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Exploring the Impact of Brands Roasting on Social Media

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EXTENDED ABSTRACT

Brands regularly post content on social media and look for consumer engagement through these posts. A recent popular viral phenomenon that has emerged is when brands roast other brands or consumers on Twitter. Although roasting posts garner increased consumer engagement, we investigate if it leads to increased brand preference, uncovering a novel domain in the social media literature.

Our findings indicate that when brands roast consumers on social media, it leads to decreased brand preference. Additionally, we find that the perceived inappropriateness of the roasting posts leads to lower brand preference when brands choose to roast on social media. Further, we tease apart the difference between brands roasting other brands and brands roasting other consumers. Specifically, we ascertain that when brands roast other brands it is more acceptable and leads to higher brand preference than brands roasting other consumers.

This research establishes that not everything that goes viral leads to favorable offline behavior. Our theoretical contributions are in the field of consumer engagement and social media marketing. Additionally, social media managers of brands can use the findings of this research by understanding why conventional methods of highlighting the superiority of the product would be perceived more favorably than trends that seemingly garner more consumer engagement.

Keywords: *Roasting, Social Media Trends, Consumer Engagement, Brand Preference*

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