

MAINTAINING NARRATIVE CONSISTENCY AND BRAND IDENTITY ON WEBSITES, SOCIAL MEDIA, EMAIL, AND MARKETPLACES: A SYSTEMATIC LITERATURE REVIEW FOR BUILDING TRUST AND BRAND RECOGNITION

Axelon S Renyaan

Universitas Ottow Geissler

axel.cutes@gmail.com

Tehedi

Universitas Sultan Muhammad Syafiuddin Sambas

Abstract

This study aims to examine the importance of narrative consistency and brand identity across various digital channels, particularly websites, social media, email, and marketplaces, in building consumer trust and increasing brand recognition. Through a systematic literature review approach, this study analyses the relationship between brand communication consistency and two strategic elements, namely *consumer trust* and *brand recognition*. The results show that consistent narratives prevent message contradictions, strengthen perceptions of brand authenticity and credibility, and increase consumer loyalty. Meanwhile, consistent visual and verbal identities have been proven to accelerate brand recognition, build strong associations, and create sustainable differentiation in a competitive market. In practical terms, this study emphasises the importance of developing comprehensive *brand guidelines* and implementing integrated cross-channel communication strategies to deliver a harmonious brand experience. These findings not only enrich the academic literature on branding in the digital context but also have real implications for companies seeking to build sustainable competitive advantage in the digital age.

Keywords: brand consistency, brand narrative, brand identity, consumer trust, brand recognition, digital communication, systematic literature review

Introduction

In the digital era, characterised by the development of communication technology and the expansion of online platforms, a brand's presence across various digital channels is no longer merely an option but a strategic necessity. Consumers now interact with brands through increasingly diverse channels, ranging from official company websites, social media, email marketing, to marketplaces that facilitate transactions. This situation creates a great opportunity for brands to expand their market reach, but at the same time presents a major challenge in maintaining narrative consistency (Fan, 2005). Different narratives across channels can cause confusion, reduce brand credibility, and weaken emotional connections with consumers.

Consistency in narrative and brand identity are important elements in building *brand integrity*. A consistent narrative creates a strong impression of who the brand is, what values it holds, and how it wants to be perceived by the public. This is closely related to the theory of *brand storytelling*, which states that consumers tend to remember