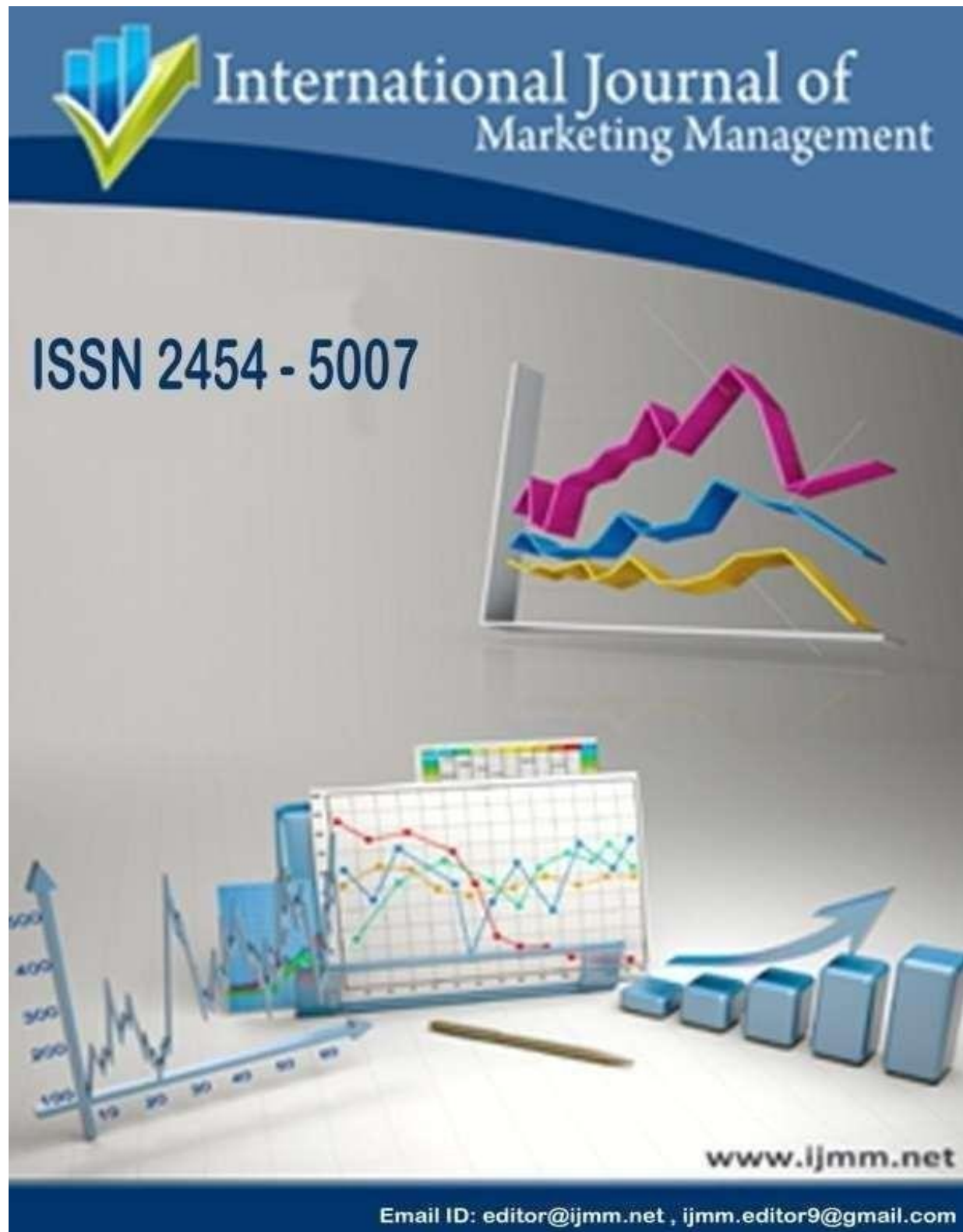




A Study on the Awareness Level and Appeal of Meme Marketing among Gen-Z Digital Consumers

Ms.S.Janani ¹, S.Kritya ², A.Dhivyavarshini ²,S.Swetha²

1 Assistant Professor, 2 Undergraduate Student, Department of BCom (e-Com) & BCom (SF), PSGR Krishnammal College for Women, Coimbatore, Tamil Nadu, India

Abstract

Meme marketing has rapidly emerged as a powerful digital marketing strategy, particularly resonating with Generation Z consumers who value humor, cultural relevance, and authenticity. This study assesses the awareness of meme marketing among Indian Gen Z social media users aged 13–28 and examines the key factors influencing its appeal. Data collected from 254 respondents via a structured online questionnaire were analyzed using percentage analysis and descriptive statistics. The findings reveal that humor and cultural relatability significantly drive Gen Z engagement with meme marketing, while forced or irrelevant content diminishes appeal. The study provides practical insights for marketers seeking to optimize meme-based campaigns to foster stronger emotional connections and loyalty within this demographic.

Keywords

Meme marketing, Generation Z, digital marketing, social media, consumer engagement, cultural relevance

Introduction

Marketing has evolved dramatically from traditional media into digitally driven, interactive strategies tailored to consumer preferences. Among digital content formats, meme marketing has gained prominence due to its ability to blend humor, pop culture, and visual storytelling, attracting high engagement on social media platforms. This is especially true for Generation Z—individuals born between 1997 and 2012—who are digital natives fluent in meme culture and prefer authentic, fast-paced content over conventional advertising. Memes provide brands with a unique way to connect emotionally and culturally with Gen Z, driving brand awareness and loyalty. Despite the growing use of meme marketing, limited research focuses on Gen Z's awareness and perception of such strategies, creating a need to explore the dimensions that influence meme marketing's effectiveness.

Objectives

1. To assess the level of awareness of meme marketing among Generation Z consumers.
2. To analyze the key factors influencing the appeal of meme marketing strategies among Generation Z consumers.

Scope of the Study

This study focuses on Indian Gen Z consumers aged 13 to 28 who actively engage with meme content on social media platforms such as Instagram, YouTube, and X (formerly Twitter). It investigates their awareness and preferences regarding meme marketing while exploring emotional and cultural factors that influence their engagement. The research excludes insights from marketers and other generational cohorts.

Research Methodology

Area of Study

The study targets Gen Z users from urban and semi-urban areas in India who frequently use social media to consume meme content.

Sample Size

A total of 254 respondents participated in the study.

Data Collection

Primary data were collected through a structured online questionnaire distributed via Google Forms on social media platforms and academic groups.

Data Analysis Tools

- Percentage Analysis
- Descriptive Statistics

Limitations

- The study is limited to 254 respondents primarily from urban and semi-urban areas in India.
- The research focuses only on consumer awareness and appeal of meme marketing, excluding marketer perspectives.

REVIEW OF LITERATURE

Nilutpal Borah and B.M. Gourish (2025)¹ conducted a study titled **“Understanding the Influence of Meme Marketing in Influencing Gen Z's Brand Perception.”** The primary objective of the research is to understand how meme marketing shapes brand perception among Gen Z. The research methodology used in this study is descriptive based on the secondary data collected from various reference materials. The study emphasizes that engaging meme content can enhance brand image, trust, and preference among

young consumers. Hence, the study concludes that meme marketing serves as a powerful tool in shaping brand perception, especially when brands maintain consistency, relevance, and a non-intrusive tone in their content strategies.

Ferdian Arie Bowo et al. (2025)² conducted a study titled "**Generation Z Consumer Behavior on Social Media**". The primary objective of the research is to assess how meme marketing influences the behavioral patterns, decision-making processes, and interaction tendencies of Gen Z consumers on digital platforms. The research methodology used in this study is descriptive based on the secondary data collected from various reference materials. The study emphasizes that memes play a pivotal role in shaping Gen Z's online interactions, preferences, and brand choices,

as they naturally integrate humor, relatability, and cultural trends into brand communication. Hence, the study concludes that meme marketing, when executed with authenticity, timeliness, and relevance, significantly enhances brand visibility, deepens consumer interaction, and nurtures emotional connections, particularly among younger audiences who are highly active in the social media landscape.

ANALYSIS AND INTERPRETATION

Percentage analysis

Percentage analysis involves dividing a given number by the total and multiplying the result by 100 to get %. It is a technique for expressing a proportion or relative amount of anything in terms of percentage and is used to compare quantity and measure changes over time.

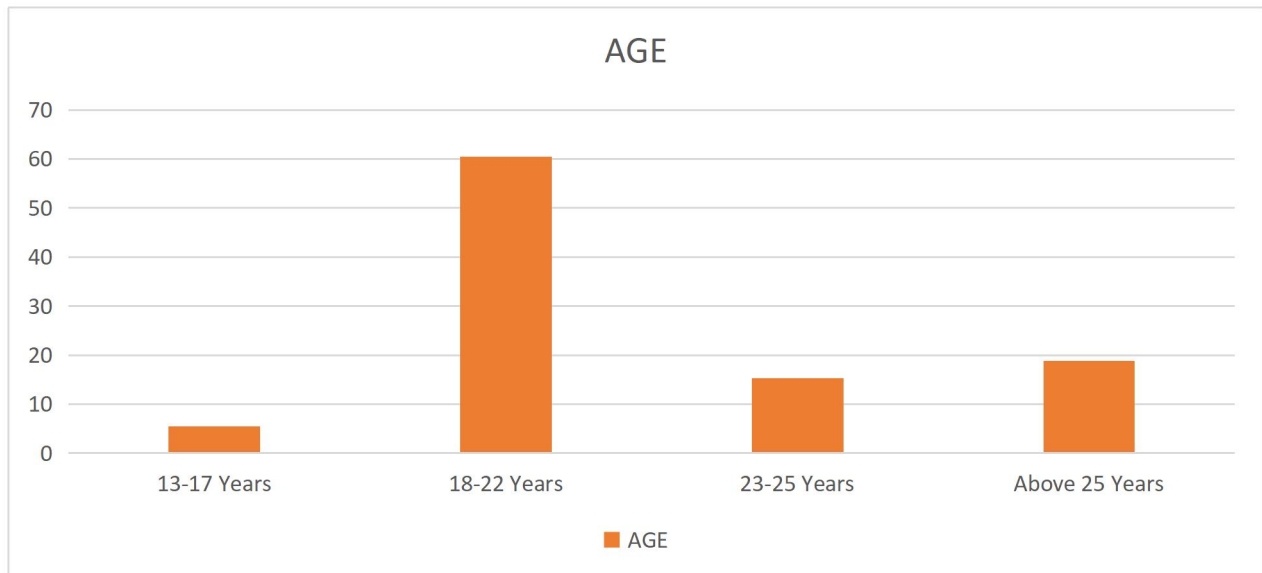
Table 1:Age of the Respondents

Age	No.of Respondents	Percent
13-17 years	14	5.5
18-22 years	153	60.4
23-25 years	39	15.3
Above 25 years	48	18.8
Total	254	100

(source: primary data)

The given table shows the distribution of respondents according to their age group in a study on the consumption behavior of Gen Z consumers towards the commodity market.

Out of the total respondents, 60.4 per cent are in the age group of 18-22 years, 18.8 per cent are above 25 years, 15.3 per cent are in the age group of 23-25 years, and only 5.5 per cent are in the age group of 13-17 years. Hence, most of the age group from 18-22 years of Gen Z consumers are engaged in Meme Marketing.



Descriptive Statistics

The term descriptive analysis is a valuable technique for summarizing and characterizing the salient characteristics of a set of data. The mean, median, and mode, which represent the highest average value in the data set, are included in the calculation of central tendency.

Table 2: appeal of meme marketing

Descriptive Statistics					
Appeal of meme marketing	N	Minimum	Maximum	Mean	Std. Deviation
Meme marketing is perceived as an effective strategy for maintaining brand relevance among Gen Z audiences.	254	1	5	1.91	1.063
Branded meme content is more appealing when it aligns with	254	1	5	2.30	.847

the audience's cultural and community interests.					
The use of memes contributes positively to the perceived creativity and uniqueness of a brand.	254	1	5	2.52	1.005
Memes that reflect current social or pop culture trends enhance interest in the brand.	254	1	5	2.59	1.182
Meme marketing leads to higher user interaction compared to traditional advertising formats	254	1	5	2.54	1.399
Valid N	254				

(Source:Calculated data)

The Table shows the descriptive statistics for the appeal of meme marketing among Gen Z consumers. The lowest mean score of 1.91 for “Meme marketing is perceived as an effective strategy for maintaining brand relevance” indicates the strongest agreement. This is followed by a mean of 2.30 for “Branded meme content is more appealing when it aligns with audience cultural interests”.Meme marketing leads to higher user interaction than traditional ads (2.54), and the highest at 2.59 for “Memes reflecting current social or pop culture trends.” Hence, the results indicates that meme marketing is regarded as an effective means of maintaining brand relevance and

cultural resonance, while also supporting creativity and user interaction among Gen Z consumers.

FINDINGS

Simple Percentage Analysis

- The percentage analysis of respondent ages indicates that the majority (60.4%) of respondents belong to the 18-22 years age group, highlighting that this segment of Gen Z is the most engaged in meme marketing. Smaller proportions are seen in the 23-25 years (15.3%) and above 25 years (18.8%) groups, with

the least participation among 13-17 years olds (5.5%). This suggests that meme marketing largely appeals to the young adult subset within Gen Z.

Descriptive Statistics

- The descriptive statistics on the appeal of meme marketing reveal that "Meme marketing is perceived as an effective strategy for maintaining brand relevance among Gen Z audiences" has the lowest mean score (1.91), indicating the strongest agreement and awareness of meme marketing's effectiveness.
- Other influential factors include alignment with cultural and community interests (mean = 2.30), contribution to brand creativity and uniqueness (mean = 2.52), reflection of current social or pop culture trends (mean = 2.59), and higher user interaction compared to traditional advertising (mean = 2.54). These factors illustrate the key components driving the appeal of meme marketing strategies for Gen Z consumers.

CONCLUSION

Memes have evolved beyond mere entertainment to become a vital marketing

SUGGESTIONS

- From this study, brands should focus on the 13-17 age group due to their lower engagement and also consider descriptive insights showing that authenticity and originality in meme content have the strongest influence on Gen Z consumers. Therefore, promoting genuine and creative memes tailored to younger teens' preferences can increase their appeal.
- From this study, marketers must address both age and key appeal factors by creating meme campaigns that align with the cultural and community interests of younger audiences while ensuring humor and creativity are balanced to avoid repetitiveness or forced content that leads to disengagement.
- From this study, it is recommended that brands design meme marketing strategies incorporating emotionally relatable and culturally relevant content for all age subgroups within Gen Z, especially focusing on younger teens, to enhance emotional connection, trust, and interaction as indicated by descriptive statistics. tool that resonates deeply with Generation Z. By blending humor, cultural relevance, and relatability, memes make brand messages

more appealing, memorable, and shareable, fostering authentic connections that traditional advertising often fails to achieve. This form of communication effectively captures the attention of digitally native youth, enhances brand recall, and drives higher engagement. Despite challenges such as maintaining creativity and authenticity, meme marketing remains a cost-effective and powerful strategy for brands aiming to connect with and stay relevant to the modern Gen Z audience.

REFERENCES

- Ferdian Arie Bowo et al. (2025). Generation Z Consumer Behavior on Social Media.
- Patel (2024). A Study of Liking and Acceptance about Meme Marketing among Youth Culture.
- Nilutpal Borah and B.M. Gourish (2025). Understanding the Influence of Meme Marketing in Influencing Gen Z's Brand Perception.
- Ansh Girdhar (2025). Impact of Meme Marketing on Generation Z. PDF: <https://ijnrd.org/papers/IJNRD2505334.pdf>
- Study on Gen Z and Advertising Literacy (2025). PDF: <https://theaspd.com/index.php/ijes/article/view/1878/1542>
- Rathi, Navrang (2024). Impact of Meme Marketing on Consumer Purchase Intention. PDF: https://www.businessperspectives.org/images/pdf/applications/publishing/templates/article/assets/19393/IM_2024_01_Rathi.pdf
- Armstrong, G., & Kotler, P. (2021). Marketing: An Introduction. Pearson Education.
- Google Scholar: <https://scholar.google.com>
- ResearchGate: <https://www.researchgate.net>