Analyzing the Impact of Meme Marketing on Consumer Engagement in the Digital Era

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Abstract

This research explores meme marketing, a new type of social media marketing that has gained popularity due to its capacity to engage and amuse consumers. Businesses and marketers are seeing the benefits of using memes to engage with consumers. The research attempts to investigate the influence of meme marketing activities on consumers and their effectiveness in capturing consumer attention. This research tries to understand humorous, creativity, brand recall and recognition which among these variables is more effective in meme marketing to capture the consumer attention. In this research a descriptive method is used for analyzing data. The findings reveal valuable insights into the role of memes in shaping consumer engagement and by leveraging memes, marketers can tap into the potential of digital culture and enhance consumer engagement in the digital era.

Keywords: Meme marketing, Consumer engagement, Digital era

1. INTRODUCTION

With traditional advertising often failing to impress and consumer demand increasing, meme marketing has become a powerful tool for businesses to engage with consumers in today's digital environment. Memes, which served as mere jokes on the Internet, have become valuable cultural objects that influence conversation and social media. Businesses can leverage these cultural values by using memes in marketing campaigns to communicate with consumer in a language they understand. The purpose of this study is to investigate how meme marketing affects consumer participation in the digital age. In the dynamic environment of the digital age, where words spread at the speed of a click and consumer needs become property, companies are looking for new ways to connect with their target audiences.

Meme's industry is a fast-growing and distinct industry that is increasingly competitive. The Internet subculture gave rise to memes, which have evolved from being a form of entertainment to serving as effective platforms for people to communicate and work together. With consumers increasingly using the internet, marketers are trying to understand how marketing memes can influence their consumer engagement and create engaging content in an interactive world where meme-based meme culture is prevalent.

Humour has long been known to be an effective marketing tactic, and meme marketing is no exception. Humour may be a useful tool for brands trying to engage their audience in the digital age, when consumers have limited attention spans and intense competition for their attention. Humours memes have the power to get people to notice them, feel something, and share them, all of which are important components of consumer interaction. Additionally, humour can help a company become more approachable and likeable to customers by humanizing it. The study aims to provide insights into how companies can influence

consumer engagement by examining the usage of humour in memes. Humour appeals make consumer laugh and create an emotional link with the brand. A well-executed humour appeal enhances recollection, evaluation, and the intent to purchase the product. Advertiser link the product with the humour. For example, a humour ad hits the mark when the humour shows the consumer why having insurance is beneficial. Using humour at the expense of one group may lead to resentment.

In the realm of meme marketing, creativity is not just an asset; it is a necessity. Memes thrive on their ability to be original, witty, and unexpected, making creativity a crucial element in crafting memes that resonate with audiences. In the digital age, where consumers are overwhelming with content, creative memes have the power to cut through the noise and capture attention. In meme marketing, creativity is essential to consumer engagement because it makes brands stand out and give them a distinct voice. Well-written memes have the power to provoke thought, arouse feelings, and promote sharing.

Brand recognition plays a crucial role in consumer engagement. Memes that effectively incorporate branding elements can help reinforce brand identity and create a stronger connection with consumers. When consumers see a meme that is associated with a brand they recognize and trust, they are more likely to engage with it and share it with others. This study provides insights into how brands can effectively employ meme marketing to build brand awareness and generate consumer engagement in the digital age by analysing how brands use memes to deepen their relationship with consumer and increase their exposure.

2. ADVANTAGE AND OBJECTIVES OF MEME MARKETING

Meme marketing offers several advantages for companies looking to enhance their digital marketing strategies. One key advantage is its potential to go viral, reaching a wide audience and increasing brand visibility. Memes are also highly shareable and can generate significant engagement on social media platforms, helping companies connect with their target audience in a more meaningful way. Additionally, meme marketing is often cost-effective compared to traditional forms of advertising, making it accessible to companies with limited budgets. The primary objective of meme marketing is to increase brand awareness and engagement. By creating memes that resonate with their target audience, companies can increase brand recognition and establish a more personal connection with consumers. Memes can also be used to showcase a company's personality and values, helping to shape a positive brand image. Overall, meme marketing can be a valuable tool for companies looking to enhance their online presence and engage with their audience in a creative and authentic way. By leveraging the viral nature of memes, companies can increase brand visibility, generate buzz, and foster a sense of community among their audience, ultimately driving brand loyalty and growth.

3. RESEARCH METHODOLOGY

A quantitative study was conducted using convenience sampling in the selection of participants. Given the difficulty of obtaining a sample set, this approach was considered appropriate. The Primary data was collected through a self-administered survey from 110 willing participants from the Pune area, a district in Maharashtra India. The survey instrument used in data collection was divided into two parts. First it involves demographic question on Age and occupation and, second it involves questions based on the familiarity with memes and variables which are humour, creativity, brand recall and recognition inducing individual in meme marketing. Depending on the type of question used in the survey descriptive method is used to summarize the data. To gain a broader understanding of consumer engagement with meme marketing,

secondary data collection was employed to supplement the survey findings. This involved analysing existing research articles and industry reports on meme marketing effectiveness.

TABLE NO.1 Research variables

Dependent Variable	Independent Variable
Humour	Consumer engagement
Creativity	
Brand recall and recognition	

Conceptual Framework
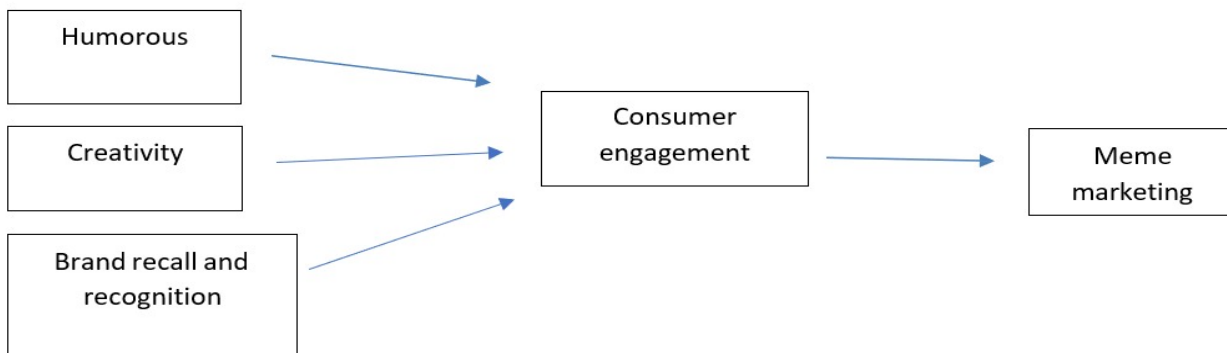
Conceptual framework

3.1 Research question

To what extent do humour, creativity, and brand recall and recognition in meme marketing strategies influence consumer engagement?

3.2 Objectives

To identify the role of humor in engaging consumer in meme marketing

To identify the role of creativity in engaging consumer in meme marketing

To examine how Meme marketing helps consumer in recalling Brands.

3.3 Hypothesis

H1 – Humour has a direct and significant influence on consumer engagement in meme marketing

H0 – There is no direct or significant influence of humour on consumer engagement in meme marketing.

H2 – Creativity has a direct and significant influence on consumer engagement in meme marketing

H0 – There is no direct or significant influence of creativity on consumer engagement in meme marketing.

H3 – Brand recall and recognition has direct and significant influence on consumer engagement in meme marketing.

H0 – There is no direct or significant influence of Brand recall and recognition on consumer engagement in meme marketing.

4. DATA COLLECTION TECHNIQUE

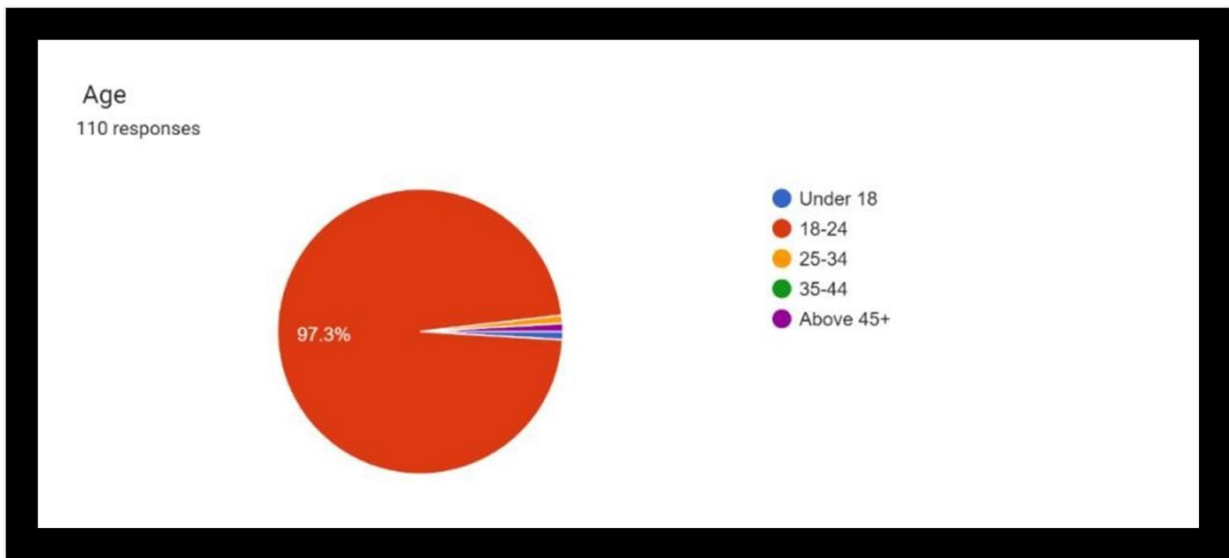**primary data:**

Questionnaire (From different consumer)

**secondary data**

Journals

Internet and website

DATA ANALYSIS

FIGURE 3.1: Age of the respondent

Age
110 responses

● Under 18
● 18-24
● 25-34
● 35-44
● Above 45+

97.3%

INTERPRETATION

People between 18-24 are strong respondent 97.3%, between 25-34 are 0.9%, between 35-44 are 0.9%, and above 45+ are also 0.9%.
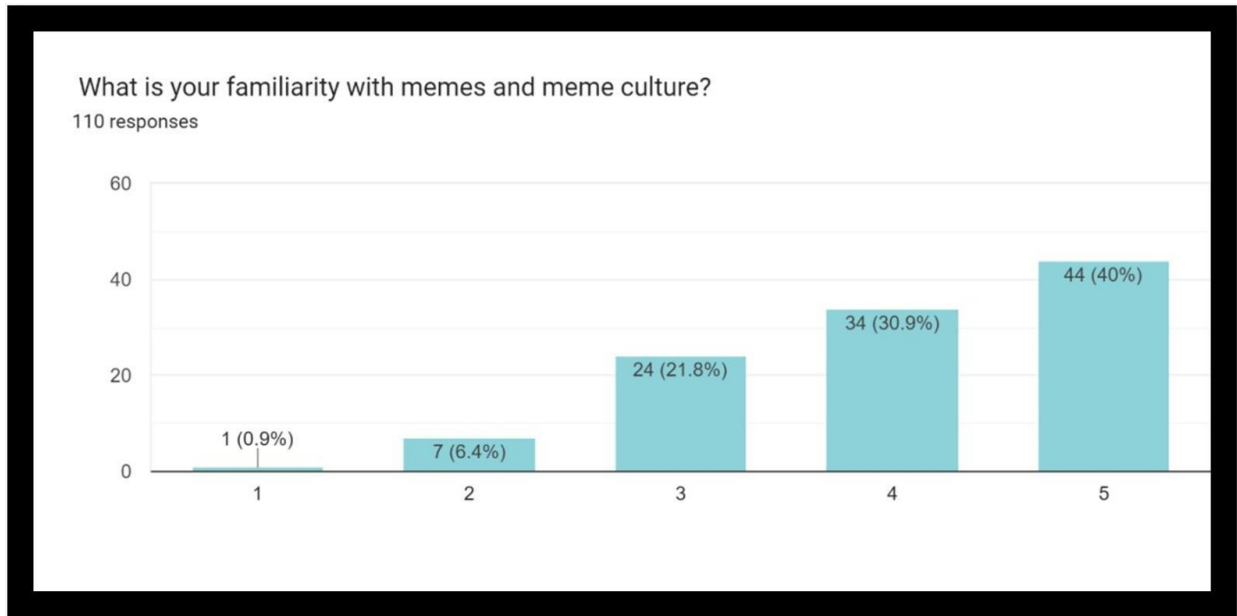
FIGURE 3.2: Occupation of the respondent

Occupation
110 responses

● Student
● Working professional

94.5%
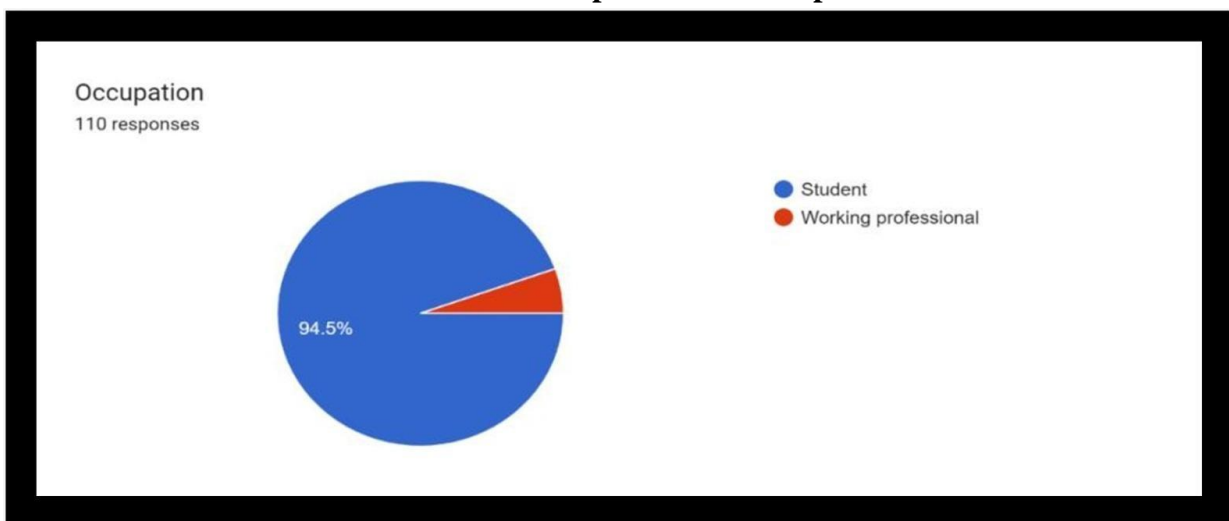
INTERPRETATION

Above pie diagram show that 94.5% respondent are students and 5.5% respondent are working professional

FIGURE 3.3: Respondent familiarity with meme culture

INTERPRETATION

On a scale of very unlikely to likely, 40% of respondents are familiar with memes and meme culture, and only 0.9% of respondent are not familiar with memes. Based on the responses, 40 respondents rated their familiarity with memes and meme culture as "Very Likely," 30 respondents rated it as "Likely," and 24 respondents were "Neutral" about their familiarity and 7 respondents rated it as "unlikely" and 1 respondent rated it as "very unlikely". When interpreting this, I can understand that respondents have a strong understanding of memes, including their cultural significance.

**FIGURE 3.4: Encounter memes in daily online activity**
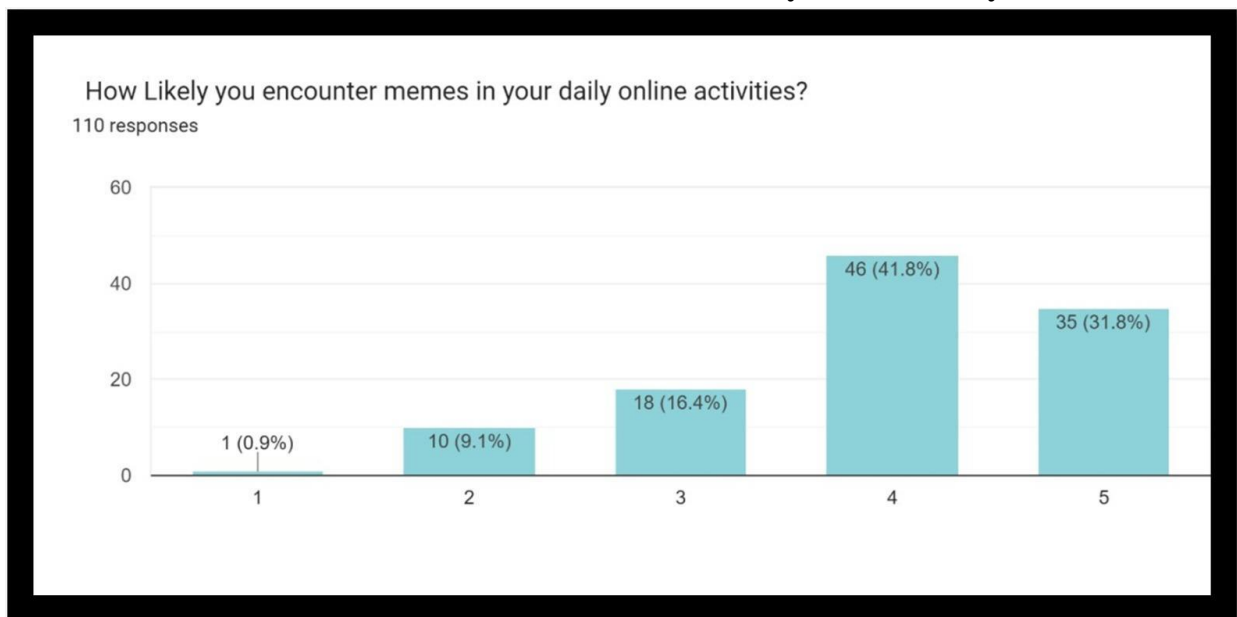
INTERPRETATION

The above bar graph indicate frequency with which respondent encounter memes in their daily online activities. On a scale of very unlikely to likely, majority of respondents with 41.8% are encountering memes

regularly or occasionally and only 0.9% people responded that they are unlikely to encounter memes. The results show that 35 respondents rated encountering memes in their daily online activity as "Very Likely," 46 respondents rated it as "Likely," and 18 respondents were "Neutral" and 10 respondents rated it as "unlikely" and 1 respondent rated it as "very unlikely" about encountering memes. This indicates that most respondents are likely to encounter memes in their daily online activity.

FIGURE 3.5: Perspective about meme being used for marketing
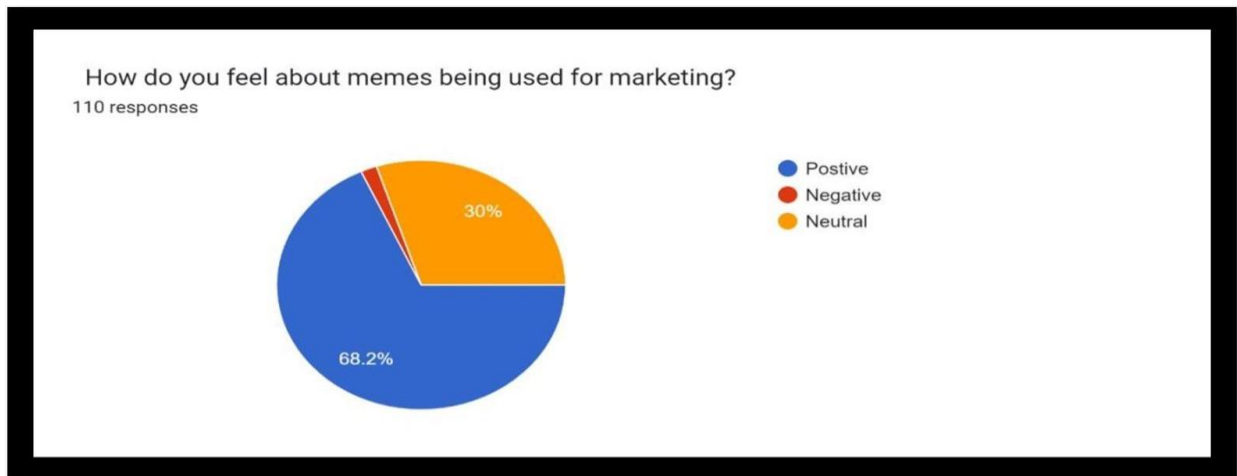
INTERPREATION

The responses indicate the sentiment towards using memes for marketing purposes. By interpretating above pie chart 68.2% of respondents are positive about memes being used in marketing whereas only 1.8% of respondents are do not feel right about memes being used in marketing. The results shows that 75 respondents had a positive view, 33 had a neutral view, and 2 had a negative view. This suggests that most respondents are positive about memes being used for marketing, with a smaller proportion being neutral and an even smaller proportion having a negative view.

FIGURE 3.6: Respondent came across meme being used for marketing
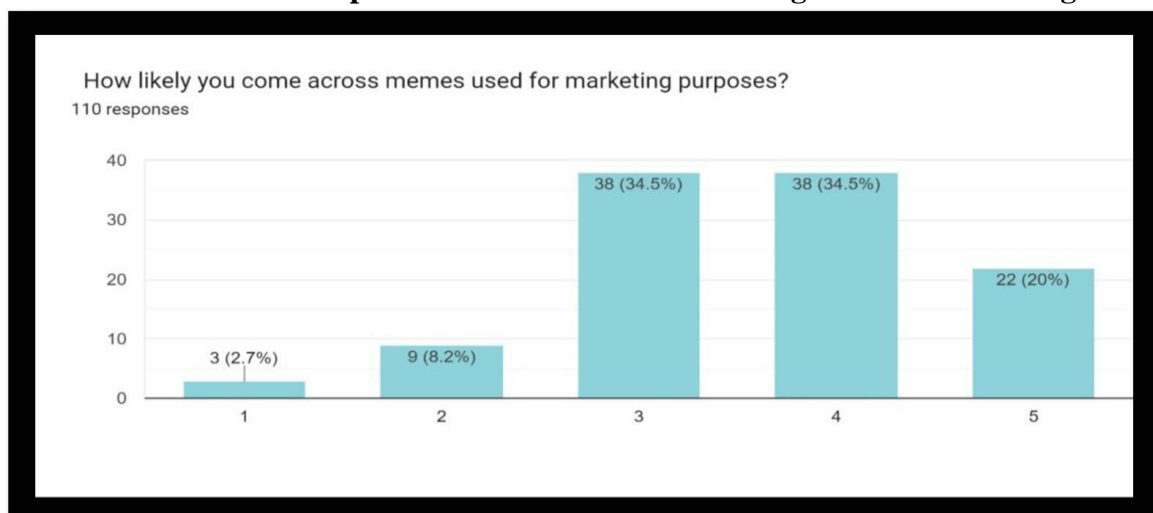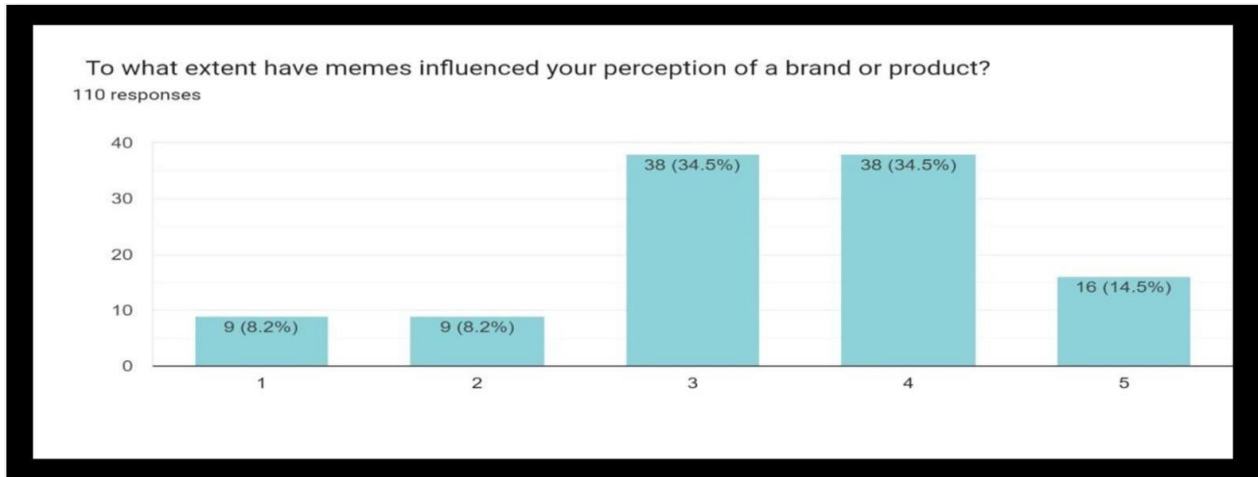

INTERPRETATION

Based on the survey results, it appears that respondents are somewhat divided on how likely they are to come across memes used for marketing purposes. The largest group of respondents (38%) indicated that

they are neutral on this issue, while similar numbers of respondents said they were likely (38%) or unlikely (34%) to come across such memes. Only a small percentage of respondents said they were very likely (20%) or very unlikely (3%) to come across marketing memes. Given these results, it is difficult to say definitively how likely people are to come across marketing memes. It appears that a significant portion of the population may not encounter these memes very often, but there is also a sizable group who do see them on occasion.

FIGURE 3.7: Meme influenced perception of brand or product

INTERPRETATION

Based on the survey results, it appears that memes have had a moderate influence on brand perception for some respondents, with 34.55% indicating a moderate influence and another 34.55% saying their perception was somewhat influenced by memes. A smaller group (14.55%) said memes had an extremely large influence, while only 8.18% said they had a slight influence and another 8.18% said no influence at all. Looking at these results, it appears that memes can be a somewhat effective marketing tool, but their influence is not universal. It is important to note that a significant portion of the population (16.4%) indicated that memes had no influence on their perception of brands or products. This suggests that memes may be more effective for reaching certain audiences than others.

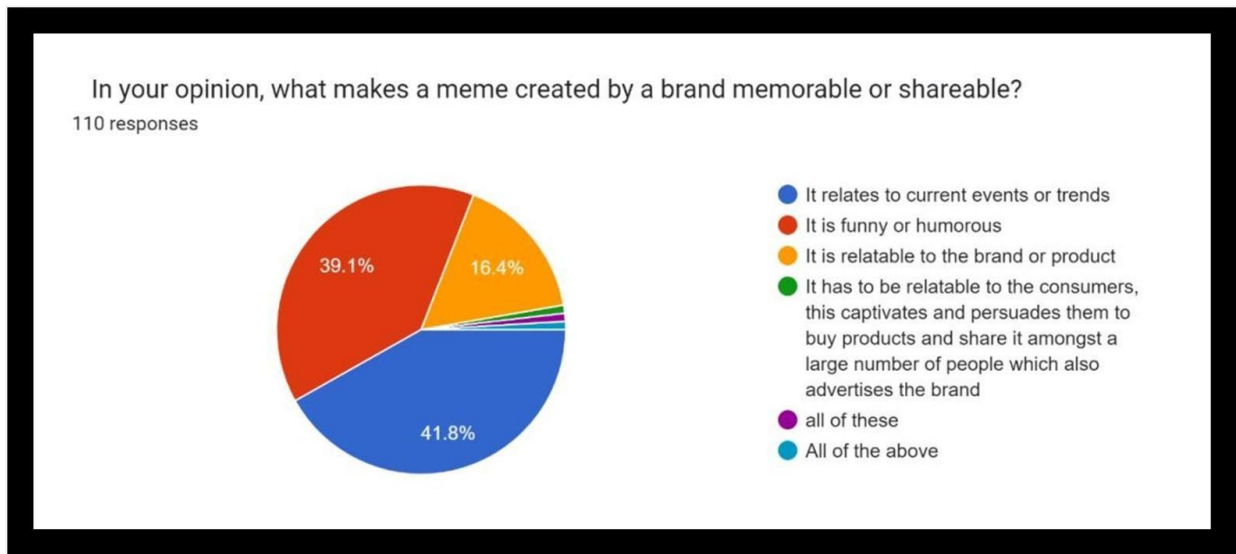**FIGURE 3.8: Engagement with brand meme on social media**
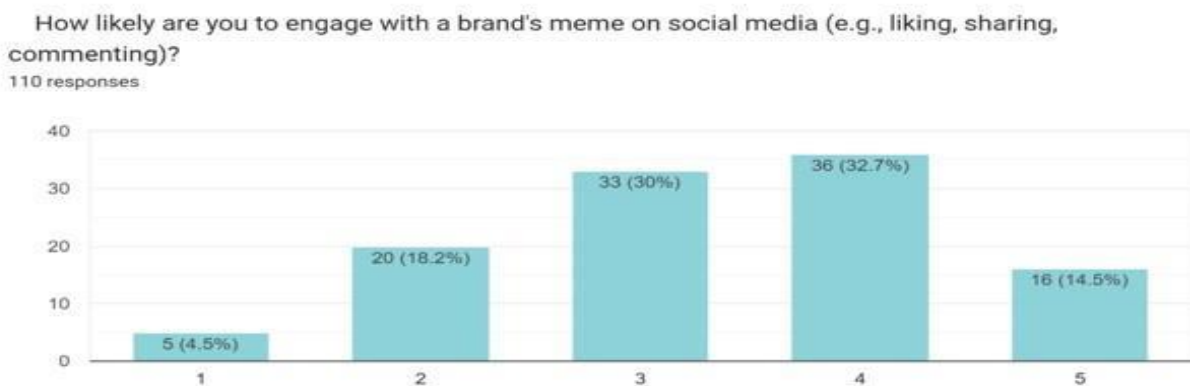
INTERPRETATION

The responses indicate the likelihood of respondents engaging with a brand's meme on social media.16

respondents rated it as "Very Likely," 36 as "Likely," 33 as "Neutral," 20 as "Unlikely," and 5 as "Very Unlikely." This suggests that most respondents are open to engaging with a brand's meme on social media, with a significant portion being neutral and a smaller portion unlikely to engage. Looking at these results, it is difficult to say definitively how likely people are to engage with brands' memes on social media. It appears that a significant portion of the population may engage with these memes occasionally, but there is also a sizable group who would not.

FIGURE 3.9: meme created by brand memorable or shareable?

In your opinion, what makes a meme created by a brand memorable or shareable?
110 responses

- ● It relates to current events or trends
- ● It is funny or humorous
- ● It is relatable to the brand or product
- ● It has to be relatable to the consumers, this captivates and persuades them to buy products and share it amongst a large number of people which also advertises the brand
- ● all of these
- ● All of the above

39.1% 16.4% 41.8%

INTERPRETATION

The most mentioned factor (41.8%) is being relevant to current events or trends. Coming in at a close second (39.1%), humour is a powerful tool for grabbing attention and making content memorable. Relatability to the brand or product (16.4%), the meme should connect back to the brand or product in a natural way. It should not feel like a forced advertisement, but rather a clever way to use the brand or product in a relatable context. While not a dominant factor, some respondents mentioned that relatability to the consumer in general is important. This means understanding your target audience and creating content that they can connect with on a personal level.

FIGURE 3.10: purchasing product based on humorous memes

Have you ever purchased a product or service because of a humorous meme-based advertisement?
110 responses

- ● Yes
- ● Maybe
- ● No

31.8% 43.6% 24.5%
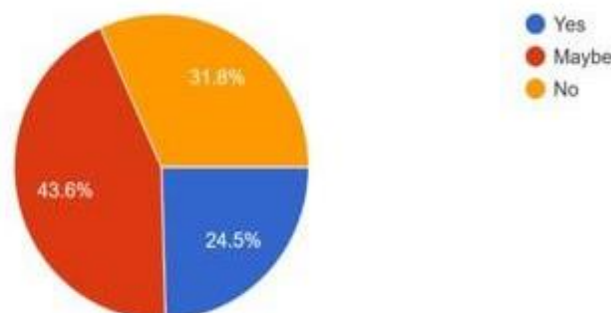
Conclusion

Meme marketing is a new form of social media advertising that enhances consumer engagement. Its ability to deliver relatable, funny, and shareable messages attracts digital audiences. Memes can strengthen brand advocacy and loyalty, while increasing visibility and fostering closer relationships. The study explores the impact of meme marketing on consumers and their engagement. Factors such as humour, creativity, brand memory, and recognition are identified as key to effective customer engagement. Meme marketing is a flexible and affordable approach for businesses to connect with their target audience. Brands should focus more on creating innovative memes to effectively engage with their audience, rather than relying solely on humor-based meme. Survey results suggest that meme marketing may be a niche tool, effective for specific audiences but not universally visible. According to the respondents' memes created by brand is memorable and shareable because it is funny and it relates to the current event but most importantly it is creative in nature and it is relatable to the consumer that captivates them and induce them to buy the product from that specific brand.