

The Impact of Storytelling Ads on Consumer Purchase Intention with Special Reference to the Sri Lankan Hospitality and Tourism Industry

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This research examines the impact of storytelling advertisements on consumer purchase intention within Sri Lanka's hospitality and tourism industry. Storytelling has gained prominence in digital marketing as an engaging strategy to capture consumer interest. This study specifically investigates the influence of key storytelling dimensions—irritation, word-of-mouth (WOM), entertainment, memorability, informativeness, and time duration—on purchase intention, aiming to understand how these elements shape consumer behavior. A structured quantitative methodology was employed, with survey responses collected from a representative sample of individuals engaged in tourism-related activities. Advanced statistical analyses ensured the reliability and validity of the findings.

A quantitative research design was adopted, utilizing a convenience sample of 384 respondents. Data was collected through an online questionnaire, making it accessible to a broad range of participants. The study followed a cross-sectional approach, capturing consumer perceptions at a single point in time. Data analysis was conducted using SPSS, and hypothesis testing was performed through multiple regression analysis to examine the relationships between storytelling dimensions and purchase intention. This approach enabled a comprehensive assessment of the factors influencing consumer decision-making within the hospitality and tourism sector.

The coefficient table highlights the specific contributions of each component to purchase intention. The constant value of 0.189 signifies the baseline purchase intention in the absence of experiential factors. The findings confirm that WOM ($\beta = 0.101$, $p = 0.003$), entertainment ($\beta = 0.124$, $p = 0.004$), and memorability ($\beta = 0.779$, $p < 0.001$) significantly enhance

purchase intention. Memorability demonstrated the strongest influence, indicating that advertisements leaving a lasting impression are most effective in driving consumer decisions. Conversely, irritation ($\beta = -0.035$, $p = 0.257$), informativeness ($\beta = -0.046$, $p = 0.219$), and time duration ($\beta = 0.004$, $p = 0.887$) showed non-significant effects, suggesting that while factual content and ad length are considerations, they do not directly impact purchase behavior in this context.

These insights offer substantial implications for marketers in the hospitality and tourism industry. The study underscores the importance of crafting emotionally compelling and memorable storytelling advertisements to maximize consumer engagement. WOM plays a crucial role in amplifying the reach and credibility of marketing messages, while entertainment-driven content fosters greater audience retention and interaction. Marketers are encouraged to prioritize creative and immersive storytelling techniques that build strong consumer connections, ultimately influencing purchasing decisions.

Despite its contributions, the study has some limitations. Its cross-sectional design restricts the ability to analyze long-term behavioral changes, and its industry-specific focus limits the broader applicability of findings. Future research could explore these dimensions across different sectors and cultural contexts, incorporating longitudinal studies to examine evolving consumer perceptions over time. By refining storytelling strategies and leveraging consumer psychology insights, businesses can enhance the effectiveness of digital advertising and strengthen their market positioning.

Keywords: *Consumer Purchase Intention, Entertainment, Informativeness, Irritation, Memorability, Storytelling Ads, Time Duration, Word of Mouth*