



IMPACT OF MEME MARKETING ON GENERATION Z

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Abstract: The explosion of meme culture has really shaken up the world of digital marketing, especially when it comes to Generation Z. This group is all about humor, relatability, and unconventional content. This study deals with how meme marketing affects Gen Z consumers, focusing on things like consumer engagement, brand recall, purchase intent and effectiveness of meme marketing across certain sectors. The study gathered insights from 207 participants through a structured online survey to see how memes by brands affect brand awareness and recall; shape user interactions: likes, shares, comments etc. It was also looked at how these memes drive traffic to websites, app downloads, and actual purchases. The study explored which industries, like food delivery, OTT, and e-commerce, are nailing it with meme marketing. The data analysis was done using both descriptive and inferential statistics and shows that meme marketing really boosts brand engagement and perception and increases brand awareness among Gen Z. The results highlight the importance for brands to align their meme content with their identity and values to really connect with Gen Z consumers.

Index Terms

Meme Marketing, Gen Z, Consumer engagement, Purchase intent

I. INTRODUCTION

The rise of meme marketing has completely changed the game in digital marketing, allowing brands to connect with consumers in fun, culturally relevant, and easily shareable ways. As digital media keeps pushing the limits of how we communicate, memes like those often simple images with clever captions have transformed from mere internet jokes into powerful marketing tools that can influence how people see and interact with brands. The term “**meme**,” introduced by Richard Dawkins in his book **The Selfish Gene** back in 1976, describes cultural elements that spread through imitation. Nowadays, memes have carved out a special place in the digital world, especially on social media, where they serve as entertainment, social commentary, and increasingly, a way for brands to communicate.

Meme marketing is all about brands using memes strategically to engage users, build familiarity, and create emotional connections. Unlike traditional ads that just push products, memes weave brand messages into relatable and shareable content, encouraging organic engagement. This approach boosts brand visibility, fosters consumer trust, and, most importantly, makes brands feel more relatable and human. In India, brands like Zomato and Swiggy have notably leveraged meme marketing, transforming simple internet jokes into powerful tools that not only entertain but also subtly influence consumer perception and engagement, demonstrating how brands can connect with their audience in culturally relevant ways.

At the heart of what makes meme marketing work is **consumer engagement** which is a complex idea that goes beyond just transactions to include emotional, cognitive, and behavioral reactions to brand messages. In the digital space, engagement can be tracked through various actions like liking, sharing, saving, commenting, tagging friends, visiting the brand's website, or even making a purchase. These interactions show how well the brand's content resonates with its audience, and meme-based strategies are proving to be highly effective in sparking that engagement.

Meme marketing is especially relevant for **Generation Z**, those born between 1997 and 2012. This tech-savvy generation is fully immersed in the world of social media and has some pretty unique habits when it comes to consuming media. They crave authenticity, humor, and interactivity in the content they engage with, and they're quick to scroll past anything that feels too promotional or just plain old-fashioned. With a digital attention span that's shorter than that of previous generations, and a strong preference for visual, meme-driven communication, Gen Z has become the centerpiece of cutting-edge digital marketing strategies. In India, we find one of the largest Gen Z populations globally; making up nearly **27% of India's demographic**. Understanding their behavior when it comes to digital content is the key to grasping the modern relationship between brands and consumers.

This study will explore how meme exposure leads to interactions, brand recall, and actions like visiting websites, downloading apps, or making purchases. It takes a deep dive into meme marketing by using structured surveys and analysis to provide solid, evidence-based insights. It highlights how memes are evolving into not just a fun way to entertain but also a powerful tool for brands to engage with their audience. This is particularly important for marketers looking to connect with Gen Z consumers, who are digitally savvy, socially expressive, and always on the lookout for the latest trends.

This research aims to examine the effectiveness of meme marketing in influencing Gen Z consumer behavior. Specifically, it focuses on four primary objectives: (1) to analyze the impact of meme marketing on brand awareness and recall; (2) to evaluate how meme content drives online engagement through likes, shares, comments, and tagging behavior; (3) to assess whether meme-based marketing translates into tangible consumer actions such as website visits, app downloads, and purchases; and (4) to explore how meme marketing strategies perform across different industries in capturing Gen Z's interest and preference.

Literature Review

The growing popularity of meme marketing in the digital world has caught the eye of researchers, especially because it resonates so well with younger audiences, particularly Generation Z. Rathi and Jain (2024) took a closer look through a quantitative study using Structural Equation Modeling (SEM) to understand how meme marketing directly and indirectly influences what consumers decide to buy. Their results showed that exposure to memes has a significant effect on how engaged consumers feel ($\beta = 0.745$), which then plays a crucial role in shaping their purchase intentions ($\beta = 0.651$). This really drives home the idea that engagement is a key to the success of meme-driven campaigns.

In another study, Malodia et al. (2022) dug into what makes memes go viral and how that impacts interactions between consumers and brands. By using a mixed-method approach, they found that humor, relatability, and matching the mood of the audience are essential for driving engagement. The researchers pointed out that consumers tend to trust and connect more with brands that share memes that resonate with their values, which helps build brand familiarity and trust.

Focusing specifically on the fast-moving consumer goods (FMCG) sector, Jani, Contractor, and Padiya (2022) looked at how meme marketing shapes brand perception among Gen Z. They discovered that memes are not just fun but also play a vital role in increasing engagement and recall. Gen Z, they noted, prefers content that invites participation and evokes emotions, rather than the usual traditional advertisements.

Razzaq (2023) offered a deeper perspective by exploring the disconnect between engaging with memes and remembering brand names. While Gen Z respondents enjoyed and interacted with memes, they struggled to recall brand names, indicating a gap that needs more attention. This study highlighted the need to align meme content with strong brand identifiers to effectively connect entertainment with brand memory.

Siddique (2025) took a deep dive into meme marketing, focusing on sustainability and economic efficiency, with Indian food delivery giants Swiggy and Zomato as her case studies. Her research, rooted in Priming

Theory, highlighted how meme content creates subconscious connections, helping brands stay relevant without bombarding their audience. She also noted that Gen Z plays a crucial role in co-creating content, which naturally boosts brand messages.

II. NEED OF THE STUDY

In our fast-paced digital world, where attention spans are getting shorter and younger audiences are tuning out traditional ads, meme marketing has stepped up as a game-changer. With Generation Z taking over social media and loving relatable, funny content, brands are jumping on the meme bandwagon to connect with consumers and sway their buying choices. This study is significant because it focuses on Gen Z: a generation that consumes and interacts with content in highly participatory ways. Memes are no longer mere entertainment; they represent a form of digital language that brands use to spark conversations and build emotional connections. Consumer engagement, therefore, becomes a central element of this strategy, encompassing actions such as likes, shares, comments, and tagging peers: interactions that can amplify reach and shape consumer perceptions. This study is essential for marketers, researchers, and brands looking to understand the true impact of meme marketing on Gen Z. It aims to shed light on how meme strategies can drive engagement, enhance brand perception, and inspire consumer action across various sectors.

III. CONCEPTUAL FRAMEWORK

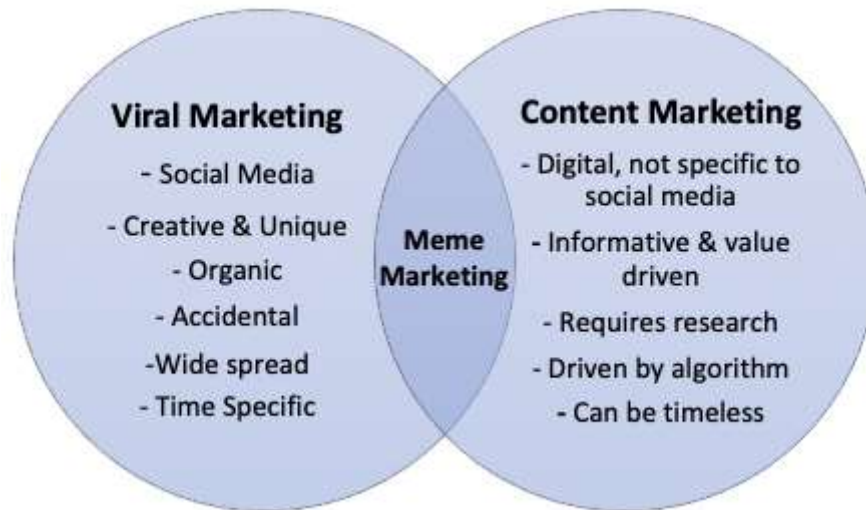
Definition: Meme marketing refers to the strategic use of humorous, relatable, and often viral content: memes to communicate brand messages in an engaging and culturally relevant way. Over the years, it has emerged as a powerful digital marketing tool, particularly appealing to Generation Z due to their engagement with social media platforms.

Effectiveness of Meme Marketing for Brands: Brands prefer memes because of their organic potential to spread, minimal production cost, and ability to connect with audiences through shared cultural humor. Memes bypass traditional advertising tone and create a sense of community by aligning with consumer interests, trends, and sentiments.

Key Features of Meme Marketing:

- **Virality:** Memes are made to be shared, increasing their reach exponentially.
- **Relatability:** They tap into shared experiences, making the audience feel seen.
- **Low Investment, High ROI:** Memes cost far less to produce compared to traditional ads but often generate higher engagement.
- **Community Building:** Memes create interactive conversations around brands.

Impact on Gen Z: Engagement, Awareness & Purchase Intent: Meme marketing has shown significant psychological and behavioral impact on Gen Z consumers, particularly in enhancing **brand awareness**, building **emotional relatability**, and increasing **purchase intent**. As digital natives, Gen Z prefers light-hearted, contextually relevant content that feels organic rather than promotional. Memes, when used strategically, trigger curiosity, provoke interaction, and even influence buying decisions. Repeated exposure to branded memes can improve **brand recall**, while interactive formats like likes and sharing foster **peer-based endorsement**, amplifying reach and credibility. These elements together contribute to a more **engaged and conversion-ready** consumer base.



The Venn diagram illustrates the intersection of Viral Marketing and Content Marketing, highlighting Meme Marketing as a hybrid strategy that draws from both approaches. Viral Marketing is characterized by its reliance on social media platforms, its organic and often accidental spread, and its emphasis on creativity, uniqueness, and time-specific content that can quickly gain traction. In contrast, Content Marketing encompasses a broader digital scope beyond just social media, focusing on informative, value-driven content that is carefully researched, algorithm-driven, and often timeless in nature.

Meme Marketing, situated at the convergence of these two strategies, blends the spontaneous, engaging, and trend-sensitive nature of viral content with the structured, purposeful, and research-backed elements of content marketing. This makes meme marketing a powerful tool for brands aiming to capture audience attention in a humorous and relatable way, while still aligning with broader marketing objectives and delivering value to the target audience.

Application of Meme Marketing across Sectors

Meme marketing has emerged as a highly creative and cost-effective promotional strategy across various industries. Leveraging pop culture, sarcasm, and real-life relatability, brands now build emotional connections with Gen Z by embedding their brand narratives into humorous content. The following sectors stand out as front-runners in using meme marketing to drive brand recognition and engagement:

1. Food Delivery Sector (e.g., Zomato, Swiggy)

Food delivery brands like **Zomato** and **Swiggy** have become pioneers of meme marketing in India. Their social media handles are known for humorous, culturally relevant, and conversational memes that often reflect current trends or everyday situations.

Example 1: Swiggy once posted a meme saying “Your stomach when the food is 5 minutes late: Me hungry, you Swiggy!” using a popular reaction image, instantly connecting with customers.

Example 2: Zomato created a meme mimicking Bollywood dialogues like “Tujhse na ho payega!” to represent users failing to cook and ending up ordering food—making fun of everyday struggles in a relatable tone.

Such memes not only humanize the brand but also subtly promote its services without appearing overly sales tone. This approach boosts app downloads, repeat orders, and social shares.

2. OTT Platforms (e.g., Netflix, Amazon Prime Video)

OTT giants like **Netflix** and **Amazon Prime** use memes not only to promote their shows but to build hype, spark discussions, and generate reach. Their meme strategy typically involves highlighting popular characters or plot moments.

Example 1: Netflix India once posted a meme using an iconic moment from the show “Money Heist” captioned: “When your plan goes exactly like the Professor’s.”

Example 2: Amazon Prime used a meme from “Mirzapur” with the dialogue “Yeh bhi theek hai” to represent mood swings during exam results, making the brand feel more relatable to students.

These memes enhance show visibility and engagement, often resulting in trending hash tags and higher viewership.

3. E-Commerce & Quick Commerce (e.g., Blinkit, Flipkart)

Blinkit (formerly Grofers) and **Flipkart** have effectively used memes to target busy millennials and Gen Z shoppers by blending humor with urgency and convenience.

Example 1: Blinkit’s meme that said “Ordered a toothbrush at 11:58, brushed teeth by 12:07” exaggerated their speed promise with with.

Example 2: Flipkart posted a meme during sale season with the caption “Dil garden garden ho gaya – Mega Sale is back!” playing on Bollywood lines.

These brands utilize meme marketing not only for product push but to position themselves as young, efficient, and in touch with consumer expectations.

4. Fintech Sector (e.g., Zerodha, Upstox)

Zerodha and **Upstox**, despite operating in traditionally “serious” industries, have embraced meme marketing to simplify financial topics and connect with Gen Z audiences.

Example 1: Zerodha once shared a meme comparing a rising stock chart with the excitement of “Your crush replying after 3 hours.”

Example 2: Upstox posted a meme with “When your SIP finally gives good returns: DJ waale babu mera gaana baja do.” to portray financial success with humor.

By using relatable language and pop culture references, these platforms remove the fear around investing, encouraging young users to explore finance.

Each of these sectors uses memes tailored to their brand voice, customer pain points, and the prevailing digital culture. These memes are more than just jokes—they’re touchpoints that build brand identity, foster connection, and ultimately drive consumer behavior.

IV. RESEARCH METHODOLOGY

This study deals with the world of meme marketing and its influence on Gen Z consumer behavior. It is particularly oriented towards how it affects brand awareness, online engagement, and the actions consumers take. To get there, a quantitative research design was setup that allows us to gather, quantify, and analyze feedback from a clearly defined group through a structured survey.

4.1 Sampling Technique and Sample Size

A non-probability convenience sampling method was adopted to connect with respondents from the Gen Z crowd, mainly targeting undergraduate and postgraduate students. In total, we gathered 207 valid responses via a Google Form that was shared across various platforms, including WhatsApp, Instagram, and college groups.

4.2 Research Instrument

The main tool for collecting data was a structured questionnaire created using Google Forms. This form featured a mix of close-ended questions and Likert-scale items, all aimed at gauging how much exposure respondents had to meme content, their brand recall, engagement behaviors, and the actions they took after encountering meme-based marketing. Some demographic questions about age, gender, and educational background were also included.

4.3 Data Analysis Techniques

Data collected from the structured questionnaire were analyzed using both descriptive and inferential statistics. Descriptive statistics, including Bar Graphs, stacked bar chart, percentages, and cross-tabulations, were generated using Google Forms and Microsoft Excel to summarize the demographic profile and key findings related to meme exposure, brand recall, and engagement behaviors. For inferential analysis, Pearson's correlation coefficient was employed to examine the relationship between brand relatability and purchase intention, while a Chi-square Test of Independence was conducted to assess the association between the frequency of encountering brand memes and brand recall frequency. These analyses were performed to address the study's core objectives and provide evidence-based insights.

4.4 Scope of the Study

This research zeroes in on Generation Z consumers in India, examining how meme marketing shapes their behavior on digital platforms. It is focused on assessing how effective memes are at boosting brand awareness, engagement, recall, and actions like visiting websites, downloading apps, and making purchases. The findings are based on responses from online surveys, giving insights that are particularly relevant to active social media users. It is observed at how various industries are tapping into meme-based content and identify which sectors are excelling at using memes creatively for marketing. Additionally, online interaction metrics such as likes, shares, comments, and tagging behavior influenced by meme marketing campaigns are explored.

4.5 Limitations of the Study

This study is specifically tailored to the Gen Z demographic and doesn't take into account other age groups that might also engage with meme content. Convenience sampling technique has been used, which means the results might not be fully representative of the entire Gen Z population. The data comes from self-reported online surveys, which can sometimes introduce response bias.

V. Data Interpretation and Results

This section presents the quantitative analysis of responses collected from **207 Gen Z participants**. The analysis aligns with the core objectives of the study: evaluating the impact of meme marketing on **brand awareness, consumer engagement, purchase behavior, and industry-wise effectiveness**. The data was interpreted through a mix of descriptive statistics, cross-tabulation, including correlation and Chi-square testing.

5.1 Demographic Profile of respondents

Table 1: Age Group

Age Group	Percentage	No. of respondents
13–16	22.7	47
17–20	65.2	135
21–24	9.7	20
25–28	2.4	5
Total	100	207

Table 2: Educational Status

Educational Status	Percentage	No. of respondents
School student	35.3	73
Undergraduate	58.9	122
Postgraduate	2.4	5
Working Professional	3.4	7
Total	100	207

Table 3: Gender

Gender	Percentage	No. of respondents
Male	43.5	90
Female	56.5	117
Total	100	207

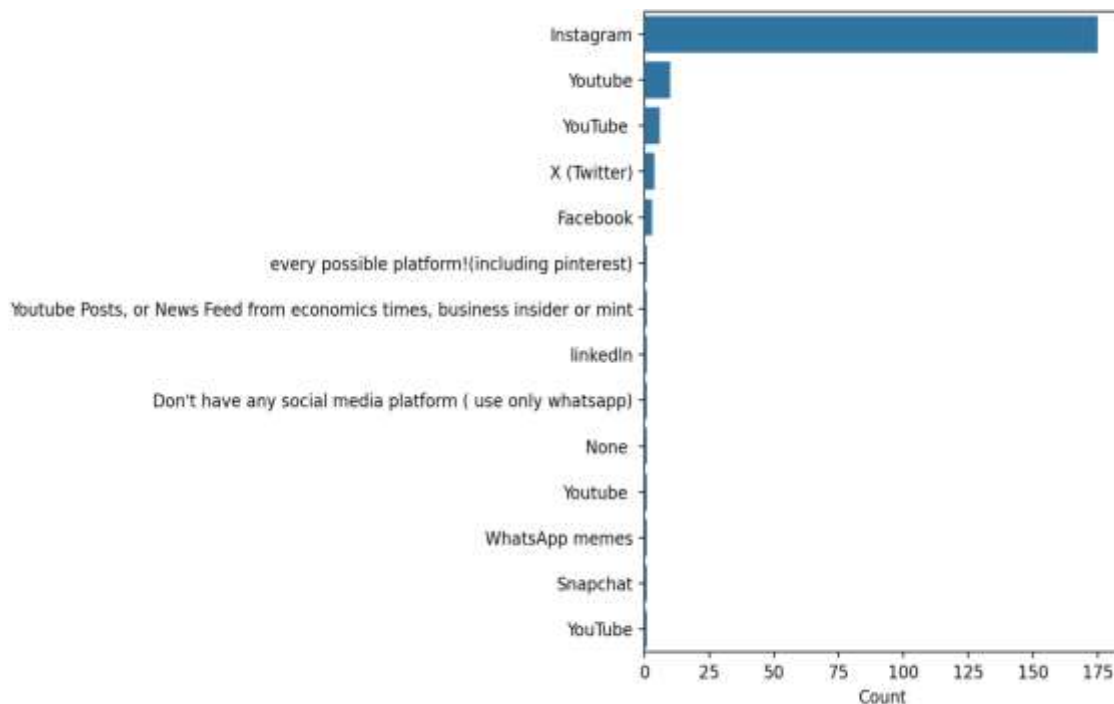
The demographic breakdown of the respondents clearly shows that the survey effectively targets Generation Z (Gen Z), with a majority falling in the **17–20** and **13–16** age groups. The age brackets align closely with

Gen Z's typical range (born between 1997 and 2012), making them the prime audience for meme marketing research.

The gender split appears to be fairly balanced, with a **slight edge in direction of females**.

In terms of educational status, the majority of respondents are **undergraduate students** followed by **school students**, confirming that the sample largely consists of digitally active, socially aware young adults.

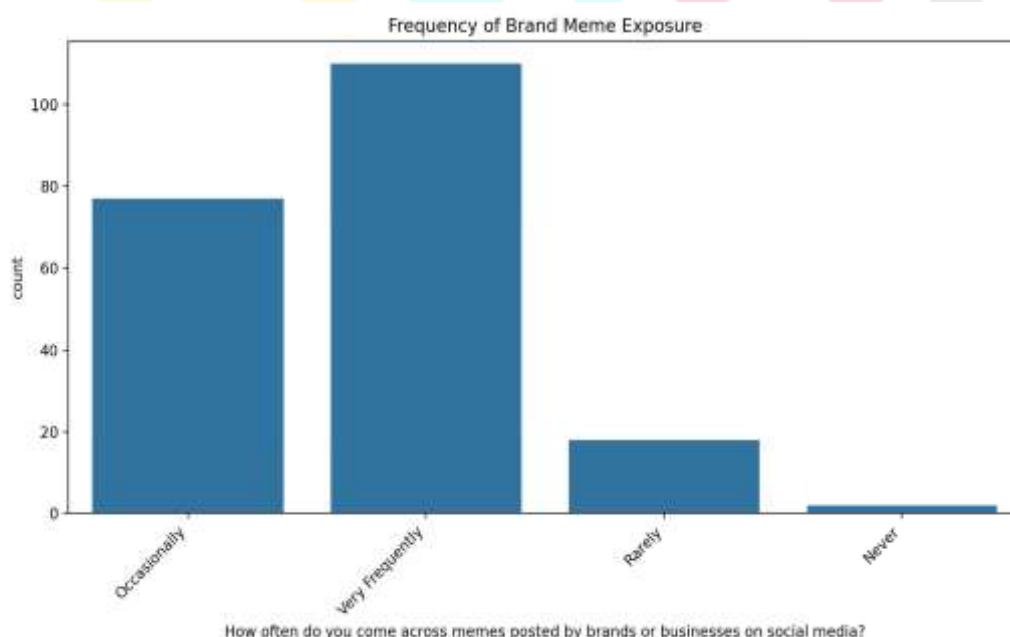
Graph 1: Preferred platform for meme engagement



The bar graph 1 clearly indicates that **Instagram** is the dominant platform for meme engagement among respondents, with approximately **170 users** preferring it. This far exceeds any other platform and reinforces Instagram's role as the central hub for meme-based content, especially among Gen Z users.

5.2 To analyze the impact of meme marketing on brand awareness and recall.

Graph 2: Frequency of brand meme exposure



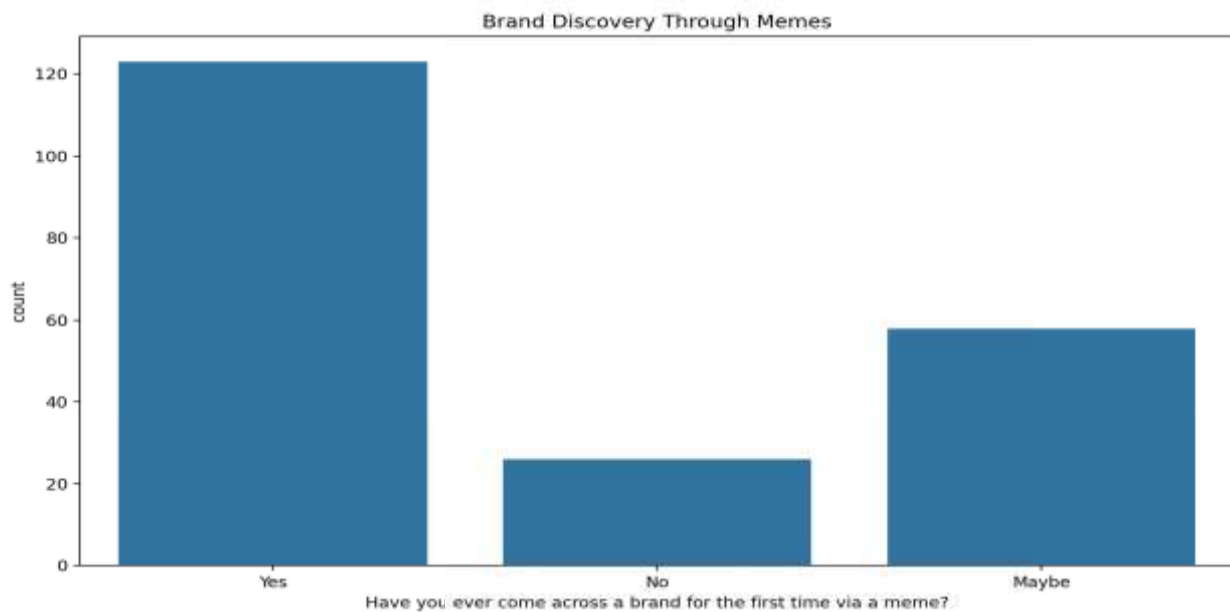
The bar graph

2 reveals that a majority of respondents are frequently exposed to brand memes:

Very Frequently: **110** respondents, occasionally: **77** respondents, rarely: **18** respondents and never: Very few (around 2).

The data shows that memes are a commonly encountered form of brand content. Over **90%** of respondents reported encountering them at least occasionally, indicating that memes are a prominent part of their digital experience and can significantly contribute to brand visibility.

Graph 3: Brand discovery via meme

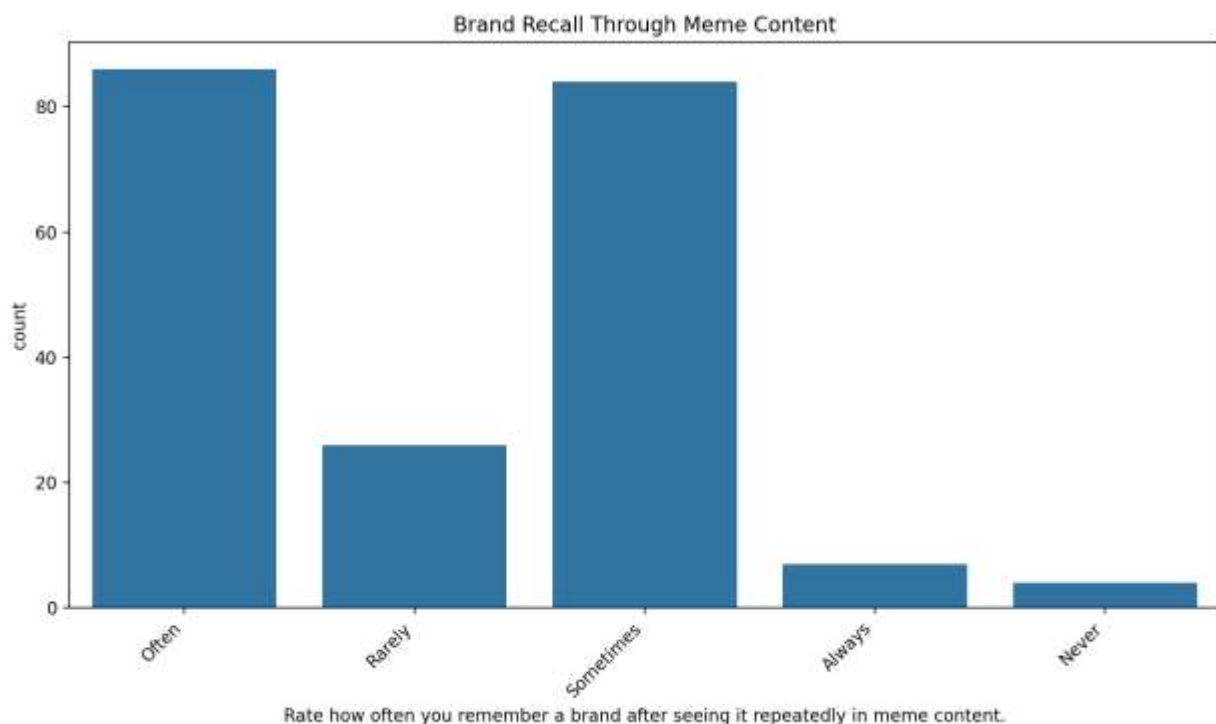


The graph 3 indicates whether users have discovered brands for the first time via memes:

Yes: **123** respondents, Maybe: **58** respondents and No: **26** respondents.

More than half of the participants (around **59%**) confirmed discovering a brand through memes, while another 28% were unsure. This suggests that memes do not just reinforce brand recall but also serve as an **initial discovery point** for many users.

Graph 4: Brand recall through memes



Graph 4: Often: 86 responses and **Sometimes: 84 responses** are the top two responses, collectively accounting for the majority of participants, **rarely** was chosen by around 26 respondents and very few people selected **Always: 6**, **Never : 4**. A combined total of over 170 participants recall brands either “often” or “sometimes” after being exposed to them through memes. This strongly supports the idea that meme content is an effective tool for **increasing brand recall**.

Table 4 - Cross Tabulation: Frequency of encountering memes & brand recall frequency

Cross-tabulation between frequency of encountering brand memes (row-wise) and brand recall frequency (column-wise).	Always	Never	Often	Rarely	Sometimes	Total
Never	0	0	0	2	0	2
Occasionally	2	2	27	9	37	77
Rarely	0	0	5	6	7	18
Very Frequently	5	2	54	9	40	110
Total	7	4	86	26	84	207

The table shows a clear relationship between how often respondents see memes posted by brands and how often they recall those brands. **Very Frequently Exposed:** Most respondents who see brand memes very frequently recall the brand *often* (54) or *sometimes* (40), indicating strong brand recall.

Occasionally Exposed: A large portion also recalls brands *often* (27) or *sometimes* (37), showing moderate exposure still enhances recall. **Rarely/Never Exposed:** These groups show much lower recall levels, mostly selecting *rarely* or *never*.

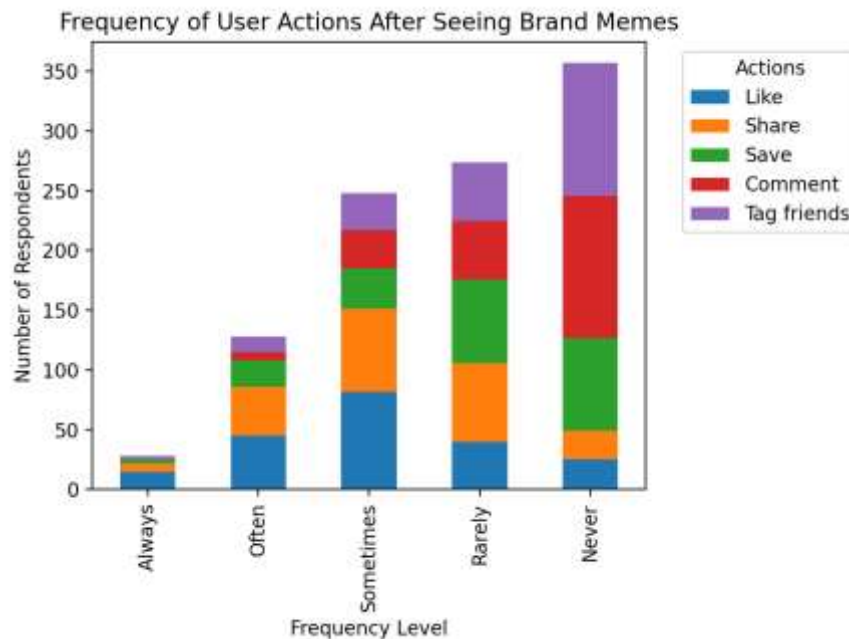
Table 5

Statistic	Value
Test Type	Chi-Square Test of Independence
χ^2 Value	28.21
Degrees of Freedom (df)	12
p-value	0.005
N (Sample Size)	207
Result	Significant (p < 0.05)

The Chi-square test revealed a statistically significant association between frequency of encountering brand memes and brand recall ($\chi^2(12, N = 207) = 28.21, p = 0.005$). This suggests that meme marketing is effective in enhancing brand memory among Generation Z.

5.3 Evaluate how meme marketing influences Gen Z's online interactions (likes, shares, comments, etc.)

Graph 5: User interactions with brand memes



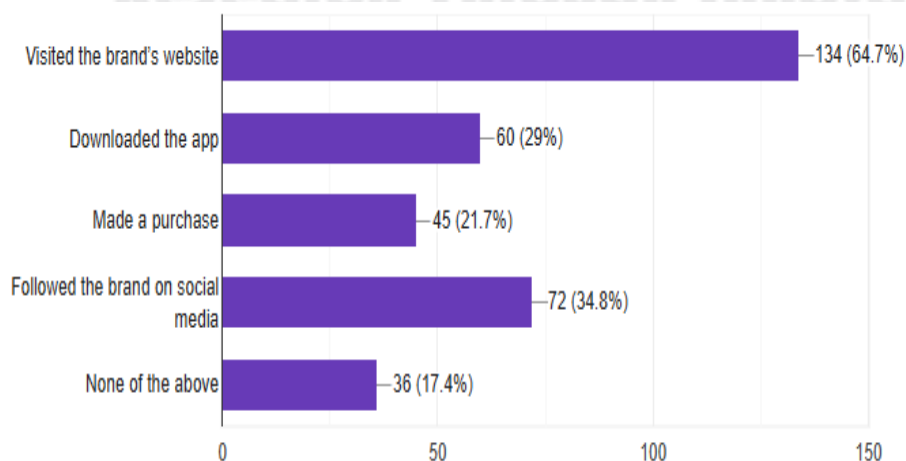
The analysis of user behavior after encountering brand memes reveals that: **"Like"** is the most common engagement action, particularly marked under "sometimes" (82 responses) and "often" (45 responses).

"Share" comes next, suggesting a high level of organic brand amplification. **Deeper engagement actions** like commenting, saving, and tagging showed relatively **lower frequencies**, with "Never" being the dominant response for commenting (119) and tagging (111).

This pattern reflects that while meme marketing drives **passive engagement**, it struggles to consistently generate **active interactions** such as tagging or commenting.

5.4 Assessing the effectiveness of meme marketing in driving consumer action, such as website visits, app downloads, or purchase intent among Gen Z.

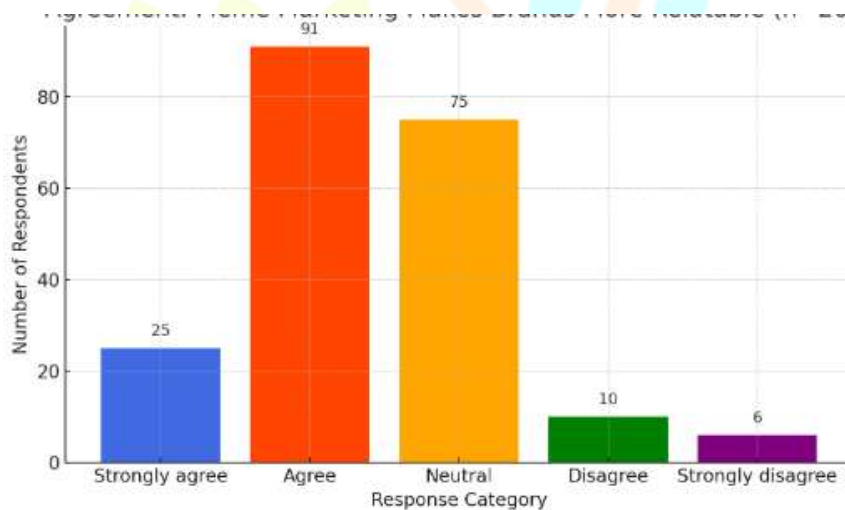
Graph 6: Consumer action



The most common consumer response was visiting the brand's website, with **134** respondents (64.7%) reporting this action. This suggests **meme marketing is highly effective in driving initial product exploration and brand interest**. Following the brand on social media was the second most frequent action, reported by **72** respondents (34.8%). This reflects meme marketing's strength in building ongoing digital engagement and community.

Downloading the brand's app was done by **60** respondents (29%), showing a moderate conversion rate from meme exposure to app interest. Making an actual purchase was reported by 45 respondents (21.7%), indicating that meme marketing does drive tangible commercial outcomes, though less frequently than exploratory actions. **This still validates memes as a soft-conversion tool that nurtures purchase intent**. Notably, 36 respondents (17.4%) indicated "None of the above", implying that meme marketing may not influence every user — an important reminder of audience diversity.

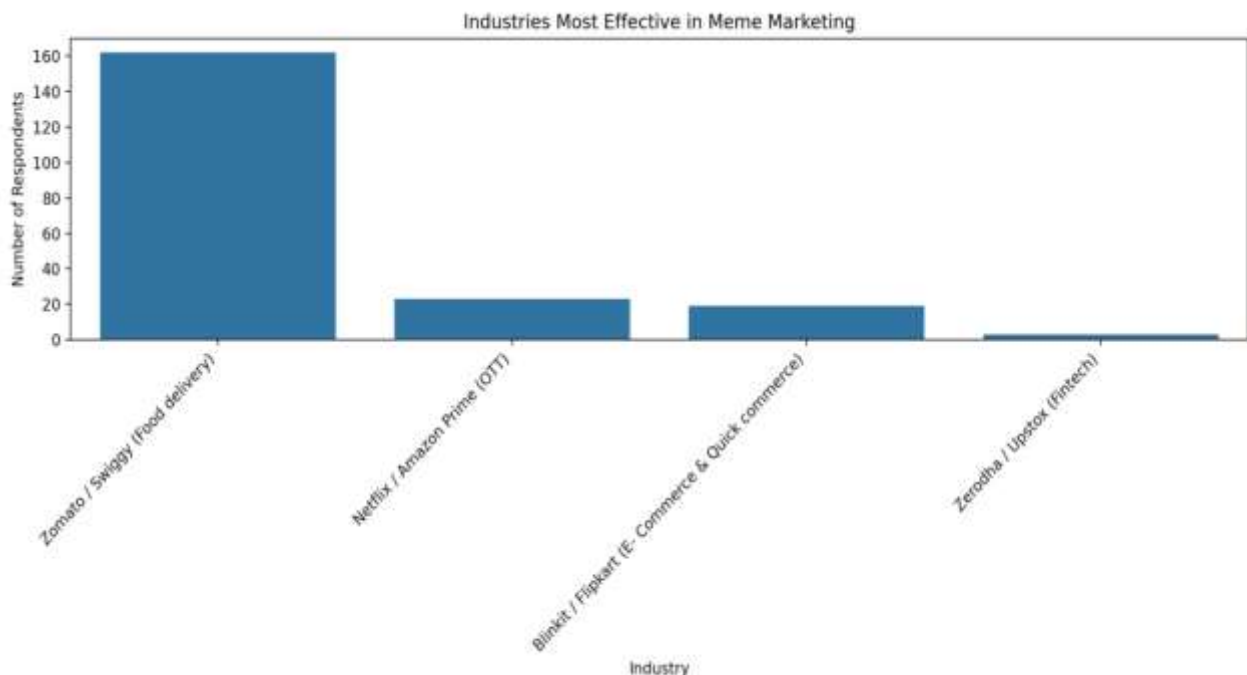
Graph 7: "Meme marketing campaigns by brands often tempt me to explore it or buy its products & services."



The chart shows respondents' agreement with the statement **"Meme marketing campaigns by brands often tempt me to explore it or buy its products & services."** **91 respondents (44%) agreed**, and **25 respondents (12.1%) strongly agreed**. Combined, over **56% of respondents agreed or strongly agreed** that meme marketing tempts them to explore or purchase products/services. This highlights meme marketing's ability to **trigger intent** and **influence behavior**.

5.5: Examine industry-wise effectiveness and brand preferences in meme marketing

Graph 8: Which sector's meme marketing is most creative and effective?



The bar chart displays the number of respondents who selected different industries as being the most effective and frequently using creative memes for marketing. Here's what we can observe:

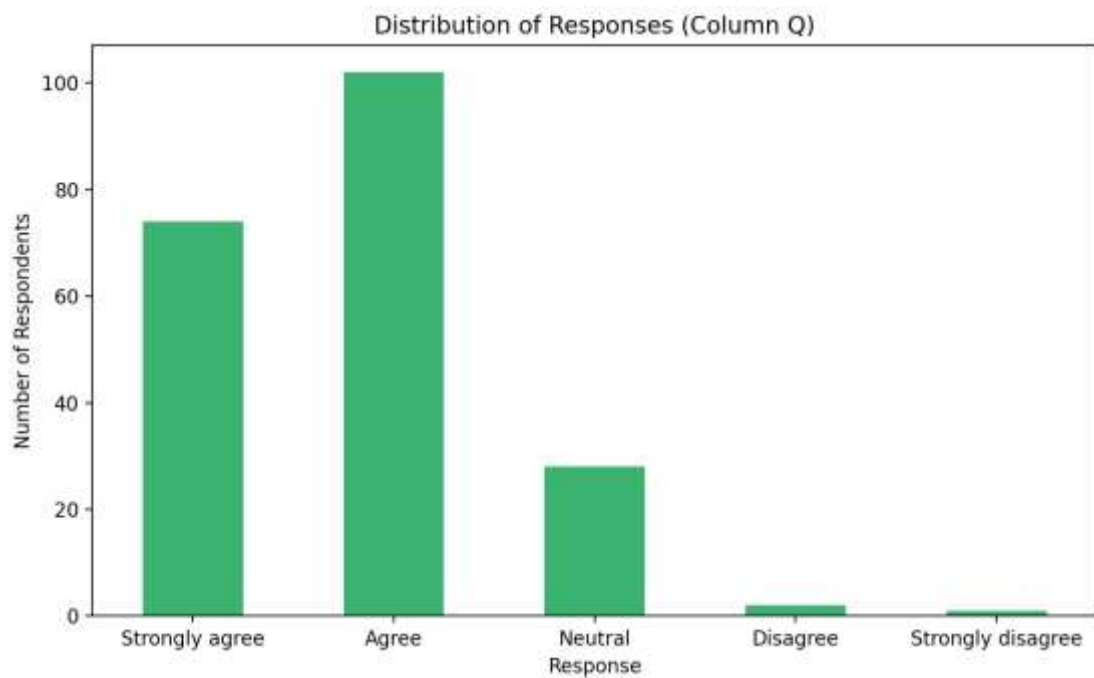
Zomato / Swiggy (Food delivery) stands out significantly. It received by far the highest number of responses, with 162 respondents indicating that they frequently see and consider their meme marketing to be creative.

The other listed industries received considerably fewer responses. **Netflix / Amazon Prime (OTT)** received around 23 responses. **Blinkit / Flipkart (E-Commerce & Quick commerce)** received approximately 19 responses. **Zerodha / Upstox (Fintech)** received the fewest responses, with only about 3 respondents selecting it.

The data strongly suggests that, according to the respondents, the **food delivery sector, particularly Zomato and Swiggy**, is perceived as the most frequent and creative user of meme marketing among the listed industries. The other sectors, while possibly engaging in meme marketing, do not seem to have the same level of visibility or impact on the respondents.

KEY ANALYSIS: What is your level of agreement with this statement?
“Meme marketing makes brands appear more relatable and approachable”

Graph 9



The bar chart demonstrates a clear positive sentiment towards the idea that **meme marketing enhances brand relatability and approachability**. The significant number of respondents who "Agree" (approximately 102) and "Strongly agree" (around 74) indicates a widespread belief in this effect. While a small segment remained neutral (around 28), the very low number of those who disagreed or strongly disagreed suggests a strong overall endorsement of meme marketing's ability to humanize brands.

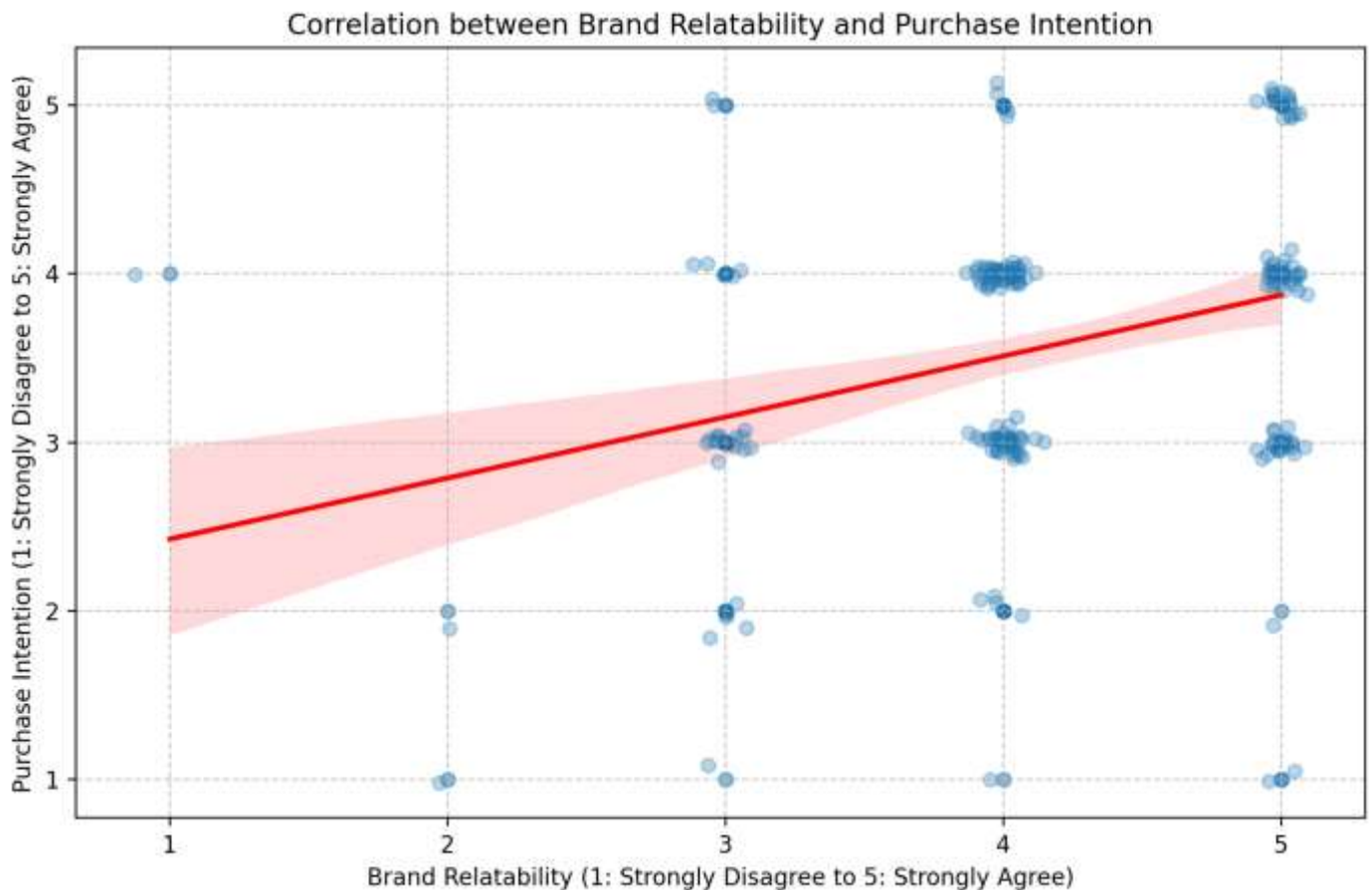
The findings suggest that a substantial majority of respondents recognize and support the notion that using memes in marketing can be a valuable strategy for brands aiming to forge stronger connections with their audience by making them seem more relatable and easier to engage with and hence this indicates Gen Z finds meme marketing highly effective for brand communication.

Correlation analysis: Brand relatability and purchase intent

Table 6: Correlation

Variable 1	Variable 2	Correlation Coefficient	p-value	Sample Size
Brand Relatability	Purchase Intention	0.31	<0.001	207

Note: Variables measured on a 5 point Likert Scale (strongly disagree : 1 to strongly agree : 5)



The relationship between brand relatability through meme marketing and purchase intention was examined using Pearson's correlation coefficient. The analysis revealed a statistically significant positive correlation: $r = 0.31$, $p < 0.001$, $n = 207$.

The scatter plot demonstrates:

A clear positive linear trend (represented by the red regression line); Clustering of responses in the higher ranges (4-5) of both scales, some heterogeneity in responses, as evidenced by the spread of points and notable density of observations in the middle to upper ranges of both variables

The findings suggest that when consumers perceive brands as more relatable through meme marketing, they are more likely to express purchase intention, though this relationship is moderate rather than strong.

VI. Conclusion

This research study set out to investigate how meme marketing affects Generation Z, particularly in terms of consumer engagement, brand recall, and purchase intent. The insights gathered from 207 Gen Z participants showed that meme marketing significantly influences online behavior and consumer decisions. A majority of respondents noted that they come across brand memes either “occasionally” or “very frequently,” suggesting that this demographic is highly exposed to memes. This frequent exposure correlates with better brand recall, as most participants mentioned they tend to remember brands after seeing them multiple times in meme formats.

When it comes to engagement, users were more inclined to “like” and “share” brand memes, with tagging friends, saving, or commenting following closely behind. This finding aligns with existing research that emphasizes humor and relatability as major factors driving digital interactions. Notably, 64.7% of respondents indicated they visited a brand's website after encountering meme-based content, and many also reported downloading apps or following brands on social media. These findings clearly illustrate that meme marketing not only boosts visibility but also directly influences consumer behavior.

A key statistical insight emerged from correlation analysis, revealing a moderate positive relationship ($r=0.31$, $p < 0.001$, $n=207$) between how relatable a brand is and purchase intent. This supports the notion that the more relatable a brand's meme strategy is, the more likely consumers are to consider exploring or buying its products. Furthermore, respondents largely agreed that meme marketing makes brands seem more approachable and human, which enhances overall brand perception. The strong preference for Instagram as the go-to platform for meme engagement also underscores the importance for marketers to focus their strategies on this channel to effectively reach Gen Z audiences.

The study wraps up by highlighting that meme marketing is not just effective but also a sustainable digital marketing strategy that really boosts awareness, engagement, and action. It cleverly mixes entertainment with emotional appeal, making it a perfect fit for how Gen Z likes to consume content. As meme culture keeps changing, brands that can authentically embrace and adapt this style are likely to forge stronger connections with younger consumers.

Recommendations

According to the study's findings, brands should really hone in on crafting meme content that feels relatable and culturally relevant, especially for Gen Z, who have a unique sense of humor and online habits. Since Instagram is the go-to platform for this demographic, it should be the main focus for meme campaigns. To boost engagement organically, brands should encourage user interaction with memes that are taggable, shareable, and worth saving. Plus, using meme-style push notifications—like Zomato and Swiggy have done—can effectively nudge consumers to order more frequently. While meme marketing is great for getting your brand noticed, keeping consistent brand elements in the memes can help with recall. Partnering with meme influencers or funny content creators can also expand reach and add authenticity. It's crucial for brands to keep a close eye on engagement metrics and stay on top of trends to remain relevant. Lastly, it's important to strike a balance between entertainment and brand messaging, ensuring that the humor enhances rather than overshadows the marketing goals.

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