

From Haha to Aha reactions: A netnographic study on how parody storytelling engages consumers

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Abstract

Extending humour theorisations and moving beyond vanity consumer engagement metrics requires an understanding of how storytelling and humour practices enhance consumer engagement. This study addresses such calls and by drawing upon existing research emphasising the effectiveness of storytelling and humour in prompting consumer persuasion and participation (e.g., co-creation), it focuses on the undertheorised role of parody within storytelling. Based on a netnographic study of Helldivers 2 social media activity we illuminate the importance of moments of realisations, playful explorations (aha reactions) as well as gamers' active participation to the success of parodic storytelling. Our evidence shows that parody within storytelling fosters consumer engagement by moving beyond emotional and cognitive dimensions as prior research suggests to also embrace a sense-making and a co-creation process. Such processes extend the role of parody beyond resistance and vanity social media metrics.

Keywords: Digital Storytelling, Netnography, Humour.

Track: Digital Marketing & Social Media