

Loving “Mapple Store” but Hating “Sprawl-Mart”: A Case Study of Brand Parodies in
The Simpsons

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Abstract

Through conducting a content analysis on a total of 96 brands and 405 tweets, the results show that 1) feature imitation is more frequently employed than theme imitation in brands with parodies in *The Simpsons*; 2) brands with parodies contain significantly more negative connotations than positive connotations; and 3) audiences have significantly more positive attitudes than negative attitudes toward both fictional brands and defictionalized brands. Theoretical and practical implications were further discussed.