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## When You Meme Business – Exploring Use of Memes by Brands on Social Media and Resultant Engagement

Sphurti Sewak

Florida International University, sphurti@icloud.com

Jaehoon Lee

Florida International University, jaehlee@fiu.edu

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# When You Meme Business – Exploring Use of Memes by Brands on Social Media and Resultant Engagement

**Sphurti Sewak**

*Florida International University, Miami, USA*

**Jaehoon Lee**

*Florida International University, Miami, USA*

## ABSTRACT

*Brands routinely create content on their social media accounts to maintain their relationships with existing followers as well as gain new followers. This research looks at the widely known trend of internet memes and how their usage by brands can impact consumer engagement and the underlying mechanism that leads to this effect. Previous research has established how the growth of memes has increased on social media over the past few years, however, no empirical study to date has studied the brand's use of memes and consumer engagement. This research has considerable theoretical implications. First, it contributes to the emerging domain of consumer engagement on social media, a domain that will only grow considering the use of social media by brands to reach out to existing or potential consumers. Second, we also contribute to the existing literature on humor, specifically looking at internet memes, which have seen exponential growth over the past few years. Third, since we demonstrate that consumers tend to engage more when brands use memes, we also contribute to the literature of social media postings by brands. This new understanding of consumer engagement can be useful to social media managers of brands that are looking to establish their social media presence as well as those that wish to maintain their social media presence.*

**Keywords:** Memes, Consumer Engagement, Social Media, Content Marketing

## ABOUT THE AUTHORS

**Sphurti Sewak** Sphurti Sewak ([ssewak@fiu.edu](mailto:ssewak@fiu.edu)) is a Ph.D. student in Marketing, Chapman Graduate School of Business, Florida International University, Miami, FL, 33199. Her research interests include consumer well-being and brand communications in social and digital media.

**Jaehoon Lee** Jaehoon Lee ([jaehlee@fiu.edu](mailto:jaehlee@fiu.edu)) is Assistant Professor in Marketing, Chapman Graduate School of Business, Florida International University, Miami, FL, 33199. He has a Ph.D. from The University of Texas at San Antonio, San Antonio, Texas, and has published in leading marketing journals like Journal of Consumer Research, Journal of Consumer Psychology, amongst others.