ardyan et al., 2023).

³⁶ D. ¹ RESULT AND DISCUSSION

1. The Development of Brand Narratives in the Social Media Ecosystem

The development of social media in recent years has driven significant changes in the way brands communicate with consumers. While previously, brand communication primarily took place through mass media with a relatively one-way messaging pattern, the social media environment presents a much more open and interactive communication dynamic. In a digital space increasingly crowded with various forms of information,

brands no longer function solely as message senders but also as participants in ongoing conversations among diverse user groups. This situation makes the brand communication process more dynamic, as the messages conveyed are influenced not only by the company's communication strategy but also by the responses, interpretations, and participation of social media users involved in those conversations.

This shift in communication patterns is evident in the way brands adapt their communication approaches to better suit the participatory nature of social media. Many companies are beginning to reduce overly formal communication approaches and replace them with a more contextual communication style that is closer to the everyday experiences of their audiences. On various social media platforms, brand messages are often conveyed through content that is more narrative, reflective, and responsive to emerging issues in the public sphere. This approach demonstrates brands' efforts to adapt to evolving information consumption patterns in a digital society, where audiences tend to be more drawn to messages that feel relevant to their lives than to direct promotional messages.

Amidst these changes, brands' ability to build ongoing communication with their audiences is becoming increasingly crucial. A brand's presence on social media is no longer sufficient if it is merely expressed through sporadic content publications or simply following passing trends. Instead, brands are required to create a consistent and ongoing communication flow so that audiences can feel the continuity of the relationships formed through digital interactions. This ongoing communication is typically reflected in how brands maintain message continuity, maintain engagement with their audiences, and respond to various forms of conversation that arise in the digital space. Through this ongoing communication process, brands have the opportunity to build more stable relationships with the audiences who follow their social media activities.

In this process, digital content plays a crucial role in shaping public perception of a brand. Content published on social media is often the starting point for audiences to identify a brand's communication style. Various forms of content, such as user experience stories, reflections on specific values, or responses to emerging social issues, can influence how audiences perceive a brand's identity. When content connects with the audience's experiences or aspirations, the message tends to garner greater attention and trigger a broader response in the digital space.

Beyond serving as a means of conveying messages, digital content also serves as a medium that enables more intense interactions between brands and audiences. Responses in the form of comments, discussions, and re-sharing of content demonstrate that audiences are not merely passively consuming messages but are also participating in the process of spreading and interpreting them. This activity creates a more complex communication dynamic, as the message initially conveyed by the brand can evolve through various forms of interaction among social media users. In such situations, the meaning of a brand's message is no longer solely determined by the company but is also shaped through ongoing conversations among users.

The dynamics of brand message dissemination through social media user activity demonstrate that audiences play an increasingly important role in expanding the reach of brand communications. When users reshare content they find interesting or relevant, the message can reach a wider audience than would have been possible through the brand's initial publication. This process often occurs organically, especially when the content evokes emotional engagement or creates a compelling discussion space for the audience.

In many cases, the spread of a message through user activity actually strengthens a brand's visibility on social media.

However, user involvement in the dissemination of messages also carries the consequence that brand messages can undergo various forms of reinterpretation as they circulate in the digital space. Users often add their own personal perspectives, experiences, or opinions when re-sharing content. This allows the brand narrative to evolve through different perspectives, which can ultimately influence how the public perceives the message. This dynamic demonstrates that brand communication on social media is never completely static but rather constantly evolves along with the conversations occurring among users.

Public conversations that emerge on social media also have a significant influence on brand image and reputation. Discussions among users often serve as a source of information for other audiences seeking references about a brand. Comments, personal experiences, and opinions shared by users can shape the collective perception of how a brand is viewed within a particular digital community. In this context, brand image is not only constructed through official messages delivered by the company, but also through the interpretations and experiences shared by users.

Public conversations on social media often evolve quickly and unpredictably, so companies need to pay attention to how these interactions can impact their long-term reputation. When conversations generate positive responses, they can strengthen public perception of a brand and foster stronger relationships with audiences. Conversely, conversations containing criticism or negative experiences can also impact how the public perceives a brand, especially when these discussions spread widely across various digital platforms.

In this context, a brand's ability to understand the dynamics of public conversations is crucial. Brands not only need to monitor how their messages are received by audiences but also pay attention to how those messages evolve through ongoing discussions among users. By understanding the conversation patterns that emerge on social media, companies can gain a clearer picture of how audiences respond to their communications and how brand narratives evolve in the ever-changing digital space.

2. Consumer Emotional Engagement in Brand Interactions

Consumer emotional engagement in brand interactions has become an increasingly prominent dimension of marketing communications in the social media era. The digital environment, which allows for direct and open communication, has expanded the space for consumers to express a variety of responses to brand messages. In many situations, messages published by companies are not only understood as information about products or services, but also as stimuli that trigger various emotional reactions from the audience they are exposed to. These reactions can take the form of appreciation, empathy, enthusiasm, or personal reflections related to the consumer's experience. Therefore, the emotional responses that emerge in digital interactions often reflect how consumers interpret brand messages within the context of their own experiences and values.

Consumer emotional responses to brand messages do not emerge separately from the communication context that underlies them. The way a message is delivered, the communication style used, and the message's relevance to current social conditions can influence the intensity of audience reactions. In a highly responsive social media environment, consumers tend to more easily express their feelings about a message,

whether through comments, visual reactions, or other forms of interaction available on digital platforms. These kinds of expressions demonstrate that brand messages are not only received rationally but also processed through the emotional experiences consumers have when interacting with content they encounter on social media.

Repeated communication experiences between consumers and brands also play a crucial role in forming an emotional connection between the two. When consumers are consistently exposed to messages that they perceive as relevant to their lives, the relationship that forms is no longer merely transactional. Continuous interactions allow consumers to develop certain perceptions about a brand's character and attitude. These perceptions can then develop into feelings of closeness, making consumers feel more connected to the message. This closeness often develops gradually through a series of communication experiences over a period of time.

The emotional connection between consumers and brands is also influenced by how consumers interpret the communication experience. Each individual brings a different background of experiences when interacting with brand messages. Past experiences, personal values, and the social context surrounding consumers' lives can influence how they interpret a message. Therefore, the responses to brand content are often highly personal and reflect the relationship between the message received and the consumer's life experiences. This personal interpretation process makes the interaction between consumers and brands a diverse experience that varies across audience groups.

In many cases, consumers' personal experiences are a factor that motivates them to respond more actively to brand content. When a message is perceived as relating to their personal experiences, consumers are more likely to express their views or feelings openly in digital spaces. This expression can take the form of sharing stories, responding to content, or even relating brand messages to their own life experiences. These activities demonstrate that brand communication on social media often develops through interactions that involve the personal experiential dimension of the audience.

Engagement driven by personal experiences often results in a higher level of engagement than interactions based solely on fleeting interest. Audiences who feel emotionally connected to a message typically demonstrate a tendency to follow brand communications more consistently. They not only pay attention to published content but also engage in the various conversations that develop around it. This intensity of engagement demonstrates that the emotional dimension plays a significant role in encouraging consumers to maintain closer relationships with brands in the digital environment.

Messages with emotional appeal are often able to trigger a broader response among social media audiences. Content that touches on collective experiences, presents relatable stories, or reflects specific values considered important by the community typically garners greater attention than messages that are purely informative. In such situations, audiences not only consume the content individually but also feel compelled to share the message with their social networks. This process creates a chain of interactions that expands the reach of brand communications while strengthening the growing emotional engagement among users.

As audience engagement with messages with an emotional dimension increases, digital conversations on social media are also increasingly filled with various forms of emotional expression from users. Comments submitted by consumers often contain reflections on personal experiences, responses to the values promoted in a message, or feelings that arise after interacting with certain content. These types of emotional

expressions demonstrate that brand communications not only stimulate rational discussion about products or services but also open up space for audiences to articulate their emotional experiences in a broader context.

The expression of emotion that emerges in digital conversations has a ⁷significant influence on the dynamics of communication on social media. When multiple users express similar emotional responses to a message, the resulting conversation often becomes more intense and involves more participation from other audience members. This can create a communication atmosphere that strengthens the emotional connection among the users involved in the discussion. In many situations, conversations filled with emotional expressions also tend to attract the attention of other audience members who were previously uninvolved in the interaction.

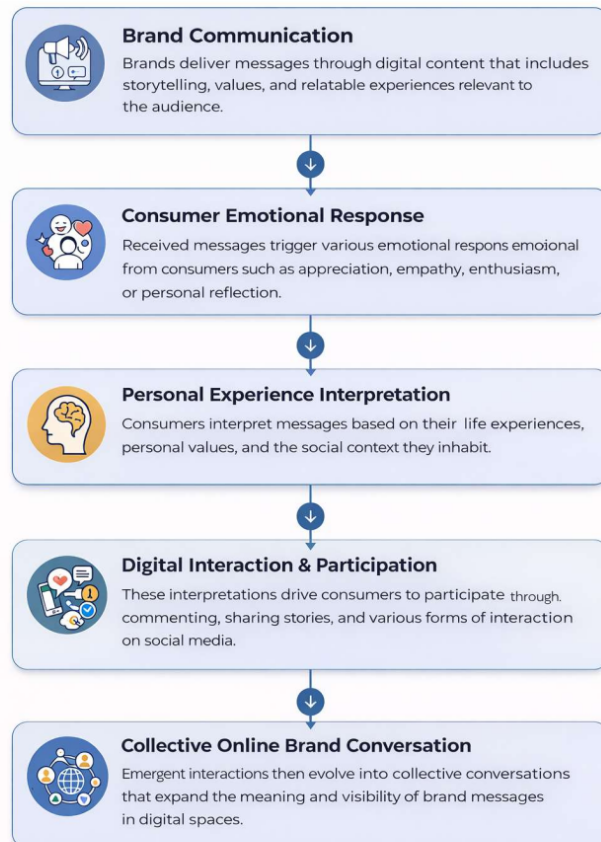


Figure 1. Process of Emotional Engagement in Digital Brand Communication

The dynamics of emotional expression in digital conversations also demonstrate that consumers act not only as message recipients but also as contributors to the process of constructing meaning around brand messages. When users share their feelings or experiences related to content, they indirectly contribute to the narrative that develops around the brand. The narrative that forms is the result of collective interactions between individuals with diverse experiential backgrounds. This process demonstrates that consumer emotional engagement not only impacts individual relationships with brands but also contributes to shaping broader public conversations on social media.

3. Dynamics of Digital Interaction between Brands and Consumers

The dynamics of digital interactions between brands and consumers in the social media environment demonstrate a fundamental shift in contemporary marketing communication patterns. While previously, brand communication was largely one-way through conventional media, the development of digital platforms has opened up space for more interactive and multi-layered communication. Brands no longer simply convey messages to audiences but also engage with various forms of responses directly from users. These responses can take the form of questions, comments, criticism, or support, expressed openly in the digital space. This situation creates a much more dynamic communication environment, where the exchange of messages occurs simultaneously between various parties involved in the conversation.

The evolving two-way communication patterns on social media demonstrate how the relationship between brands and consumers has undergone a significant transformation. Consumers now have much broader opportunities to interact directly with brands, both through comments on published content and through messages shared in various digital discussion forums. This type of interaction provides brands with the opportunity to more closely understand how their audiences respond to their communications. At the same time, consumers also feel that their voices are heard in the ongoing communication process. This situation indirectly creates a more open and dialogical relationship between companies and their audiences.

This development of two-way communication is also supported by the various interactive features available on social media platforms. Comments, quick responses, and various forms of digital reactions allow conversations to develop quickly and involve many participants. In this context, communication between brands and consumers no longer takes place in a structured format like in traditional media, but instead develops through conversations that are often spontaneous and contextual. This more flexible form of communication provides space for consumers to express their views more freely, while also providing brands with the opportunity to respond to various inputs from their audiences.

In addition to direct interactions between brands and consumers, conversations on social media often involve discussions between users. These discussions can develop organically when a brand's content sparks the attention of a number of users, who then share their responses with the wider digital community. The conversations that emerge in such situations often reflect diverse perspectives on a brand. Some users may express their positive experiences, while others may raise criticisms or questions about the message. These user interactions demonstrate that perceptions of a brand are formed not only through official company communications but also through the exchange of experiences and opinions that develop among consumers.

Discussions between users play a significant role in shaping collective opinions about a brand. When individuals share their experiences or views in digital spaces, these conversations can influence how other users evaluate the brand's message. In many cases, consumers tend to consider the experiences shared by fellow users as additional references in understanding a brand. This process demonstrates that digital communication not only brings brands and consumers together directly but also creates a space for horizontal interaction among users that can influence the development of a brand's image in the public sphere.

Beyond discussions, consumer engagement in digital interactions is also evident in the various participatory activities that emerge in response to brand content. Consumers often provide more than simple responses, but also engage in various forms of participation that enrich digital conversations. Activities such as re-sharing content, providing longer comments, or adding personal perspectives to messages demonstrate that audiences play an active role in the communication process. This type of participation demonstrates that interactions between brands and consumers on social media develop through a collaborative process involving contributions from various parties.

Consumer participation often reflects their level of engagement with a brand's message. When content is perceived as engaging or relevant to the user experience, consumers tend to demonstrate greater engagement in the conversations that develop around it. This participation can foster broader discussions and extend the lifespan of digital conversations related to the content. In this context, interactions are no longer limited to direct interactions between a brand and a specific individual, but evolve into collective conversations involving many participants from diverse backgrounds.

As consumer participation in digital conversations increases, the intensity of communication on social media also increases. Each piece of content published by a brand has the potential to trigger a growing chain of interactions through various user responses. When several users respond to a piece of content, that interaction often attracts the attention of other users, who then join in the same conversation. This process creates a dynamic of ever-evolving communication, where brand messages can spread more widely through users' social networks.

The high intensity of digital communication also contributes to the expansion of brand message reach on social media. Every form of interaction, whether it's a comment, a response, or a reshare of content, has the potential to introduce a brand message to a wider audience. In an interconnected digital environment, a single user's activity can spread content across multiple social networks, significantly expanding the message's distribution. This spread often occurs rapidly and is not always predictable by the company publishing the content.

However, the expanding reach of messages through digital interactions also means that brand messages are subject to various interpretations as they circulate in the public sphere. Each user involved in a digital conversation brings a different perspective and experience to the table when responding to content. These differing backgrounds can lead to diverse interpretations of the brand's message. Consequently, the meanings that develop in the digital space are often the result of the interaction between the initial message published by the brand and the various responses emerging from the user community.

In the context of contemporary marketing communications, the dynamics of digital interactions between brands and consumers demonstrate that their relationship is increasingly influenced by open and participatory communication processes. Brands are

no longer the sole parties determining the direction of communication but must adapt to a digital environment that allows audiences to actively contribute to the evolving conversation. This situation places digital interactions as a crucial element in understanding how brand messages circulate, are interpreted, and debated in an increasingly connected public sphere through social media.

4. ³⁴ The Influence of Brand Narrative and Digital Interaction on Consumer Loyalty

The development of social media has expanded the communication space between brands and consumers, so that relationships are no longer limited to mere transactions. In an increasingly interactive digital environment, consumers interact with brands through a variety of ongoing communication experiences. These experiences include exposure to digital content, conversations in public spaces, and direct interactions through various features available on social media platforms. The accumulation of these communication experiences gradually shapes how consumers perceive a brand and influences their attitudes toward establishing a long-term relationship ³⁷ with that brand. Therefore, consumer loyalty in the context of digital communication is not only related to product or service preferences but also to the communication experiences consumers experience while interacting with brands in the digital space.

The relationship between digital communication experiences and consumer loyalty can be seen in how consumers interpret their interactions with brand messages. When communication experiences are perceived as relevant, consistent, and positive, consumers ³⁸ tend to develop a more lasting relationship with the brand. Repeated communication experiences enable consumers to develop a deeper understanding of a brand's character, so that interactions are no longer viewed as isolated events but as part of a series of interconnected experiences. In such situations, consumer loyalty develops through a gradual process, where positive communication experiences strengthen consumers' inclination to maintain a long-term relationship with the brand.

In addition to individual ³⁹ communication experiences, consumer engagement in various digital interactions also plays a crucial role in strengthening the relationship between consumers and brands. Social media allows consumers not only to receive messages but also to actively participate in the conversations that develop around a brand. When consumers engage in discussions, respond to content, or share their experiences with other users, they indirectly build a stronger connection with the brand's message. This type of participation creates a sense of engagement that makes consumers feel like they are part of a community connected to the brand.

Consumer engagement in digital interactions also provides brands with the opportunity to understand how their messages are received by their audiences. Through the various responses that emerge on social media, companies can see how consumers interpret published content and how those messages influence the evolving conversation in the digital space. Open interactions allow for an exchange of views between brands and consumers, so that the communication is not only informative but also dialogical. Relationships built through this type of communication tend to be stronger because consumers feel they have a place in the ongoing communication process.

In the context of long-term relationships, repeated interactions between consumers and brands significantly influence the level of trust that develops between them. Each time consumers interact with content or communications delivered by a brand, they indirectly evaluate the consistency of the messages they receive. When these

interactions demonstrate a consistent and understandable communication pattern, consumers tend to develop trust in the brand. This trust does not emerge instantly, but rather develops through a series of communication experiences that demonstrate alignment between the message delivered and the consumer's experience.

Repeated interactions also provide consumers with the opportunity to recognize a brand's communication patterns. When a brand maintains a consistent communication style across multiple situations, it's easier for consumers to develop expectations about how the brand will interact with its audience. These expectations play a crucial role in building trust, as consumers feel they have a clearer understanding of the brand's communication style. In the long run, this consistency can strengthen the relationship between consumers and brands, as consumers perceive stability in their communication experiences.

Consistency in brand communication is a crucial element in building lasting relationships with consumers in the social media environment. In a digital space filled with various forms of information, consumers tend to pay more attention to brands that maintain a consistent message and communication style. Consistency is reflected not only in the content of the messages delivered but also in how the brand responds to various forms of interaction from the audience. When a brand demonstrates a commitment to maintaining clear and consistent communication, consumers more easily develop stable perceptions of the brand's identity and attitudes.

Long-term relationships between consumers and brands are also influenced by how digital communication experiences influence consumers' attitudes toward the brand. Every interaction on social media has the potential to strengthen or change consumers' perceptions. When consumers' communication experiences are positive and relevant to their needs, their attitudes toward the brand tend to be more positive. Conversely, communication experiences that do not meet expectations can affect how consumers evaluate their relationship with the brand. Therefore, digital communication experiences are a factor that directly influences the dynamics of consumer attitudes toward a brand.

Ongoing digital communication experiences can also shape collective memory, influencing how consumers perceive a brand over the long term. When consumers are consistently exposed to messages that have a clear communication character, they tend to associate those experiences with the brand identity they recognize. This process allows for the formation of a more stable emotional connection, where the brand is no longer viewed simply as a product or service provider, but also as an entity with a consistent presence in consumers' digital lives.

In the highly dynamic social media environment, the relationship between brand narratives, digital interactions, and consumer loyalty demonstrates that the loyalty-building process can no longer be separated from the communication experiences consumers experience in the digital space. The narrative conveyed by a brand develops through various interactions between the company and its audience, while the responses from consumers also shape the direction of the conversation that develops around the brand. Repeated interactions create a series of communication experiences that shape consumers' perceptions, trust, and attitudes toward the brand over a longer period of time.

E. CONCLUSION

The development of digital communication has transformed the way brands build relationships with consumers in an increasingly interactive social media environment.

Brand narratives no longer develop unilaterally through company messages, but rather through a communication process involving various forms of interaction between brands and audiences. In the social media ecosystem, content published by brands becomes the starting point for broader conversations in the digital space, where users not only receive messages but also participate in interpreting, disseminating, and enriching their meaning. This dynamic demonstrates that brand communication in the social media era develops through dialogic and participatory relationships. Consumer emotional engagement and the intensity of digital interactions are two aspects that play a crucial role in shaping the closeness between consumers and brands. The emotional responses that emerge to brand messages, communication experiences perceived as relevant by audiences, and consumer participation in digital conversations demonstrate that the relationship between consumers and brands is influenced not only by rational considerations but also by personalized communication experiences. Repeated interactions enable consumers to build more stable perceptions of a brand while strengthening the sense of trust that develops through consistent communication experiences across various social media platforms. Ultimately, consumer loyalty in the context of digital communication is inextricably linked to how brands manage narratives and interactions within the digital space. A consistent narrative, audience engagement in digital conversations, and ongoing communication experiences contribute to the formation of long-term relationships between consumers and brands. In an increasingly dynamic social media environment, a brand's ability to maintain relevant and responsive communication is crucial for building trust and strengthening consumer loyalty.

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