# Storyscaping in fashion brand using commitment and nostalgia based on ASMR marketing

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ABSTRACT

Recently, as the development of media contents accelerated, ASMR based on auditory, has been taking center stage in its field. In 2010, Jennifer Allen for the first time presented the definition that 'ASMR is a specific sound that gives pleasure', and recently it is used as a coined word among young people. The triggers used in ASMR marketing draw a stronger commitment within the consumers, by accompanying visual stimuli consistent with auditory stimuli. Consumers can acquire prior knowledge of the brand while enjoying ASMR, and they can even have indirect experiences. The purposes of this study are: first, to analyze significant value of ASMR in auditory sense field in modern days; second, to identify the characteristics of ASMR marketing through commitment and nostalgia; third, to investigate the effect of ASMR marketing on consumers.

## 1. Introduction

Most of the media contents in the modern age are mainly focused on its 'visuals.' However, as the development of media contents accelerate, many contents which focus on other senses rather than its visuals are rapidly introduced to the market. One of them is ASMR, which focuses on the 'hearing' part of the human sense (Jang, Park, & Lyou, 2016). ASMR is originally the abbreviation of a medical term, 'Autonomous Sensory Meridian Response'. However, in 2010, Jennifer Allen for the first time presented the definition that 'ASMR is a specific sound that gives pleasure', and recently it is used as a coined word among young people rather than medical terminology (Jang et al., 2016). So as ASMR became one of the most trending content on the market, interest towards the 'hearing' part of our sensory system is growing among the public. Competition is no longer just about high-quality products in recent days.

ASMR is one of the hottest up-and-coming content on YouTube, which is produced by many independent creators. ASMR is about triggering the auditory sense of the viewer thru whispering or knocking, scratching, and crumbling objects. Its goal is to stimulate the viewers (listeners) and make them feel a specific pleasure which is often called as an 'eargasm' (Hong, 2018). Most people usually go on a trip to have a rest or be recharged. ASMR also aims to provide such feeling of relaxation, to achieve that goal; ASMR uses sounds that can be experienced in regular, everyday activities such as cleaning your ears,

shaving, or fixing your hair. By using such sounds, many listeners can get more familiar with the content while feeling relaxed throughout the whole experience. ASMR contents are often presented in a first-person perspective to make the listeners feel like they are a part of the experience. Most ASMR contents use different compositions or angles to make sure the listeners have a more 'real-life experience.' ASMR contents are mainly focused on its auditory side of the video, and by blending in unique visual effects; ASMR has successfully labeled itself as a completely new kind of genre of entertainment. Since 'sounds' are an essential factor in ASMR, microphones and earphones are used as a vital tool, especially to the listeners, which they use the earphone to commit themselves to the 'alternative reality' which the creator intends to deliver to the audience.

Simply put, the earphones work as the listener's 'virtual skin,' which lets them 'feel' the sounds presented in the alternate reality called ASMR. Since almost everyone living in the modern era owns an earphone, it would be safe to say that ASMR contents have a vast potential customer base. Also, ASMR has much similarity to social media services, which also provides a form of virtual reality to their customers (Lee, 2017). Moreover, its future potential will only grow as VR machines, 5D machines, and wearable devices are spread amongst the population, since it will be able to deliver more realistic, vivid experiences to the public as technology develops. And if it becomes able to graft ASMR with other VR technologies or social media services more efficiently, it would be possible to provide a more sensual and realistic

experience, which could be a very interesting source of relaxation to many people. Nowadays, these kinds of 'sensual marketing' could be used to boost profit. Such emotional approach in marketing is also referred as 'art business' and is also getting known as a popular way of approach for differentiation strategy in the brand marketing field (Park et al. 2016). This research focus on the 3 core features of ASMR, which is (1) a method of relaxation, (2) reproducing reality, and (3) product experience.

Storyscaping is an advanced way of storytelling, which emphasizes maximizing the customer experience through nostalgia. It focuses on triggering the consumers' auditory sense in social media to induce commitment, ultimately providing them with an unforgettable experience while increasing brand equity and electronic word-of-mouth through social media (Park et al., 2016). Storyscaping differs from previous brand marketing methods, which intends to increase its value by presenting the story of the brand itself. Instead, it focuses on making the customers experience commitment, and the customers would relate their own stories to the brand through that experience (nostalgia). Storyscaping could be finally completed when the three factors – story, nostalgia, and value – come in harmony with each other.

Since ASMR is trending on social media, it is essential to understand the nature of it. Consumers constantly seek new stimulants, which they can be fully involved and committed to. ASMR could be this stimulant, which can make the consumers fully committed (Jang et al., 2016). Commitment could be understood as a continuous desire to find a stimulus, which a person can always be immersed. Specifically, commitment focus on positive, sensual factors of the subject (Kwon & Park, 2010). Easily put, ASMR in its nature is a perfect subject for commitment since it focuses on bringing nostalgia by providing familiar, pleasant sounds from our everyday life, which leads to a sensual and emotional experience. This kind of nostalgia (or commitment) could give a positive impact on brand equity, and since clothing is considered as a somewhat emotional consumer good, the impact could be even bigger (Kwon & Park, 2010; Kwak, 2011). It also has the power to connect customers to the brand, even transcending rational and common reasons. Viewing ASMR contents could also be considered as a process of experiencing the product, which provides a shared space for emotional bonding and relating through commitment between the brand and the customer. If the bonding process is successful, the customer will go on to buy the product impulsively, which is the primary goal of ASMR marketing. This whole process using Storyscaping concentrates on communicating with the customers by using their personal experiences and emotions as a catalyst. When such an attempt is successful, it can lead to increased loyalty towards the brand, which will induce consumers to spread positive reviews of the brand voluntarily and participate in electronic word-of-mouth, while forming an even stronger bond with the brand.

The purpose of this study, therefore, is to analyze what impact commitment through ASMR marketing has on inducing nostalgia. Second, identify the influence nostalgia has on brand equity. Third, find out how brand equity affects consumer behavior. Fourth, compare the difference of commitment, brand equity, nostalgia, and customer behavior. In the medical field, ASRM is only used as a relief tool, however, in this study, ASMR will be presented as a marketing tool that can help increase the profitability and brand equity of fashion brands.

This study will focus on exploring the possibility of using ASMR as a marketing tool for fashion brands, and will help set the trend for fashion brands and marketing. Also, it will serve as a foundation for future research by showing a causal relationship between factors such as Affective Commitment, nostalgia, and brand equity. This research will allow fashion companies to come up with many new options for developing marketing strategies using ASMR. As we enter the digital era, Social network services are considered a crucial asset for marketing. Naturally, many fashion brands should also set their eyes on the potential of ASMR marketing.

## 2. Literature review

### 2.1. Storyscaping

Gaston Legorburu first introduced the term Storyscaping through his book 'Storyscaping: Stop Creating Ads, Start Creating Worlds (2014)'. It was suggested as a new marketing strategy, which focuses on the story of the brand and the value of experience to bond the brand with the customers (Park et al., 2016). It is a compound word of Story + Scap + ing. Scap is a synonym with 'grab, snatch.' So the world Storyscaping includes the meaning of interacting with the outside environment using the information gathered by the five senses (Park et al., 2016). All of those five senses can be included as a source of Storyscaping.

The difference between storytelling and Storyscaping could be summarized as the following. Storytelling is 'message-oriented' and dependent to mass media. It also has a linear structure of narrative and is often transferred in a simple way. In contrary, Storyscaping focuses on providing unforgettable memories to the customer through intense commitment. It has a non-linear structure of narrative and uses social media as a window to communicate with customers (Park et al., 2016). Storyscaping does not focus on one-way, simple interaction. Instead, it attempts to reproduce the story of their brand by inducing commitment from their customers. Storyscaping is completed when all three aspects: Story, Experience, and Value come into harmony (Park et al., 2016).

### 2.2. ASMR marketing

ASMR is an abbreviation for 'Autonomous Sensory Meridian Response' and it refers to an autonomous sense of pleasure, Jennifer Allen was the first person to define the term as 'specific sounds that cause pleasure' in 2010. In recent days, it is considered by many as a newly coined word on the internet rather than a medical terminology (Jang et al., 2016). It is also called 'White Noise' or sometimes referred to as 'Quiet Marketing' in the marketing field. In this research, the term ASMR marketing will be used as a combination of each term, ASMR and marketing. For example, if you had a childhood experience where you felt pleasure or got sleepy when your mother stroked your hair, it will be safe to say that you have experienced ASMR. The landscape of media contents is changing, audio-oriented contents are gaining popularity over visual-oriented contents, and ASMR is at the center of that movement because of its originality and uniqueness (Jang et al., 2016). Due to this change of trend, ASMR is becoming a legit tool for marketing, especially upon consumers who are in their 20–30s, which is the main target for Storyscaping. YouTube users who listen to ASMR responded that they listen to ASMR to relieve stress and relax (Jang et al., 2016). The main contents of ASMR uploaded to YouTube has a very large spectrum, its type of contents include Whisper, Repeated Sound, Eating Sound, and White Noise. Simply put, if it can provide sensory pleasure, it can be classified as an ASMR. Repeated sounds also make listeners feel relaxed, relieved from stress, and provide psychological stability. Global SPA brands such as Uniqlo have already applied ASMR to their Heat Tech lineup. After ASMR became a trending phenomenon, it has changed the landscape of media contents and marketing, which was dominated by visual contents and musical contents. One of the reasons ASMR is receiving attention is that its unique personality shares many similar traits with the modern people. Many modern citizens are afflicted by stress chronically because of many issues such as work, study, employment, etc. ASMR plays the role of an oasis to them. Those people get back home tired after countless hours of work and studying, then they watch ASMR video sound finally enjoy a few minutes' worth of healing. In fact, comments on the ASMR content often includes responses from viewers that they felt comfortable and relaxed by only watching the video, or even states that they have been encouraged or consoled (Lee, 2018).

ASMR marketing is generally considered to be a type of sensory

marketing since it aims to stimulate a certain response (psychological stability, pleasure, and etc) to achieve certain goals (Lee, 2018). Sensory Marketing could be defined as a way of marketing that focuses on providing brand experience through the five senses to make the consumer remember the brand, and ultimately make them purchase the product. While there were previous methods of marketing that used visual and auditory senses to promote a brand, ASMR differentiates itself from those strategies since it can also work as a way of emotional marketing. First of all, Schmitt stated that in sensory marketing, consumers make choices and purchases based on experience (Schmitt, 1999). In addition, Schmitt also suggested that to maximize brand value, companies should not only provide sensory pleasure, but they should also focus on fulfilling the consumer's desire of self-improvement while providing a social experience which they can use to solidify their social identity. This kind of sensory marketing is especially often used in food-related products. For example, 'Ritz' uses the crunch sound which occurs when you bite a cracker in their ads, while 'Yookgaejang Noodles' uses the slurp sound that occurs when you eat noodles in their ads. Both are a good example of sensory marketing which uses eating sounds. As such, this method could also be applied in fashion-related products by using sounds when you brush a piece of fabric or the sound of a sewing machine. Uniqlo HeatTech and AIRism, or the Chanel making film uploaded on YouTube could be a good example of this. In particular, Chanel uploads many contents that utilize Storyscaping (Park & Park, 2016). These examples show the fact that ASMR sounds and the contents utilizing it are becoming even closer to us. Uniqlo, a global SPA brand, aired a commercial in 2012, which starred the actor Na-young Lee wearing a Uniqlo HeatTech in a blistering cold. The sound of wearing the product and touching it was emphasized in a warm tone, which delivered the image of 'warmness' to the viewers. ASMR marketing has also been applied to luxury brands as well as SPA brands. For example, Chanel is a luxury brand that maintains its tradition in their products, but they constantly communicate with their customers by applying new technologies and trends to their marketing plans (Park et al., 2016). In particular, they share collection videos of their products or even a making film called 'The Making of The Chanel' on YouTube, which effectively shows the artisanship and expertise of the brand to their customers. These videos include all the sounds, which occurs when they make a hand-made product, allowing the viewer to enjoy a more natural atmosphere. Park et al. (2016) argued that Chanel uses all of the trending factors that can draw positive attention in the digital age.

Second, the feature as emotional marketing. For example, Steve Jobs always accented that the reason Apple succeeded was that it focused on emotions. Ever since it was founded, they used a catchphrase such as 'Feels good' and always focused on bringing emotions to the customers through their products, which was the reason they were able to build a hardcore fan base. Purchases made based on emotion ("I like it, I feel good") other than rational decision ("This is better/worse") makes the consumer feel that they are putting 'themselves' and their lifestyles as a priority (Yoon, 2007). To strengthen ties with a brand by stimulating consumers' emotional aspects that are difficult to explain logically, ASMR would be the right fit.

### 2.3. Commitment

According to Song, Kim, and Park (2017) and Kim and Park (2017), commitment can be classified into two types, flow and commitment. Until now, those two terms were used together, often not distinguished with each other. But Song and Kim suggested that flow and commitment is indeed distinguishable, and it should be used differently. Kim and Park (2017) defined flow as 'a state of mind where a person focuses so much on a subject that they even forget where they are and what time it is', and also added that this state of flow comes to an end when the activity involving that subject finishes. However, commitment is a kind of desire which makes a person constantly want such stimulant (or

activity) to be present. It makes them go find such stimulants if it is not present. So commitment does not end when the activity is terminated, instead, it is an emotion that persists in daily life (Kim & Park, 2017). Song et al. (2017) defined flow as an optimized psychologic factor for internal motivation which represents the best pleasure, and commitment as a factor which explains the continuous behavior of an individual that explains the stability and continuity of a relationship. In this research, the term commitment was used.

Yang and Cheon (2011) insisted that there are three kinds of commitment, which is affectional, normative, and continuous commitment. Affectional commitment is a synonym to Affective Commitment, normative commitment is a synonym to situational commitment, and continuous commitment is a synonym to calculative commitment. All three terms are used in different situations and have different meanings. Affectional commitment focuses on forming a positive affection with a subject and could be understood as an aggregate of strong, positive attitudes towards a subject. Normative commitment is based on the sense of moral obligation towards a subject, and calculative commitment is a rational, task-oriented concept, which is closely related to cost/utility, based decisions and exploring alternatives.

Consumers get triggered while watching ASMR contents and feel positive emotions such as psychological stability, satisfaction, and joy (Jang et al., 2016). Moreover, as they feel such emotions, consumers continue to search for more ASMR content, this can be called commitment to ASMR. As consumers watch ASMR, they create a strong sense of commitment, which can even destroy the distinction between the past, present, and future. This could be related to the term commitment aforementioned in Storyscaping (Hong, 2017). This leads consumers to remind previous experiences related to sounds with the sounds presented in ASMR, which ultimately leads to nostalgia (Zhang, 2015).

### 2.4. Nostalgia

According to Hofer (1668), Nostalgia is a compound word made of 'notos' -which means going back to your hometown or family – and 'algoa' – which means pain, suffering, and sadness. – It is normally defined as being homesick or a state of mind that yearns for something (Zhang, 2015). Nostalgia is used in many fields and is defined differently in each case. In this research, it will focus on the other side of the word rather than the definition used in the medical field.

There are many sources of nostalgia, such as sounds, smells, ads, an object from the past, relationships, and even the emotion of nostalgia itself. But in this research, it will focus on the sound aspect, which is the essence of ASMR. Among the various academic definitions of nostalgia, this research will adopt the definition which Belk (1990) suggested. According to Belk, nostalgia is a kind of atmosphere or feeling of 'missing' something which is caused by a specific object, scene, smell, music, and etc. (Wang, 2015).

Previous studies related to nostalgia often focused on the positive effects of nostalgia. Such effects include increased social connectedness, self-positivity, and self-esteem (Wildschut, Tim, Sedikides, Amdt, & Routledge, 2006). This research will use Wildschut's study as a base and will attempt to depict the effects of nostalgia in two aspects.

According to marketing studies involving nostalgia, McAdams, Reynolds, Lewis, Patten, and Bowman (2001) argued that nostalgia has an effect of causing people to recognize something as positive and successful. Davis (1979) also defined nostalgia as an emotional state which makes a person feel love, happiness, joy, and satisfaction. This is the first feature of nostalgia, which can also be called personal nostalgia, a feature that helps individuals to reinforce their self-esteem and self-image (Wang, 2015). Modern consumers always want to be relieved from the chronic depression, stress, and pain they experience from everyday life. Nostalgia is related to traits such as self-improvement, self-esteem, and self-protection, and ASMR could be a catalyst for nostalgia through its auditory stimulus. Through ASMR, people can

forget about the borders between self and the environment, stimulus and the reaction, or even forget about the distinction between past, present, and the future while (Hong, 2017). Easily put, ASMR could boost nostalgia and make it possible for a person to identify memories from the past with the current self (Wang, 2015). This kind of phenomenon will help the person to relieve himself from yearning, eventually providing stability to their current mental state. The second feature of nostalgia is focused on strengthening social ties, which can be called communal nostalgia. As society change in rapid fashion, nuclear families are increasing, while emotional bonds between individuals are getting weaker by the day, the whole society is being atomized. As a reaction, many individuals actually feel meaningless, depressed, or lonely when they fail to be part of a certain social group. Zhou, Wildschut, Sedikides, Shi, and Feng (2012) insisted that when a person experience nostalgia, they often become able to escape its negative state of mind and actually go on to have a tendency to perform social activities such as donating and volunteering community services. If individuals could become more friendly to social activities, these individuals will be able to form a healthy community in the end. In Addition, Sedikides et al. (2006) also stated that nostalgia is a positive emotion which is strongly linked with happiness, that can give an idea that they are being loved and cared by someone else, also opening up the possibility of an enhanced brand equity in the future.

### 2.5. Brand equity

According to Keller (1993), brand equity could be defined as a form of brand knowledge, which can positively influence a customer's reaction to a certain marketing activity of a brand. Brand equity is an aggregate of customer reaction to a company's marketing activity. This reaction could be understood as the knowledge that the customer has towards a brand (Keller, 1993).

Brand Attachment can be defined as an emotion of affection, passion, fulfillment of self-esteem which consumers would feel when they regularly interact with a specific brand. Through these interactions, a consumer can build a similar kind of emotional bond and cohesion with the brand itself, which they usually have with other close ones and friends (Thomson, Maclnnis, & Park, 2004). Ball and Tasaki (1992) stated that attachment is mainly used in the field of developmental psychology, and they also suggested that a state of attachment rarely change once they are formed.

Brand Familiarity is formed after the consumer has experience with a certain brand, it can be defined as the degree of knowledge a consumer has about that certain brand (Choi, 2017). Brand Familiarity is often formed based on the customers' accustomedness, familiarity, and information (experience) with the brand (Ming, Ismail, & Rasiah, 2011).

Brand Awareness can be defined as an ability of consumers to easily understand a brand which was previously stored in their memory (Choi, 2017). Keller described the state of being aware of a brand as a state where a strong node for a brand is built, which makes a person understand the brand with less effort.

For ASMR viewers, there are several other motivations besides just watching it. In a study by Yuk, Kwon, and Shin (2018), ASMR viewers not only inquired after producer's health if producer didn't upload a video for certain period time but also communicated each other's concerns through comments. ASMR viewers often share their stories and thoughts. Apart from producer and viewer relationship, the viewer watches ASMR to follow external trend or just as a curiosity. Therefore, these motivations can be counted as influencing brand equity by forming social relationships (Hong, 2019).

And in the field of advertising, there is a distinction that ASMR is used to convey product features and messages. The visual image of the brand and the auditory image of the product are combined then create the strong brand image association, and it appears to has influence on the brand asset (Lee, 2019; Consuegra, Faraoni, Diaz, & Ranfagni, 2018).

### 2.6. Impulse buying

Impulse buying could be defined as a consumer behavior, when someone buys a specific product without any previous intentions of purchasing it, just after they get exposed to a certain ad or the product itself (Oh, 1982). Baek (2008) also suggested that impulse buying more often occurs when a consumer is exposed to a certain clothing online rather than offline, since it has no limitation of space and time. Therefore, many online markets concentrate on inducing direct, spontaneous reaction from their customers rather than building a positive cognitive image of the brand. Many of them use methods that create psychological pressure to encourage purchases by simply presenting the price and benefits that the product could provide to the consumers (Bae, Lee, & Cha, 2004). People who often shop online was found out to have low self-esteem, high materialistic tendencies, and they use shopping as a way to release stress and reduce disappointment or frustration (Kim, 2005). These tendencies also have a high correlation with impulsiveness, so consumers who share the mentioned traits also has a high possibility to buy impulsively (Kim, 2005). Since ASMR contents can help release the stress of viewers and also help them recover self-esteem, it also has high potential to be used as a valid marketing strategy.

### 2.7. Electronic word-of-mouth

In the digital era, the online environment is viewed as one of the most important platforms in marketing. Many consumers go online to find out various kinds of information about the products they want to buy while interacting with other users in real-time to gather and share positive or negative feedback about the product. Wang (2015) defined Electronic Word-of-Mouth as the sharing of information about products, services, and companies done by consumers through online platforms such as online shopping malls, online cafés, blogs, e-mail, messenger services, and search engines (Wang, 2015).

Clothing is often classified as a low-involvement product, also it is viewed as an emotional good, and due to the high variety of products, many consumers have a tendency to purchase clothes impulsively rather than through careful planning (Yoo, 2001; Jang & Rhee, 2008). Electronic Word-of-Mouth made on the social media is heavily based on social relationships built on cyberspace. So the tie, homogeneity, and trust between the users are a prerequisite for a successful Electronic Word-of-Mouth (Lee & Lee, 2013).

## 3. Research methods

### 3.1. Subject

Currently, in Korea, the public interest toward ASMR is rising exponentially, and creators of ASMR is also in a sharp rise. But studies on the types of content and the effectiveness of ASMR are minimal.

The flow no longer lasts if stimulus is over whilst commitment refers to the condition of individual's sustained behavior, relationship persistence, and stability as described earlier by Kim and Park (2017). Therefore, the commitment that customers constantly look for what they want is consistent with ASMR viewers' preferences. Many of the factors that generate nostalgia include sound. In this research, Belk's marketing perspective definition of nostalgia, a kind of missed atmosphere which is facilitated by tension such as object, scene, smell, and music, will be considered (Wang, 2015). Previous studies related with nostalgia have many positive aspects. The main contents and functions are to increase social connectedness, self-positivity, and self-esteem (Wildschut, Tim, Sedikides, Amdt, & Routledge, 2006). This part could be divided into two categories, social and personal nostalgia.

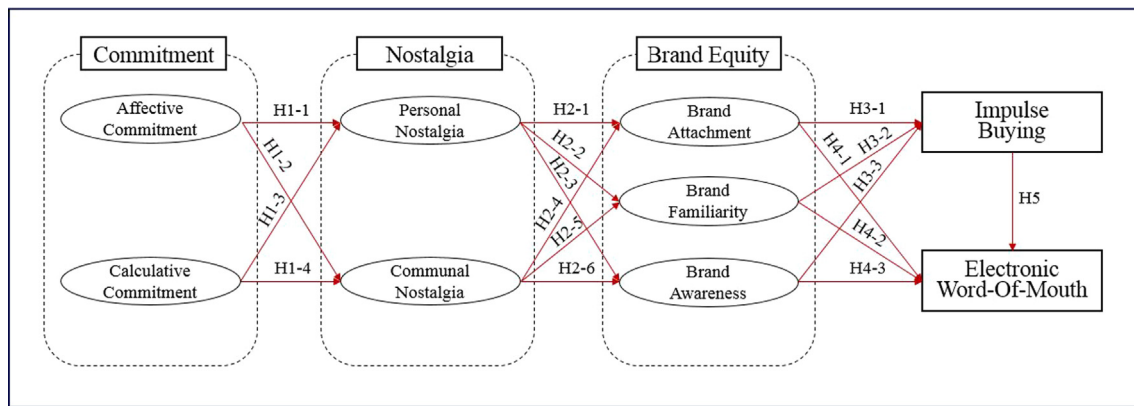In the field of advertising, there is a differentiation that ASMR is

**Fig. 1.** Conceptual research model.

used to convey product characteristics and messages. The combination of the brand's visual image and the product's auditory image is seen as having an impact on the brand's assets through strong brand associations (Lee, 2019). ASMR contents, which compensate for the lack of self-esteem along with the release of consumers' stress, can be used as an effective marketing tool. Since AMSR is viewed on-line, not only product information, experience in use, negative and positive opinions about the product but also the story or the opinion of myself or someone's can be easily accessed and shared.

In this research, based on the classifications presented in preceding studies, a preliminary survey was conducted to distinguish the level of consumer awareness. The brand was also strictly separated into two categories –luxury, SPA- to find out the effectiveness of ASMR on each type of brands. In addition, the research clarified the factors which facilitates commitment to ASMR, while analyzing the influence it had upon nostalgia, brand equity, impulse buying, and electronic word-of-mouth. The research hypothesis, which was set through preliminary studies and prior investigation, are as follows in Fig. 1.

**H1.** Commitment has a positive (+) influence on Nostalgia.
  < H1-1 > Emotional Commitment has a positive (+) influence on Personal Nostalgia.
  < H1-2 > Emotional Commitment has a positive (+) influence on Communal Nostalgia.
  < H1-3 > Calculative Commitment has a positive (+) influence on Personal Nostalgia.
  < H1-4 > Calculative Commitment has a positive (+) influence on Communal Nostalgia.

**H2.** Nostalgia has a positive (+) influence on Brand Equity.
  < H2-1 > Personal Nostalgia has a positive (+) influence on Brand Attachment.
  < H2-2 > Personal Nostalgia has a positive (+) influence on Brand Familiarity.
  < H2-3 > Personal Nostalgia has a positive (+) influence on Brand Awareness.
  < H2-4 > Communal Nostalgia has a positive (+) influence on Brand Attachment.
  < H2-5 > Communal Nostalgia has a positive (+) influence on Brand Familiarity.
  < H2-6 > Communal Nostalgia has a positive (+) influence on Brand Awareness.

**H3.** H3: Brand Equity has a positive (+) influence on Impulse Buying.
  < H3-1 > Brand Attachment has a positive (+) influence on Impulse Buying.
  < H3-2 > Brand Familiarity has a positive (+) influence on Impulse Buying.
  < H3-3 > Brand Awareness has a positive (+) influence on Impulse Buying.

**H4.** Brand Equity has a positive (+) influence on Electronic Word-Of-Mouth.
  < H4-1 > Brand Attachment has a positive (+) influence on Electronic Word-Of-Mouth.
  < H4-2 > Brand Familiarity has a positive (+) influence on Electronic Word-Of-Mouth.
  < H4-3 > Brand Awareness has a positive (+) influence on Electronic Word-Of-Mouth.

**H5.** Impulse Buying has a positive (+) influence on Electronic Word-Of-Mouth.

### 3.2. Research procedures

#### 3.2.1. Preliminary study & selection of stimulant

This research focuses on ASMR marketing through the method of Storyscaping on social media. To find out the differences, it sampled 50 consumers who regularly watch ASMR contents for at least 10 min on a daily basis to choose which ASMR stimulants will be used for subsequent experiments. When questioned which brands use ASMR as a method of marketing, answers such as Dior, Chanel, Burberry, Uniqlo and Zara were suggested, but 20 people answered Chanel and 16 Uniqlo, making the two brands their representative. Chanel ads using ASMR has not been aired on TV, so fashion films 'The Making of the CHANEL Bicolor Cardigan' of Chanel which was uploaded on YouTube have been used. In contrary, Uniqlo had a series of TV-aired ASMR ads 'AIRism', so such ads were used.

#### 3.2.2. Main research

The population of this study was sampled using a convenience sampling method targeting only college students and young workers who are most likely to appreciate ASMR marketing contents. Those in their 20's and 30's who had previous experience searching fashion brand related ASMR contents or purchasing fashion products through social media were selected as the main target. Comparing by age group, more than 60 percent of the users working on social networking sites are in their 20 s. It was also selected because the younger generation creates greater social relationships and trust in their online activities. (Hwang, Lee, & Choi, 2015). The purpose of the study was explained before they responded to the questionnaire. To improve the accuracy of the survey, a series of preliminary surveys were conducted to boost the validity and reliability of the research. The preliminary survey was conducted between March 2, 2018 to March 3, 2018. A total of 50 questionnaires were first distributed, and after excluding 6 insincere copies with insincere responses, 44 questionnaires were used as analysis data. Through this process, some questions were corrected and supplemented to fit this study before the main research was conducted. The main research was conducted between March 26, 2018 to April 5, 2018.

**Table 1**
Results of confirmatory factor analysis.

| Variable | Construct | Item# | Questionnaire | Standardized Regression Weight | SMC | AVE | CR | Cronbach's α |
|---|---|---|---|---|---|---|---|---|
| Commitment | Affective Commitment | 10 | It would be a loss to me to stop ASMR appreciation. | 0.883 | 0.746 | 0.738 | 0.846 | 0.938 |
| | | 12 | I use ASMR because there is no better content than ASMR. | 0.876 | 0.708 | | | |
| | | 14 | I don't think there's anything else to replace if I can't enjoy ASMR. | 0.872 | 0.793 | | | |
| | | 15 | I think there will be a lot of losses if I don't watch ASMR. | 0.831 | 0.749 | | | |
| | | 19 | I don't think it's right to stop listening to ASMR if I find better content elsewhere. | 0.923 | 0.781 | | | |
| | | 13 | The reason why I enjoy ASMR is that I can solve personal or social problems. | 0.761 | 0.576 | | | |
| | Calculative Commitment | 3 | I am happy to watch ASMR. | 0.852 | 0.692 | 0.646 | 0.758 | 0.880 |
| | | 8 | I feel comfortable while watching ASMR. | 0.806 | 0.633 | | | |
| | | 4 | I feel strongly commitment about ASMR. | 0.786 | 0.677 | | | |
| | | 5 | I feel strongly about ASMR. | 0.770 | 0.628 | | | |
| Nostalgia | Personal Nostalgia | 2 | When I listen to ASMR, a familiar sound that I heard as a child comes to mind. | 0.767 | 0.573 | 0.768 | 0.930 | 0.967 |
| | | 9 | ASMR brings back memories of the past. | 0.964 | 0.927 | | | |
| | | 7 | ASMR is reminiscent of past memories. | 0.708 | 0.818 | | | |
| | | 8 | ASMR helps you remember the happy past. | 0.901 | 0.774 | | | |
| | | 10 | ASMR feels like back in the past. | 0.951 | 0.904 | | | |
| | | 11 | ASMR recalls past or previous experience. | 0.933 | 0.887 | | | |
| | | 6 | I heard familiar sounds from ASMR content that I heard earlier. | 0.880 | 0.811 | | | |
| | Communal Nostalgia | 2 | When I listen to ASMR, a familiar sound that I heard as a child comes to mind. | 0.767 | 0.573 | 0.801 | 0.808 | 0.936 |
| | | 9 | ASMR brings back memories of the past. | 0.964 | 0.927 | | | |
| | | 7 | ASMR is reminiscent of past memories. | 0.708 | 0.818 | | | |
| Brand Equity | Brand Attachment | 10 | I think this brand gives me pleasure. | 0.653 | 0.268 | 0.635 | 0.658 | 0.829 |
| | | 6 | I am fond of this brand. | 0.859 | 0.425 | | | |
| | | 5 | I think this brand is right for me. | 0.861 | 0.422 | | | |
| | Brand Familiarity | 14 | I am familiar with this brand. | 0.866 | 0.750 | 0.535 | 0.618 | 0.788 |
| | | 12 | I have information about this brand. | 0.611 | 0.372 | | | |
| | | 1 | This brand is as comfortable as a friend. | 0.738 | 0.549 | | | |
| | Brand Awareness | 18 | I have experience buying this brand. | 0.943 | 0.888 | 0.863 | 0.809 | 0.950 |
| | | 15 | I have experience using this brand. | 0.925 | 0.856 | | | |
| | | 16 | I know this brand well because I've experience buying before. | 0.738 | 0.844 | | | |
| Impulse Buying | | 7 | When I saw an ASMR ads, I bought the product on impulse because it gave me coupon and gifts. | 0.947 | 0.894 | 0.825 | 0.856 | 0.945 |
| | | 9 | When I saw ASMR ads, I bought certain products on impulse because they discounted them. | 0.976 | 0.951 | | | |
| | | 8 | I have seen ASMR ads and bought products impulsively because I thought they would be of good quality. | 0.902 | 0.811 | | | |
| | | 1 | I bought ASMR ads product because I thought it would go well with my current item. | 0.799 | 0.640 | | | |
| e-WOM | | 3 | I write a review on social media because I can rea people's thought from the posts I post. | 0.943 | 0.888 | 0.754 | 0.753 | 0.924 |
| | | 2 | I write a social media spent time because I can express a satisfactory purchasing experience. | 0.958 | 0.916 | | | |
| | | 1 | I write a review on social media to let others know about fashion products I know. | 0.862 | 0.745 | | | |
| | | 5 | I enjoy talking to other people about fashion products through bulletin boards. | 0.685 | 0.475 | | | |

***p < .001 **p < .01 *p < .05.

6

554 questionnaires of online survey had been distributed, and after excluding data that deemed to be unreliable or insincere, 435 copies have been used as in the final analysis. SPSS 23.0 was used to run a technical and statistical analysis; AMOS 18.0 was used for path analysis.

The questions used in the questionnaire include 20 items about commitment (Evanschitzky, Iyer, Plassmann, & Nies. , 2006; Nusair, Parsa, & Cobanoglu, 2011; Ko, 2014), 14 items about nostalgia (Zhang, 2015; Altanzul. , 2017), 20 items about brand equity (Hu, Lin, Wang, & Yang, 2012; Kremer & Viot, 2012; Thomson, MacInnis, & Whan Park, 2005; Ming et al., 2011; Lange & Dahlen, 2003; Yang & Ha, 2014; Yoo & Donthu, 2001), 9 items about impulse buying (Na, 2014), and 5 items about electronic word-of-mouth (Kim, 2010).

### 3.2.3. Data collection and analysis methods

This research used measuring tools which were proven to be reliable and valid through previous studies and modified it to fit the current research. In addition, to verify the research model and hypothesis, all of the items on the questionnaire was measured using a 7-Likert scale. The items used in the questionnaire along with the operational definitions of variables are listed below on Table 1.

## 4. Results and discussions

### 4.1. Sample characteristics

This research has gathered data upon 435 respondents (excluding the 119 who had given inaccurate, insincere answers) who had experience with ASMR contents from a fashion brand. Upon all 435 respondents, 131 (30.1%) were male, and 304 (69.9%) were female. Agewise, 432 (99.3%) were in their 20's, and only 3 (0.7%) were in their 30's. 167 (38.4%) of them spent under $100 monthly on clothes, 227 (52.2%) spent between $100 ~ 300, 31 (7.1%) spent $300–$500, and only 3 (0.7%) spent $500–1000.

### 4.2. Analyzing the validity and reliability of the measuring tool

After going through a Confirmatory Factor Analysis (CFA), the results of the measurement model have exhibited acceptable levels of fit ($\chi^2$ = 796.235, p = .000, df = 533, GFI = 0.914, NFI = 0.953, IFI = 0.984, CFI = 0.984, RMSEA = 0.034). The Cronbach's α value of all variables was in between 0.893–0.964. The value of standardized factor loadings was all above 0.6, and the SMC value was mostly above 0.5. Also, the AVE (Average Variance Extracted) was above 0.5, and the AVE value was compared with the squared value of the correlation coefficient between constructs to check the discriminant validity between constructs. As a result, except just 3 cases, the AVE value was higher than the squared value as seen in Table 2. Therefore, the constructs consisting the structural equation were found to be valid (see Table 3).

### 4.3. Hypothesis testing

This research predicted that Storyscaping through ASMR would cause commitment upon customers, which would influence nostalgia, brand equity, impulse buying, and electronic word-of-mouth. The research model is as seen in Fig. 1. After a path analysis using a structural equation model, the calculated suitability value showed as $\chi2$ = 165.168, $\chi2$/df (CMIN) = 0.154 p = .000, df = 1066, GFI = 0.856, NFI = 0.917, IFI = 0.976, CFI = 0.976, RMSEA = 0.029. The path coefficient of the model is shown in Fig. 2. The hypothesis test results for causal relationships among measurement variables in the structural model are as follows.

### 4.3.1. The influence of commitment through ASMR contents on nostalgia

Affective commitment caused by ASMR contents had a significant influence on both personal (β = 0.371, t = 7.814, p < .001) and communal (β = 0.669, t = 11.701, p < .001) nostalgia. Calculative commitment also had a significant influence on both personal (β = 0.287, t = 5.503, p < .001) and communal (β = 0.200, t = 4.175, p < .001) nostalgia. This result implies that both kinds of commitment trigger the viewers to feel positive emotions such as mental stability, satisfaction, and joy. It also means that they are rational on finding alternatives and there is some kind of a bond existing between the consumers. Affective commitment focus on a positive emotional attachment towards a subject. It could be seen as an aggregate of emotional affection and a strong, positive attitude, so it fits well with the characteristics and effects of ASMR. Consumers get triggered while watching ASMR, and they feel mental stability, satisfaction, and joy through the whole experience (Jang, 2016). When they feel such positive emotions, they will seek ASMR contents on a regular basis. Through calculative commitment, consumers think that they cannot get the same resources or results through other sources than ASMR. Which leads them to maintain the current relationship they have (de Ruyter, Moorman, & Lemmink, 2001). It will take them a lot of time, energy and cost to find another alternative, so calculative commitment could be understood as a desire to maintain a relationship. ASMR works as a tool to maintain calculative commitment, in this case (Wetzel et al., 1998). It has been found that commitment through ASMR had a big influence on personal, communal nostalgia (memories of a familiar sound from the past). It implies that personal nostalgia makes a person to want the pleasure and satisfaction felt in the process of commitment to continue. Simply put, they want to be released from chronic depression, stress, and pain from our modern everyday life through relaxation, even if it is only temporary. Through communal nostalgia, people who emphasize social ties prefer to have (and maintain) positive thinking in their relationships. They also have much interest in social activities (Kwon & Park, 2010). This means that when consumers buy a product, they purchase it for not only themselves but also for social interactions. Companies should be aware of this and build their future marketing plans based on this fact.

**Table 2**
The squared correlations and AVE of constructs.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| Affective Commitment (1) | 0.738 | | | | | | | | |
| Calculative Commitment (2) | 0.553 | 0.646 | | | | | | | |
| Personal Nostalgia (3) | 0.560 | 0.549 | 0.768 | | | | | | |
| Communal Nostalgia (4) | 0.677 | 0.586 | 0.783 | 0.801 | | | | | |
| Brand Attachment (5) | 0.386 | 0.299 | 0.296 | 0.359 | 0.635 | | | | |
| Brand Familiarity (6) | 0.122 | 0.225 | 0.159 | 0.215 | 0.666 | 0.555 | | | |
| Brand Awareness (7) | 0.160 | 0.105 | 0.147 | 0.190 | 0.583 | 0.651 | 0.863 | | |
| Impulse Buying (8) | 0.719 | 0.345 | 0.564 | 0.641 | 0.426 | 0.172 | 0.208 | 0.825 | |
| e-WOM (9) | 0.446 | 0.429 | 0.392 | 0.480 | 0.283 | 0.209 | 0.149 | 0.515 | 0.754 |

*Note:* Diagonal: AVE, Under the diagonal: Φ2 (Correlation coefficient2), AVE N Φ2.

**Table 3**
Results of hypotheses tests.

| NO. | Hypothesis | Estimates | S.E. | Δχ2 | Results | P-value |
|---|---|---|---|---|---|---|
| H1: Commitment is positively influence on Nostalgia. | | | | | | |
| H1-1 | Affective Commitment → Personal Nostalgia | 0.371 | 0.047 | 1.259 | Supported | *** |
| H1-2 | Affective Commitment → Communal Nostalgia | 0.669 | 0.669 | 0.005 | Supported | *** |
| H1-3 | Calculative Commitment → Personal Nostalgia | 0.287 | 0.287 | 0.432 | Supported | *** |
| H1-4 | Calculative Commitment → Communal Nostalgia | 0.200 | 0.048 | 0.163 | Supported | *** |
| H2: Nostalgia is positively influence on Brand Equity. | | | | | | |
| H2-1 | Personal Nostalgia → Brand Attachment | −0.356 | 0.115 | 0.764 | Not Supported | ** |
| H2-2 | Personal Nostalgia → Brand Familiarity | −0.092 | 0.158 | 2.980 | Not Supported | – |
| H2-3 | Personal Nostalgia → Brand Awareness | −0.331 | 0.215 | 8.471 | Not Supported | – |
| H2-4 | Communal Nostalgia → Brand Attachment | 0.640 | 0.124 | 0.421 | Supported | *** |
| H2-5 | Communal Nostalgia → Brand Familiarity | 0.243 | 0.152 | 5.149 | Not Supported | – |
| H2-6 | Communal Nostalgia → Brand Awareness | 0.525 | 0.206 | 13.694 | Supported | * |
| H3: Brand Equity is positively influence on Impulse Buying. | | | | | | |
| H3-1 | Brand Attachment → Impulse Buying | 3.674 | 0.564 | 4.802 | Supported | *** |
| H3-2 | Brand Familiarity → Impulse Buying | −1.419 | 0.298 | 0.114 | Not Supported | *** |
| H3-3 | Brand Awareness → Impulse Buying | −0.440 | 0.151 | 3.142 | Not Supported | ** |
| H4: Brand Equity is positively influence on e-WOM. | | | | | | |
| H4-1 | Brand Attachment → e-WOM | 1.667 | 0.770 | 0.247 | Supported | * |
| H4-2 | Brand Familiarity → e-WOM | −0.509 | 0.316 | 0.002 | Not Supported | – |
| H4-3 | Brand Awareness → e-WOM | −0.440 | 0.121 | 0.005 | Not Supported | * |
| H5: Impulse Buying is positively influence on e-WOM. | | | | | | |
| H5-1 | Impulse Buying → e-WOM | −0.255 | 0.116 | 0.064 | Not Supported | – |

*** $p < .001$.
** $p < .01$.
* $p < .05$.
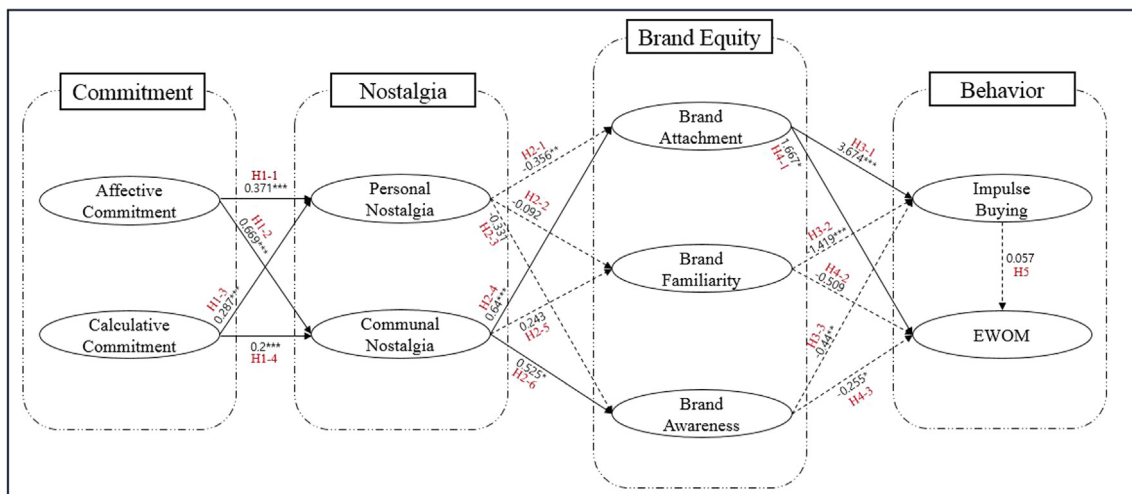


Estimate : Standardized Regression Weight
***p<.001 **p<.01 *p<.05

**Fig. 2.** Results of structural equation model. ***$p < .001$ **$p < .01$ *$p < .05$. Estimate: Standardized regression weight.

### 4.3.2. Influence of nostalgia on brand equity

Personal nostalgia did not have any significant influence on all brand attachment (β = −0.356, t = −3.094, p < .01), brand familiarity (β = −0.092, t = −0.580, p = .562), and brand awareness (β = −0.331, t = −1.538, p = .124). Peck and Wiggin (2006) insisted that the reason personal nostalgia did not influence those factors was because of the fact that consumers prefer actually being able to 'touch' the product when they are exposed to a persuading message (ex. Ads, videos, word-of-mouth, etc.). Moreover, that 'touch' has the most direct influence on brand equity. The concept of self or self-image could be recognized only when someone can subjectify himself or herself. It is a very important concept to customers and it is based on the how you think of yourself, how others think of you, and how you react to the thoughts of others on you, and these factors always change over time. It was found that if a person owns a certain brand product; they tend to identify themselves with other people who use the same brand, while

distinguishing themselves who use a different brand. Easily put, consumers identify themselves with the brands they use, and this kind of identification even had an influence on their social relations. These elements are proved to have positive, independent impacts on brand attitudes and it was also complementary with each other. Park, Choi, and Jang (2001) demonstrated that consumers have a more positive opinion towards a brand when the brand image coincides with their self-image. It was also found that the customers with a hedonic personality were more sensitive whether the brand coincides with their self-image, and it had a more drastic effect on their brand opinion. Using these results, a hypothesis that communal nostalgia could influence brand equity through traits like conspicuous consumption, brand identification while personal nostalgia could not, has been set.

Communal nostalgia was found to have a meaningful influence on brand equity, especially on brand attachment (β = 0.640, t = 5.163, p < .001) and brand familiarity (β = 0.525, t = 2.551, p < .05).

However, it did not influence brand awareness. According to Jeong and Yu (2014), the overall experience of a consumer with a fashion brand influenced his awareness toward a brand, but brand awareness didn't have any significant correlation with brand identification. The patterns of consumption related to communal nostalgia have close ties with social relations, which leads to the desire of being approved by others and facilitates consumers to become inclined to boast or conform with others. These kinds of consumption allow consumers to show off their ego to others while helping them build a positive attachment with a specific brand. This kind of phenomenon was especially observed in luxury brand consumption. This could be explained by the fact that luxury products can fulfill the desire to show their ego to others, while also satisfying their practical needs through the high-quality product itself (Choi, 2003). Sung et al. (2004) insisted that consumers do not care that much about the price and quality of the product when they purchase luxury brands and show irrational consumption patterns just to feel emotional, psychological satisfaction. The sense of social approval (or the sense of social stability), conformity, and flaunting consumers feel through consuming luxuries could be related to emotional or calculative commitment. This way, consumers who felt satisfaction through past purchase would build commitment to a certain brand, even going on to identify himself with the brand, consequently increasing attachment and awareness towards the brand (Kim & Chang, 2006). This increased satisfaction of the purchase and ultimately helped increase the rate of repeat purchases especially in Korea, which was possibly due to the high conformity of Koreans. Korea has a groupism culture and each individual is susceptible to how others think of you, which leads to a higher possibility to feel communal nostalgia (Jung, 2015). Koreans in their 20–30's especially have higher tendencies to have such traits, and since those specific-age consumers are now the main targets of luxury goods, luxury products have become popular among the public, and the term 'McLuxury' is getting noticed (Jung, 2015).

### 4.3.3. Influence of brand equity on impulse buying and electronic word-of-mouth

Brand attachment was the only factor that had a meaningful influence on impulse buying ($\beta = 3.674$, $t = 6.515$, $p < .001$) and electronic word-of-mouth ($\beta = 1.667$, $t = 2.165$, $p < .05$). Emotional attachment towards a brand is a variable of a long-term perspective which could be built through interactions between the brand and the consumer. Emotional attachment has been a subject of study in social psychology from a human-to-human relationship perspective. But in recent years, it also refers to the emotional connection between a consumer and a subject of consumption – whether it is a brand, human, place, or a specific object –, such direction of research has been active in the marketing field (Park & Macinnis, 2006). Therefore, emotional attachment can be formed not only for personal relationships with other humans, but also for certain products and brands such as Facebook fan pages or media platforms like YouTube. Likewise, brand attachment has a strong influence on maintaining a lasting relationship (Coh, 1979). It can also have a strong influence on motivational and behavioral factors such as recommending, repeat purchasing, and impulsively buying a product of a brand that the consumer has grown attached to (Lee et al., 2008). It can be assumed that it will also have a strong motivational and behavioral effect on the electronic word-of-mouth of ASMR consumers (Lee & Jung, 2013). In other words, from all the factors of brand equity which could be earned through ASMR contents, attachment had the highest influence on impulse buying and electronic word-of-mouth. In addition, since it is a method of purchase that has compensation purposes – to relieve psychological pressure, stress, or to overcome the lack of self-esteem-, it was found that only brand attachment, which includes emotional values, was the only trait that influenced impulse buying and electronic word-of-mouth. This indicates that consumers consider brands as a part of their own self, so by using ASMR which can stimulate this identification process, it will be able to increase

purchasing rate and the effectiveness of marketing. In addition, brand attachment, which is responsible for attaching the brand to the customer emotionally, is an important factor in marketing and refers to the degree of psychological reliance that customers have on brands. This kind of psychological dependency will then affect their purchasing behavior, leading to increased profitability while making able to maintain a lifelong relationship with customers (Thomson et al., 2005).

Brand familiarity did not have a meaningful influence on impulse buying ($\beta = -1.419$, $t = -4.758$, $p < .001$) and electronic word-of-mouth ($\beta = -0.509$, $t = -1.595$, $p = .111$). Also, Brand awareness did not have any significant influence on impulse buying ($\beta = -0.440$, $t = -2.919$, $p < .05$) and electronic word-of-mouth ($\beta = -0.255$, $t = -2.112$, $p < .05$). Although brand familiarity and awareness have a positive impact on planned purchases, they did not significantly affect impulse buying, which is a hedonic purchase (Yoon, 2015). Moreover, Brand familiarity and awareness did not affect electronic word-of-mouth. While electronic word-of-mouth was motivated by the urge to provide a positive/negative review about the product to other people 'after' purchase, it was found that brand familiarity/awareness itself did not have any significant influence on electronic word-of-mouth (Cho, 2012).

### 4.3.4. Influence of impulse buying on electronic Word-of-Mouth

Impulse Buying also didn't have any significant influence on Electronic Word-of-Mouth ($\beta = 0.057$, $t = 0.345$, $p = .730$). According to Yoon (2015), the motives for electronic word-of-mouth are economical merit (ex. Coupons, gift cards, etc.), giving advice, and seeking pleasure. In many cases, consumers went to the internet to give reviews about a product 'after' an impulsive purchase. But there were no meaningful correlations between impulse buying and Electronic Word-of-Mouth itself.

## 5. Conclusions and suggestions

### 5.1. Conclusion

As the online market gets bigger, the fashion market using social media is also growing. At the same time, due to the nature of the online environment, emotionally bonding with others is getting harder each day. Ironically, finding ways to build a bond based on emotions and senses are becoming more important. An emotional relationship between a fashion brand and a consumer could lead to a better understanding of the brand, so new marketing methods which can stimulate the emotional, sensual part of the customer is in need. Therefore, this research focused on the effects of marketing through Storyscaping, which could be done by using ASMR to induce commitment and stir nostalgia. This research took references from past studies while creating a questionnaire of its own to prove such effects. The research explored which effects ASMR stimulants (made based on Storyscaping) had on nostalgia, brand equity, impulse buying, and electronic word-of-mouth. The effects were classified by the type of commitment (personal, communal). The conclusions found in the verification process of the hypothesis presented in this study are summarized as follows:

First, Social media is different from traditional media since two-way communication is possible (Chae, 2013; Ko, Shin, & Chae, 2014), which has a positive impact on the consumer-media and consumer-consumer communication based on ASMR. The result of this study may be that fashion brands should use commitment, nostalgia, and brand equity when they develop ASMR-based marketing strategies. Also, they should find effective ways to use social media as a marketing tool by promoting new products, events through social media while encouraging customer participation.

Second, the types of commitment could be classified as affectional, calculative, and normative. Normative commitment was excluded from this research. Affectional, calculative commitment influenced every kind of nostalgia, which proved that ASMR stimulants could be used as

an effective way to stir nostalgia. It means that ASMR is a very good way to build a certain kind of emotional bond, and is also compatible to apply as a marketing method in the modern fashion industry. Fashion brands should always keep track of what the consumers prefer emotionally and sensually and pinpoint which value and message they will convey to their customers.

Third, upon personal and communal nostalgia, only communal nostalgia had an influence on brand attachment and awareness. It means that consumers in their 20–30's concentrate on social relations more than individual psychology. This can lead to a conclusion that ASMR media – which has the features of Storyscpaing – can draw more interest to communal nostalgia, which comes subsequent to commitment. To trigger emotional reactions, 'touch' is vital, so an ASMR that was not able to satisfy such conditions was not able to connect personal nostalgia to brand equity. However, in terms of communal nostalgia, it had a significant influence because phenomenon such as 'McLuxury' is spread upon the public. Also, consumers in their 20–30's tend to flaunt or conform with each other.

Fourth, there were four elements that consist of brand equity, which is attachment, image, familiarity, and awareness. But only attachment had an influence over impulse buying and electronic word-of-mouth. This means that ASMR contents can stimulate commitment and make the consumers get certain images of the brand in long-term. In that way, attachment can have positive impact on the consumers' emotions and memory. ASMR marketing is a way of purchasing a product to compensate for their stress or deficiency, while at the same time it implies the desire to show off or conform in social relations. Since brand attachment is closely tied to psychological aspects, it naturally affects impulse buying and electronic word-of-mouth, which also has close ties to emotional factors.

Recently, many companies have been trying to include ASMR more actively in their marketing plans. While most other ads use methods that presents amazing, and sometimes even shocking visuals to their customers to leave a strong impression (ex. scare marketing, and etc.), ASMR is quite different from those. It uses calm tones of color, quiet and relaxed atmosphere, and slow motions and sounds. Ironically, since every other ads are so loud and fancy, ASMR's quiet nature becomes even more unique and special, making it easier to catch the eyes of the public. ASMR is now considered a very efficient way of marketing and is drawing huge interest from the marketing field (Lee, 2018). In the past, auditory factors were only known as a secondary factor when it came to product advertising. But now, it has become the main factor that often gets the most attention. For example, a studying aid device called MC Square used ASMR as a key selling point to their product. ASMR can be used both as a 'feature' of a product, and also a way of 'advertising, marketing' a product.

## 5.2. Implications and limitations

The implications of this research can be said as follows: Just like social media, the trends involving social media marketing always change. But while ASMR is gaining popularity and rapidly becoming a phenom, there is almost no research which explores the subject. This research could work as a stepstone for future studies since it is one of the first research that focused on ASMR as a marketing tool. Many fashion brands should study about ASMR and carefully analyze its potential as a legit marketing tool. This research can contribute to the marketing strategies using media-based ASMR contents by providing new viewpoints towards the subject. The theoretical implications of this study are that it systemized the procedure of Storyscaping-based ASMR marketing through a more comprehensive approach, which could be perceived as an attempt of theoretical expansion. In particular, this research suggested a path model, which presented how key factors such as commitment and nostalgia could be induced from watching ASMR, while also showing how those factors shift into (affect) brand equity, impulse buying, and electronic word-of-mouth. The whole model was

shown to prove how it could be used as a marketing tool. Thus, it attempted to expand the theories of basic marketing by applying a new concept (ASMR). In previous ASMR-related studies, only the analysis about online ads were available. However, this research not only provides analysis, but it also focused on how ASMR is used in marketing in general, while providing what factors are involved in the process, which opens room for future research. While consumers use ASMR to have a great brand experience, they also tend to integrate the brand with themselves when they actually purchase the brand's product. So it is evident that maintaining constant emotional interactions are a crucial factor to increase brand value.

The demographic limitations of this research were that most of the samples were concentrated on the people who were in their 20'. In addition, there are several limitations to the content and method: First, the lack of previous studies made it hard to measure specific items and data. There were some prior studies about ASMR, but most of them did not mention the influence it could have on customers as a marketing tool. Second, Media-based ASMR marketing is proliferating, and the consumers who use it are on a sharp rise. However, the marketing stimulus using ASMR in fashion brands was not diverse and very limited in number. In future researches, it is recommended to sample hardcore ASMR users to gather more in-depth data which can provide more insight into the content itself.

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