

Internet Slang in Social Media Brand Messages

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ABSTRACT

While scholars have investigated brand language in various traditional marketing contexts, less is known about social media. This article offers new insights by focusing on internet slang. A multi-method approach combining text analysis of thousands of brand tweets with preregistered controlled experiments illustrate an inverted U-shaped relationship between internet slang intensity and consumer responses. This relationship is driven by a dual mechanism: On the one hand, increasing internet slang intensity elicits perceptions of message playfulness; on the other hand, high internet slang intensity heightens consumers' persuasion knowledge. The curve is flattened for higher brand trust and non-promotional message goal. These results offer insights into brand language and the debate on brands capitalizing on trends. Also, this article is the first to provide actionable insights on optimal internet slang intensity in marketing communication, helping marketers craft effective messages.

Keywords: *internet slang, brand messages, social media*

Track: *Advertising & Marketing Communications*