

Strategic Storycrafting in Niche Markets as a Catalyst for Consumer Loyalty Dynamics

Strategic Storycrafting
in Niche Markets for
Consumer Loyalty

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ABSTRACT

Competition in the increasingly segmented non-timber forest product market demands strategic differentiation that emphasizes not only product quality but also narratives reflecting ecological and social values. This study aims to analyze the influence of strategic storycrafting on consumer loyalty to forestry products based on local desires and identities. The study used a qualitative-descriptive approach with a case study method in three community forestry business groups in Yogyakarta and West Java that develop essential oil products and bamboo crafts. Data were collected through in-depth interviews with nine informants, consisting of business owners, local craftsmen, and active consumers, and supported by observations of digital promotional activities and social media documentation. Data analysis was conducted thematically through reduction, categorization, and interpretation of the meaning of consumer responses to the constructed narratives. The results show that narratives emphasizing the environment, cultural heritage, and community empowerment increase consumer emotional engagement, reflected in repeat purchasing behavior and brand loyalty. Strategic storycrafting plays a role as a catalyst in building long-term relationships between producers and consumers and increasing the added value of forestry products.

Keywords: Consumer Loyalty, Niche Market, Non-Timber Forest Products, Social Forestry, Strategic Storycrafting.

INTRODUCTION

In recent years, global market trends have shown a significant shift towards more environmentally, socially, and culturally conscious consumption, particularly in the Non-Timber Forest Products (*Hasil Hutan Bukan Kayu/HHBK*) sector (Hazari et al., 2023). Products such as essential oils, bamboo crafts, and plant resins have become an important part of the sustainability-oriented green industry. In Indonesia, the HHBK sector contributes to the local economy, particularly in areas based on community forestry (Harbi et al., 2023). Furthermore, consumers are increasingly choosing products based not only on price and function but also on the product's inherent value, such as its origin story, ecological sustainability, and social impact.

This phenomenon is increasingly relevant in the era of niche markets, markets that focus on specific consumer segments with unique needs and preferences (Razak, 2024). Communication strategies that tap into consumers' emotional and identity aspects are crucial for attracting and maintaining their loyalty (Jiang et al., 2023). In the context of HHBK, this approach requires not only product innovation but also narrative strategies

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or storycrafting that illustrate the product's added value from a sustainability and cultural perspective (Li et al., 2024). Therefore, exploring storycrafting practices is relevant, especially in the context of community forestry businesses that face limitations in competing on price and production scale.

Several previous studies have examined the role of storytelling in marketing, such as Huang and Guo's (2021) study, which showed that authentic narratives can increase consumer engagement and trust. Meanwhile, Ramadhan and Yamin (2024) stated that emotional attachments built through story branding contribute to consumer loyalty. However, most studies still focus on large industries or global brands and have not addressed the local community-based HHBK sector. This gap indicates that there is still little research examining how strategic storycrafting is implemented by small businesses in the forestry sector and how this affects the dynamics of consumer loyalty.

Furthermore, there is still little research that explicitly addresses the relationship between storycrafting and loyalty within the framework of social forestry and the circular economy. For example, research by Lubis et al. (2023), while highlighting the importance of local value-based narratives in HHBK product development, has not yet explored in depth the mechanisms by which these narratives influence consumer loyalty (Esmacili & Sobhanifard, 2025). Therefore, research is needed that bridges the fields of marketing, sustainability, and social forestry communication in a more integrated and contextual manner.

This study aims to analyze the influence of strategic storycrafting on the dynamics of consumer loyalty in the context of HHBK, developed by community forestry business groups. The research focuses on how narratives constructed by business actors through social media, product labels, and direct interactions can create emotional attachments and shape consumer loyalty behavior, including repeat purchases and brand advocacy. The study was conducted on three business groups in Yogyakarta and West Java that develop essential oil products and bamboo crafts with a sustainability and local wisdom approach. Using a qualitative approach, case study methods, and thematic analysis techniques, this study explores the meaning and consumer perceptions of narrative elements conveyed by HHBK producers. This approach is considered appropriate given the complexity and richness of the cultural and social contexts of community forestry practices (Delgado et al., 2023).

This research contributes to the literature on value-based strategic marketing communications in niche markets and social forestry. The findings are expected to broaden the understanding that storycrafting serves not only as a promotional tool but also as a relational strategy in building long-term loyalty between local producers and increasingly value-conscious modern consumers (Ayub & Mantilake, 2024). In practice, this research provides guidance to HHBK businesses on developing narrative-based communication strategies that highlight product uniqueness and local value. The ability to build a strong narrative becomes a competitive advantage over price differentiation, encourages business sustainability, strengthens the position of HHBK products in national and global markets, and serves as a reference in formulating conservation-based forestry policies and community economic empowerment based on values and narratives.

LITERATURE REVIEW

Strategic Storycrafting and Value-Based Branding in the Niche Market

The literature on marketing strategies in niche markets highlights the critical role of emotional branding and storytelling in establishing stronger relationships with consumers (Tiiri, 2024). Storytelling in marketing functions as both a cognitive and emotional bridge, connecting brand values with consumer identity, particularly when targeting segmented or culturally sensitive markets (Bhrammanachote, 2024; Mandung, 2025). This approach allows brands to go beyond functional benefits and price competition by appealing to consumers' emotions, cultural values, and sense of belonging. In the context of HHBK, which often carries cultural, ecological, and artisanal significance, narrative branding serves as a differentiating tool that sets these products apart from mass-market

commodities. By communicating the story behind the product, including its origin, sustainability practices, and social impact, producers can create deeper emotional engagement and enhance perceived value, encouraging long-term loyalty and advocacy.

In saturated markets, the ability to convey compelling and authentic narratives becomes particularly crucial for small-scale producers in community forestry who lack the advantages of large-scale production but possess strong intangible capital (Mehta, 2024). Stories that emphasize authenticity, environmental responsibility, and local cultural roots can increase consumer trust, strengthen brand identity, and promote retention. For HHBK, narrative strategies not only support market positioning but also highlight the ethical and social dimensions of production, fostering connections between consumers and the communities behind the products. Thus, storytelling and emotional branding act as strategic tools that transform products into meaningful experiences, enabling small producers to compete effectively in niche and sustainability-oriented markets while maintaining the cultural and ecological value of their offerings (Siegner et al., 2021; George et al., 2024). Although the value of storytelling in marketing has been widely documented, a significant research gap remains regarding its implementation in community-based forestry and small businesses (Hansen, 2022; Noor, 2025). Most existing studies focus on large corporations or urban-based brands, leaving a limited understanding of how narrative strategies function in rural, community-managed contexts (Siegner et al., 2021).

Consumer Loyalty through Emotional and Cultural Narratives

Recent studies highlight the significant role of cultural narratives and evolving emotional resonance in driving consumer loyalty. Hong et al. (2022) found that brands employing emotionally compelling storytelling are more likely to foster affective commitment among consumers, which translates into repeat purchases and advocacy behaviors. Similarly, Esmaili and Sobhanifard (2025) emphasize that a strong brand identity is developed not only through consistent visuals or slogans but through immersive narratives that make brands relatable, humanized, and value-driven. In the context of HHBK, such as essential oils and bamboo crafts, storytelling that emphasizes cultural heritage, community empowerment, and environmental stewardship can strengthen relational bonds with ethically conscious consumers. By highlighting the social and ecological dimensions of production, producers can create deeper emotional engagement, enhancing the perceived value of their products beyond functional attributes.

Local narratives have also been recognized as effective cultural marketing tools, particularly when integrated with digital platforms that allow direct engagement with consumers (Lubis et al., 2023; Okonkwo et al., 2023). For HHBK producers operating in community forestry, these narrative strategies provide a competitive advantage, enabling small-scale enterprises to differentiate their products in niche markets despite limitations in production scale. Storytelling that conveys authenticity, sustainability, and local cultural values not only strengthens consumer trust and loyalty but also supports broader goals of social and environmental responsibility. Thus, narrative-driven marketing acts as both a relational and strategic tool, allowing HHBK producers to connect meaningfully with value-conscious consumers while reinforcing the cultural and ecological significance of their offerings (Hong et al., 2022). Tong (2024) and Mapuranga et al. (2025) highlight that local forest-based products frequently contain meaningful cultural and ecological narratives, yet these narratives are seldom optimized for market positioning or effectively communicated to broader audiences. This underscores the need for research that bridges marketing communication theory with the actual practices of community-based forestry enterprises, particularly in the context of sustainability and value-based branding.

Digital Storytelling and Sustainable Consumer Behavior

Digital platforms have significantly transformed the landscape of narrative marketing, providing producers with new opportunities to communicate their values and stories effectively to both niche and global audiences. Holappa (2024) and Tsokota et al. (2025)

argue that the rise of socially and environmentally conscious consumers has created a favorable context for small-scale forestry enterprises to leverage digital storytelling as a strategic branding tool. By incorporating visuals, consumer testimonials, and behind-the-scenes production processes, producers can enhance the perceived authenticity of their products and strengthen emotional engagement with their target audience. This approach is particularly relevant for HHBK, which are often rich in cultural, ecological, and artisanal significance, allowing small-scale producers to differentiate themselves from mass-market commodities (Tan & Tan, 2023).

Despite these opportunities, literature also highlights significant challenges faced by many forest produce producers in implementing digital storytelling. Didi et al. (2022) and Khan (2023) note that a lack of skills, resources, and technical knowledge often limits the ability of these producers to curate, manage, and maintain effective narrative-driven digital campaigns. This gap underscores the importance of integrating digital literacy with storytelling strategies to enhance market presence, especially within the sustainability-oriented segment. Developing the capacity to communicate authentic narratives online not only supports brand trust and consumer loyalty but also strengthens the long-term competitiveness of HHBK producers in increasingly value-conscious and digitally connected markets.

RESEARCH METHODS

This study employs a qualitative-descriptive approach with a collective case study design, aiming to explore in depth the influence of storycrafting strategies on consumer loyalty within a niche market for HHBK. This approach was chosen because it captures social, cultural, and emotional dynamics that cannot be quantified but are essential for understanding consumer behavior contextually (Ayton, 2023). The collective case study design allows for a comparison of storycrafting practices across multiple people's forestry business groups in different local contexts, enabling conditional generalizations and a broader understanding of the phenomenon under investigation (Damsa et al., 2024).

The population of this study comprises smallholder forestry business actors producing and marketing HHBK in the Yogyakarta and West Java regions. Non-probability sampling with a purposive approach was applied to select participants based on criteria relevant to the research objectives (Hossan et al., 2023). Three HHBK business groups were selected as case units, each producing essential oils and bamboo crafts with sustainability and local identity approaches. Nine informants were interviewed, including business actors, local artisans or producers, and active consumers loyal to the products. This sample size was considered sufficient for qualitative research, given the depth of data and saturation of information.

Data was collected using three main techniques. First, semi-structured in-depth interviews were conducted based on guidelines structured around strategic storycrafting and consumer loyalty. Second, participatory observation was performed, focusing on digital promotion activities and consumer interactions on social media and marketplaces. Third, secondary document triangulation was applied using reports from forestry SMEs. The interview instrument was developed based on the storytelling model by Fog et al. (2021) and adapted to the local context. Instrument validity was assessed through expert judgment, while thematic reliability was tested through cross-coding between researchers on transcript samples.

Data analysis was carried out using thematic analysis, which allows systematic identification of patterns of meaning (themes) from narrative data (Ahmed et al., 2025). The process included data familiarization, initial coding, theme searching, theme reviewing, theme definition and naming, and preparation of the analysis report. NVivo 14 software was employed to support coding and thematic visualization across cases, enhancing accuracy and traceability. Research validity was maintained through source and method triangulation, member checking with key informants, and a trail audit to record the research process transparently and systematically, improving credibility and dependability (Hendren et al., 2023).

RESULTS

Storycrafting as a Strategy in the Non-Timber Forest Products Market

This study found that storycrafting strategies serve as a primary instrument for building consumer loyalty toward HHBK marketed in niche markets. The three case study business groups in Yogyakarta and West Java, operating in the essential oil and bamboo craft sectors, utilized narratives to differentiate their products from competitors, not through price or volume, but through the ecological, cultural, and social values embedded in the product stories. This approach aligns with the concept that in niche markets, product differentiation is more effectively achieved through symbolic identity rather than rational value propositions (Kapferer, 2022). For instance, after one of the business groups uploaded a video showing the harvesting and distillation process on Instagram, consumers became more engaged, actively asking questions and even addressing producers personally via direct messages.

The impact of such narrative-driven engagement is evident in consumer behavior, where several consumers reported repeat purchases motivated by a sense of contributing to the well-being of local farmers. These findings indicate that the products are not merely sold but are also “lived” through the stories constructed by the producers, a notion supported by Mandung (2025), who emphasizes the influence of storytelling techniques on brand loyalty from a consumer psychology perspective. Furthermore, the emotional resonance created through these stories transforms transactional exchanges into relational bonds, fostering a deeper connection between the consumer and the brand. This relational dynamic is crucial for small-scale producers who compete in markets dominated by emotional and value-based consumer preferences.

Consumer experiences further reinforce the potency of strategic storycrafting. One consumer noted that watching a video depicting the weaving process from start to finish, including female artisans learning traditional techniques from their grandmothers, imparted a sense of “soul” to the product that is not typically found in mass-market stores. In this context, strategic narratives function not only as a communication tool but also as a bridge linking products, local identity, and value-based consumer preferences. This alignment between narrative content and consumer identity strengthens perceived authenticity, which is essential for building trust and loyalty in niche segments. The effectiveness of such narratives in fostering engagement is also highlighted in studies on digital storytelling for small businesses (Torralbo, 2022).

The integration of ecological, cultural, and social values into product narratives allows HHBK producers to create meaningful differentiation in crowded markets. By leveraging stories that emphasize sustainability, heritage, and community impact, these businesses can cultivate a loyal consumer base that values ethical and authentic consumption. This narrative-driven approach not only enhances market positioning but also reinforces the cultural and ecological significance of non-timber forest products. As demonstrated in this study, storycrafting transcends mere promotion, acting as a strategic tool for building long-term consumer relationships and sustaining competitive advantage in value-conscious markets.

The Narrative of Sustainability and Its Impact on Emotional Loyalty

Environmental sustainability narratives serve as a central element in establishing product credibility and ethical responsibility (George et al., 2024). Consumers in this study indicated that awareness of sustainable harvesting practices, the use of organic materials, and environmentally friendly waste management strongly influenced their repeat purchase decisions. In the essential oil sector, videos illustrating lemongrass harvesting without chemicals, traditional distillation methods, and the reuse of distillation waste as compost enhanced perceptions of producer responsibility.

In the bamboo craft sector, consumers emphasized selective and ethical resource management, including the careful harvesting of bamboo and replanting after harvest, as evidence that the products were both culturally meaningful and environmentally responsible. These ecological narratives not only shaped consumer perceptions of product

quality but also fostered emotional attachment and strengthened trust in producers. By highlighting sustainability values, storycrafting becomes a critical strategy for building long-term consumer loyalty in niche HHBK markets. This underscores the importance of narrative-driven marketing approaches in contexts where small-scale producers cannot compete solely on price or volume but can leverage ecological, social, and cultural values to differentiate their products. The findings affirm that integrating sustainability into storytelling enhances both consumer engagement and brand loyalty, reinforcing the strategic role of narrative in socially and environmentally conscious market segments (Hansen, 2022).

Table 1. Consumer Response to the Sustainable Narrative

Sustainability Narrative Elements	Types of Consumer Responses	Number of Informants (N=9)
Sustainable harvesting process	Emotional loyalty	6
Use of organic raw materials	Voluntary promotion	5
Commitment to conservation	Trust in the brand	4

Table 1 illustrates consumer responses to the sustainability narratives conveyed by HHBK producers. The table categorizes key narrative elements, sustainable harvesting processes, the use of organic raw materials, and commitment to conservation alongside the types of consumer responses and the number of informants reporting each response.

The findings show that the sustainable harvesting process elicited emotional loyalty in six out of nine informants, indicating that consumers develop a strong affective attachment when products are obtained through environmentally responsible practices. The use of organic raw materials prompted five informants to engage in voluntary promotion, such as recommending the product or sharing information on social media, demonstrating that sustainability can motivate consumers to act as brand advocates. Meanwhile, commitment to conservation generated brand trust in four informants, highlighting that ecological responsibility reinforces perceptions of producer credibility and integrity. Table 1 demonstrates that sustainability-focused storytelling not only shapes positive perceptions of the product but also produces multiple forms of consumer engagement, from emotional attachment and advocacy to trust. These results underscore the critical role of ecological narratives in fostering consumer loyalty within niche HHBK markets.

Local Cultural Narratives and Empowerment as Factors of Consumer Loyalty

The cultural dimension represents a critical aspect of storycrafting, particularly through historical symbolism, traditional craft techniques, and the use of local languages (Compagnoni, 2025). Bamboo products made using heritage weaving techniques, for instance, are accompanied by narratives highlighting family histories or the symbolic meanings embedded in bamboo motifs. Consumers reported experiencing emotional closeness, as these narratives reflect their personal identity or the communities to which they belong. Many noted that using such products evokes nostalgia while reinforcing a sense of personal identity, as the motifs and stories resonate with cultural experiences from their upbringing.

Furthermore, narratives serve as a medium for expressing consumers' social identities, reinforcing the idea that consumption is a symbolic act rather than merely an economic transaction (Dave et al., 2025). Consumers highlighted that stories included on product labels, such as bamboo carvings inspired by the "solar" symbol in local culture, representing courage and perseverance, motivated their purchasing decisions. Some even purchased products as gifts, intending to introduce their culture in a meaningful and elegant way to others. These findings underscore that the power of narratives lies in their ability to facilitate shared meaning between producers and consumers. Cultural storytelling acts as a bridge between products and consumers, generating deep emotional resonance and strengthening consumer attachment to heritage-based products.

In addition to ecological and cultural narratives, this study found that narratives highlighting local community empowerment have a strong influence on shaping consumer loyalty (Kumar & Singh, 2023). Consumers explicitly indicated a preference for products that communicate positive social impacts, such as women’s involvement in production, skills training for village youth, or equitable profit distribution systems. Several consumers explained that these narratives affected their purchasing decisions, as buying the product was not merely about obtaining a commodity but also about feeling a sense of contribution to the lives of producer communities. For example, even when similar products were available in larger stores at sometimes lower prices, videos showcasing female farmers participating in distillation processes and receiving training for economic independence motivated consumers to purchase as a form of social support.

The impact of community empowerment narratives was also evident in the bamboo craft sector, where consumers reported that understanding the social background of products enhanced their emotional attachment. One consumer noted initial interest due to the unique design, but engagement and loyalty increased after learning that the product was made by previously unemployed local youth who now have stable incomes through craft training. This demonstrates that each purchase is perceived as a tangible contribution to community well-being. These findings underscore that narratives emphasizing positive social impact can strengthen consumer loyalty by fostering emotional attachment and a sense of active participation in supporting local producers (Dave et al., 2025).

Table 2. Theme of Empowerment Narrative and Consumer Reaction

Narrated Empowerment Themes	Consumer Reaction	Frequency (N=9)
Local women artisans	Sympathy and active support	7
Training of the young generation	Loyalty through advocacy	6
Fair profit-sharing system	Involvement in social missions	5

Table 2 presents consumer reactions to empowerment narratives conveyed by HHBK producers. The table identifies three primary themes of narrated empowerment engagement of local women artisans, training programs for the younger generation, and implementation of fair profit-sharing systems, and links them to corresponding consumer responses, along with the frequency of informants reporting each reaction. The findings indicate that narratives highlighting the role of local women artisans generated sympathy and active support in seven out of nine informants, suggesting that consumers are emotionally motivated to support gender-inclusive initiatives in production (Stylianou et al., 2025). Narratives focusing on training for the young generation elicited loyalty through advocacy from six informants, reflecting that consumers who perceive social development efforts are more likely to recommend the product or promote it voluntarily. Meanwhile, stories emphasize a fair profit-sharing system fostered involvement in social missions for five informants, indicating that consumers respond to transparent and equitable business practices with a sense of social participation.

These findings support the concept of value-based loyalty, which suggests that contemporary consumers are increasingly influenced by social and ethical orientations in their purchasing behavior. Observations of business groups’ social media activities indicate that digital platforms, particularly Instagram and TikTok, serve as the primary channels for conveying product narratives (Torralbo, 2022). Short-form videos that showcase the production process, artisan life stories, and the social impact of purchasing a product were identified as the most effective narrative format. Content presented in this format demonstrated higher levels of engagement compared to standard promotional posts, in terms of likes, comments, and shares. This indicates that narratives communicated through visual and audio channels are more impactful and strengthen perceptions of authenticity. Consumer engagement on social media not only reflects digital participation but also expresses emotional attachment to the brand (Ramadhanti & Sulistiono, 2022; Odoom, 2025).

Despite the high potential of storycrafting, the study also identified several challenges faced by business groups, including limited capacity to produce high-quality visual content, low digital literacy among artisans, and insufficient understanding of value-based branding strategies. These challenges highlight the need for technical capacity building and intensive mentoring to optimize the use of narratives in daily marketing practices. From a theoretical perspective, this research expands marketing approaches in the context of social forestry by positioning narrative as a key variable in shaping consumer loyalty. The findings provide guidance for small forestry enterprises to build sustainable differentiation without relying on price competition.

DISCUSSION

The findings of this study indicate that storycrafting strategies serve as a primary instrument in building consumer loyalty toward HHBK marketed in niche markets. Narratives conveyed by producers through various channels, including short-form social media videos and product labels, function not only as communication tools but also as bridges linking products to local identity and value-based consumer preferences. Product differentiation in niche markets, as shown in this study, is more effectively achieved through symbolic identity created via storytelling rather than rational value propositions (Kapferer, 2022). These findings are in line with Mehta (2024) and Tiiri (2024), who emphasize that storytelling in marketing acts as both a cognitive and emotional bridge between brand values and consumer identity, particularly in segmented or culturally sensitive markets.

Environmental sustainability emerged as a central element in fostering emotional loyalty. Narratives emphasizing sustainable harvesting practices, the use of organic materials, and environmentally friendly waste management enhanced consumer perceptions of producer credibility and ethical responsibility. In the essential oil sector, practices such as harvesting lemongrass without chemicals and reusing distillation waste as compost fostered emotional attachment and trust in producers. These findings are in line with Ramadhanti and Sulistiono (2022) and Odoom (2025), highlighting that contemporary consumers are increasingly influenced by social and ethical orientations in their purchasing behavior (value-based loyalty).

Cultural narratives further strengthen emotional closeness and social identity. Bamboo products crafted using heritage weaving techniques, accompanied by stories of family history or symbolic motifs, allowed consumers to experience nostalgia and reinforced personal and communal identity. The use of products was interpreted as a symbolic act, expressing social and cultural values. These findings are in line with Hong et al. (2022) and Lubis et al. (2023), who argue that cultural storytelling can generate deep emotional resonance and enhance consumer loyalty toward community-based products. Narratives of community empowerment added a strong social dimension to loyalty building. Consumers preferred products communicating positive social impact, such as women's involvement in production, youth training programs, and equitable profit-sharing. Each purchase was perceived as a tangible contribution to the well-being of the local community, increasing emotional attachment and loyalty. These findings are consistent with Nascimento et al. (2024) and Esmacili and Sobhanifard (2025), who highlight that social value-driven narratives can enhance consumer loyalty through emotional engagement.

Despite the high potential of storycrafting, challenges remain, including limited capacity to produce quality visual content, low digital literacy among artisans, and insufficient understanding of value-based branding strategies. Observations indicate that digital platforms, particularly Instagram and TikTok, are effective in increasing engagement, reinforcing authenticity perceptions, and encouraging consumer advocacy. Thus, this study confirms that narratives emphasizing ecological, cultural, and social values provide a sustainable differentiation strategy without relying solely on price competition.

CONCLUSION

This study identifies storycrafting strategies as the primary tool for building consumer loyalty in the niche HHBK market. Three main narrative pillars were observed: ecological sustainability, local cultural identity, and community empowerment. Narratives emphasizing sustainable harvesting practices, the preservation of local traditions, and inclusive social impact were found to strengthen consumer trust, foster emotional attachment, and encourage long-term loyalty. Digital platforms, particularly Instagram and TikTok, play a crucial role in delivering these narratives visually and emotionally, enabling small-scale producers to compete in value-based markets without relying solely on price differentiation.

These findings suggest that small business actors in the HHBK sector can leverage storycrafting as a sustainable branding strategy to enhance market positioning, cultural relevance, and social responsibility. Theoretically, this research expands marketing approaches in the context of social forestry by positioning narrative as a key variable in shaping consumer loyalty, confirming that loyalty is influenced not only by product attributes but also by producers' ability to convey stories aligned with consumer values.

The main limitation of this study lies in its restricted geographical scope and qualitative approach, which did not quantitatively measure the impact of narratives on loyalty indicators. Future research is recommended to adopt a mixed-method approach with a broader consumer population and longer observation periods to capture the longitudinal dynamics of loyalty. Additionally, the exploration of interactive digital narratives and AI-driven content in HHBK marketing is worth investigating within the context of social forestry digital transformation to optimize consumer engagement and the effectiveness of storycrafting strategies.

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