

The Effectiveness of Meme Marketing in Brand Awareness Among KCC Mall of Marbel Customers

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Publication Date: 2026/03/10

Abstract: Meme marketing has grown to be an important international issue as companies look to increase their exposure and interaction in a congested online market. This study investigates how meme marketing affects brand awareness among customers of KCC Mall of Marbel. The research looks at four main areas: entertainment, interaction, trendiness, and informativeness in the mall's meme content. Data was gathered from customers to understand their views on these aspects. Results show that most respondents find the memes entertaining and agree that the content helps them interact, stay updated with trends, and learn more about the mall's products and services. This study provides a clear view of how customers respond to meme-based promotions.

The research also examines if meme marketing directly leads to higher brand awareness. While customers have a positive view of the mall's memes, the study finds that meme marketing alone does not automatically boost brand awareness. Instead, it suggests that other factors, like how much customers engage with the content, may play a bigger role. Among the four areas studied, only informative memes have a strong effect on helping customers remember and connect with the brand. Entertainment, trendiness, and interaction are important for engagement but do not directly impact brand recall. Based on the findings, the study recommends that KCC Mall of Marbel continue using meme marketing but focus more on making memes that provide helpful information about their products and services. These results can help the mall improve its marketing strategies and guide other businesses interested in using memes for promotion. Overall, meme marketing is shown to be a valuable tool, but its success depends on how well it informs and involves the audience. Shifting consumer preferences and behaviors is a major global issue in the marketing landscape that is addressed in this study. This strategy uses relatability and humor to attract people, especially Millennials and Generation Z, who are becoming less receptive to traditional advertising methods (Malodia et al., 2022).

Meme marketing has grown to be an important international issue as companies look to increase their exposure and interaction in a congested online market. Since memes are relatable and funny digital content, they can spread quickly and reach large audiences (Dholakia et al., 2023). Empirical data from several nations shows how effective meme marketing is in raising brand awareness.

The rise of digital platforms has transformed consumer behavior. With a sizable percentage of its populace using memes daily, the Philippines has one of the highest rates of social media usage in the world (Arganoz et al., 2022). Businesses like KCC Mall of Marbel have a rare chance to take advantage of this trend by using meme marketing to increase brand awareness among Filipino customers. Furthermore, research shows that Filipino customers react favorably to relatable and hilarious material, which makes meme marketing a successful tactic for interacting (Ali et al., 2024). Since a large percentage of people use social media regularly, memes are growing as a medium for entertainment and communication. According to research, memes appeal to people because they frequently capture local culture and current events, which increases their effect and shareability (Malodia et al., 2022). Additionally, the significant degree of social media participation among KCC Mall of Marbel customers implies that using memes could help local companies like KCC Mall of Marbel raise their brand.

Keywords: Meme Marketing¹, Entertainment², Interaction³, Trendiness⁴, Informative⁵, Brand Awareness⁶.

How to Cite: Mary Concepcion O. Escudro; Rogelio M. Jamero (2026) The Effectiveness of Meme Marketing in Brand Awareness Among KCC Mall of Marbel Customers. *International Journal of Innovative Science and Research Technology*, 11(2), 3044-3050. <https://doi.org/10.38124/ijisrt/26feb1400>

I. INTRODUCTION

The study "The Effectiveness of Meme Marketing in Brand Awareness Among KCC Mall of Marbel Customers" takes place in a global setting where marketers struggle to get consumers' attention in a cutthroat digital environment. With customers being bombarded with ads on several channels, traditional marketing tactics are losing their effectiveness (Chen & Liang, 2024). The need for brands to adjust to awareness (Arganoz et al., 2022). Moreover, memes offer a cost-effective and highly engaging way for brands to connect authentically with their audience, fostering a relatable and memorable brand presence that encourages organic sharing and community building on social media platforms.

Conducting this research is relevant as it aims to fill a gap in understanding how meme marketing can specifically influence brand awareness in localized contexts like Koronadal City. While existing literature highlights the general effectiveness of meme marketing globally and nationally, there is limited research focusing on its impact within specific localities in the Philippines. By examining KCC Mall of Marbel's use of meme marketing among their customers, this study seeks to provide insights into how localized meme strategies can enhance brand visibility and engagement. Ultimately, this research not only contributes to academic discourse but also offers practical implications for businesses looking to adapt their marketing strategies in an increasingly digital world (Malodia et al., 2022).

II. LITERATURE REVIEW

➤ *Definition and Nature of Meme Marketing*

According to Saurabh (2023), memes have developed from a basic source of amusement to a powerful marketing tool. Many companies have begun to use memes to reach out to teenage consumers, who are more inclined to connect with material that is amusing and relevant. Memes' popularity in digital marketing can be attributed to their ease of sharing. When people come across a meme that they find humorous or relatable, they are more inclined to share it with their friends and followers.

This helps to raise brand recognition and reach a larger audience. Another reason meme has gained popularity in digital marketing is because they are an excellent method to interact with teenagers. Younger people are more inclined to connect with hilarious and relatable material, and memes present an ideal chance to do so (Saurabh, 2023).

According to Lee et al. (2019), Internet memes, or memes shared online on any social media platform, successfully hold consumers' attention by fusing astute content with relevant happenings. It may surprise you to learn that customers are more interested in online meme marketing than in traditional commercials. Memes can also influence consumers' attitudes, perceptions, and behavioral intentions, according to studies (Vasile et al., 2021).

➤ *The Role of Entertainment in Meme Marketing*

Brands that use entertainment strategies well are likely to increase consumer involvement. Brands can boost customer engagement and improve time in-app and on-page with successful entertainment marketing, regardless of their goals of increasing viewership, listenership, or readership. Clients return for more when they regularly receive news and material that interests them. Provide customers with relevant content and marketing communications to foster enduring relationships, foster brand loyalty, and boost customer retention. Ultimately, an effective entertainment marketing strategy helps brands connect with their customers, increasing traction and delivering sustainable results (Haynie, 2024).

➤ *Interaction*

Meme marketing is on the rise, mainly due to its knack for sparking lively interaction. Memes are meant to be spread by nature. A person will likely share a meme with people they know if they think it funny or relate to it, which will increase the marketing message's reach. Memes give a human touch to brands by utilizing lighthearted and relatable experiences to engage audiences in conversation. Because they feel a connection to your brand, consumers will stick with it over time because it appears approachable and relatable (Adrubic, 2024).

➤ *Trendiness*

Memes are very relatable because they frequently capitalize on popular culture. This is significant because advertisements are all around us, and only a well-crafted meme has the power to cut through the clutter and connect with viewers on a personal level. As a result, the significance of memes in the marketing strategy is increased. Meme marketing is far less expensive than conventional kinds of advertising. Memes don't require much to create and distribute, but they could reap significant benefits if they get widespread. That's why meme marketing appeals to businesses of all sizes (Adrubic, 2024).

Memes must reflect prevailing views, events, or trends to be effective. To fully capitalize on the relevancy of memes, marketers need to be flexible and responsive with their content. Memes can be made more visible by using hashtags and trends that are unique to each site. Keeping an eye on the latest meme trends and internet discussions can present chances for relevant information to be released on time. Real-time marketing has become more popular as companies try to stay relevant by swiftly utilizing memes to capitalize on trends and current events. Excessive exposure to popular items might cause weariness and reduce their efficacy. Knowing when to switch to the next trend is crucial for brands. Memes allow for real-time engagement and flow of online discourse, making them vital tools in the toolkit of the nimble marketer due to their ability to adapt to current events and trends (Liz, 2023).

➤ *Informative Aspect of Memes*

Effective meme content, as stated by Das (2023), should also be able to spread orally and draw viewers in by educating them and meeting their demand for social

acceptance. The social cognitive theory, which emphasizes the importance of imitation and observational learning in the learning process, supports this viewpoint even more.

Djafarova and Trofimenko (2019) emphasized that digital content, such as memes, must balance entertainment and informativeness to optimize consumer engagement. Their research pointed out that memes with clear and accurate messaging are more effective in influencing consumer attitudes and purchasing decisions. This finding underscores the importance of refining the informative aspect of meme marketing to enhance its impact on consumer behavior.

➤ *Objectives*

The research objectives outlined in the study titled "The Effectiveness of Meme Marketing in Brand Awareness among KCC Mall of Marbel Customers" are the following:

- To determine the effectiveness of meme marketing of KCC mall of Marbel in terms of:
 - ✓ Entertainment
 - ✓ Interaction
 - ✓ Trendiness
 - ✓ Informative
- To determine the degree of brand awareness among KCC Mall of Marbel customers.
- To determine if there is a significant relationship between meme marketing and brand awareness.
- To determine which factor of meme marketing greatly influence brand awareness.

III. METHODOLOGY

The study utilized a correlational descriptive quantitative research design to determine the relationship between meme marketing and brand awareness among KCC Mall of Marbel customers. This design enabled the researchers to analyze how entertainment, interaction,

trendiness, and informativeness in meme marketing influence brand perception without implying causality. The research was conducted in Koronadal City, where KCC Mall of Marbel is located, ensuring direct access to the study’s target participants. Using Cochran’s formula, a sample size of 385 respondents was determined through purposive sampling, focusing on active social media users familiar with KCC’s meme content. Data were gathered using a modified survey questionnaire adapted from previous studies to measure the effectiveness of meme marketing and brand awareness. Before deployment, the instrument underwent validity and reliability testing, with Cronbach’s Alpha values ranging from 0.80 to 0.96, confirming high consistency and reliability.

After validation, the questionnaire was distributed to qualified participants who voluntarily agreed to participate under strict confidentiality and anonymity conditions. Collected data were tallied and analyzed using weighted mean and multiple regression analysis to assess meme marketing’s effectiveness and its correlation with brand awareness. The weighted mean summarized respondents’ perceptions, while regression analysis determined which meme marketing factors most strongly influenced brand awareness. Ethical standards such as informed consent, the right to withdraw, and cultural sensitivity were strictly observed. The researcher ensured honesty, transparency, and data protection throughout the process to maintain the study’s integrity. These methodological procedures collectively ensured the reliability, validity, and ethical soundness of the research findings.

IV. RESULTS

The primary focus of this study is to evaluate the effectiveness of meme marketing and degree of brand awareness among customers of KCC mall of Marbel, while also investigating the connections between these factors. The findings are illustrated through tables, with each result accompanied by a detailed explanation to highlight key trends and their relevance.

Table 1 Effectiveness of MEME Marketing of KCC Mall of Marbel in Terms of Entertainment

Indicators	Mean	Description
1. I find the memes shared/created by KCC Mall of Marbel entertaining.	3.21	Agree
2. I find the memes shared/created by KCC Mall of Marbel enjoyable.	3.42	Strongly Agree
3. I feel emotions like joy, laughing, surprise, or excitement when I read the memes of KCC Mall of Marbel.	3.28	Strongly Agree
4. I actively read or watch the memes created by KCC Mall of Marbel.	3.36	Strongly Agree
5. The memes shared/created by social media of KCC Mall of Marbel capture my attention.	3.48	Strongly Agree
Overall mean	3.35	Strongly Agree

This outcome suggests that while the meme marketing strategy of KCC Mall is effective, there is still potential for improvement, particularly in enhancing the entertainment appeal of the content. Creating memes that are more humorous, relatable, and emotionally engaging could further elevate audience satisfaction and loyalty. These findings align with the study by Rathi and Jain (2024), which

emphasizes that meme marketing significantly boosts consumer attention and emotional engagement when it leverages humor and relatability on social media. Their research supports the idea that entertaining content like memes can strengthen brand recall and encourage active consumer interaction—outcomes that KCC Mall of Marbel is already beginning to achieve through its current strategy.

Table 2 Effectiveness of MEME Marketing of KCC Mall of Marbel in Terms of Interaction

Indicators	Mean	Description
1.I find information sharing possible through memes created/shared by the KCC Mall of Marbel.	3.27	Strongly Agree
2.I find the discussion and exchange of opinions possible through memes created/shared by KCC Mall of Marbel.	3.05	Agree
3.I find the expression of opinions easy through the meme content of KCC Mall of Marbel.	3.18	Agree
4.I find KCC Mall of Marbel's memes get people involved.	3.01	Agree
5.I find KCC Mall of Marbel uses its memes to start conversations or build a community.	2.96	Agree
Overall mean	3.07	Agree

The results imply that while meme marketing by KCC Mall of Marbel is effective in sparking some level of interaction particularly in terms of information sharing it may not yet be fully optimized to foster deeper conversations or community engagement. To enhance interactivity, the mall could develop meme content that more deliberately invites responses, feedback, or participation from audiences. These findings align with the study by Ahmad and Khan (2022),

which found that while meme marketing can enhance engagement through humor and relatability, its success in building interaction and community depends heavily on intentional content design. Their research emphasized that brands must not only entertain but also strategically use memes to initiate conversations and encourage meaningful exchanges among consumers.

Table 3 Effectiveness of MEME Marketing of KCC Mall of Marbel in Terms of Trendiness

Indicators	Mean	Description
1.I find the Information shared through memes by KCC Mall of Marbel is up to date/newest.	3.24	Agree
2.I find the memes by KCC Mall of Marbel following current trends or events.	3.21	Agree
3.I find the memes by KCC Mall of Marbel successfully use relatable current topics.	3.07	Agree
4.I find the memes by KCC Mall of Marbel trendy for it easily captures the attention of their audience.	3.15	Agree
5.I find memes of KCC Mall of Marbel trendy since they connect to current events or promotions happening at the mall.	3.24	Agree
Overall mean	3.18	Agree

The results imply that while KCC Mall of Marbel's memes are generally perceived as trendy, there is room for enhancing their relevance by more effectively tapping into viral or widely discussed cultural moments. Ensuring that meme content reflects not only current events but also the sentiments and humor of the online community could boost its relatability and shareability. These findings are supported

by the study of Rauschnabel et al. (2022), which emphasized that trendy and culturally relevant memes significantly enhance brand engagement and visibility. Their research highlights how incorporating current events and elements of internet culture can strengthen a brand's image as modern and socially aware goals that KCC Mall can further achieve by refining its approach to trend-based meme content

Table 4 Effectiveness of MEME Marketing of KCC Mall of Marbel in Terms of Informative

Indicators	Mean	Description
1.I find memes created/shared by KCC Mall of Marbel provide useful information about the products/services.	3.12	Agree
2.I find the memes created/shared by KCC Mall of Marbel comprehensive (providing complete information).	3.22	Agree
3.I find the memes created/shared by KCC Mall of Marbel provide accurate information about the products/services.	3.22	Agree
4.I find the memes created/shared by KCC Mall of Marbel provide clear information about the products/services.	3.24	Agree
5.I find the memes created/shared by KCC Mall of Marbel enhance understanding about the products/services.	3.22	Agree
Overall mean	3.21	Agree

These results imply that the meme marketing of KCC Mall is effective not just in entertaining but also in communicating relevant product and service details to their audience. However, there remains potential to increase the

perceived usefulness of the content by ensuring the information is not only clear and accurate but also directly applicable to consumer needs and interests.

Table 5 Degree of Brand Awareness of the Customers

Indicators	Mean	Description
1.I find the memes created by KCC Mall of Marbel helpful in recognizing the products they offered.	3.40	Strongly Agree
2.I find the memes created by KCC Mall of Marbel helpful in promoting products to be known by	3.55	Strongly Agree

consumers.		
3.I find the memes created by KCC Mall of Marbel helpful for a brand to be the first brand mentioned by consumers.	3.55	Strongly Agree
4.I find the memes created by KCC Mall of Marbel helpful in making a brand easily remembered.	3.56	Strongly Agree
5.Memes created by KCC Mall of Marbel help me to recall brand names from memory.	3.69	Strongly Agree
6.Memes created by KCC Mall of Marbel help me to remember any advertisement associated with the brand.	3.51	Strongly Agree
7.Memes created by KCC Mall of Marbel remind me about the products they offered.	3.68	Strongly Agree
8.Memes created by KCC Mall of Marbel mention traits that help me identify the products they offered.	3.58	Strongly Agree
9.Memes created by KCC Mall of Marbel make me aware of the products they offer.	3.56	Strongly Agree
10. Memes created by KCC Mall of Marbel make me realize that they have a lot of existing products offered.	3.58	Strongly Agree
Overall mean	3.57	Strongly Agree

These findings implies that KCC Mall of Marbel’s meme marketing strategy is particularly successful in building and reinforcing brand awareness among its audience. The consistently high ratings indicate that memes are not only engaging but are also memorable, effectively associating brand elements with humor and relatable content. This is supported with the study by Dwivedi et al. (2023),

which found that memes, as culturally embedded and participatory media, significantly enhance brand memorability particularly among social media-savvy audiences. Their research highlights that humorous and relevant memes can leave lasting impressions, making them a powerful tool for brand reinforcement, which KCC Mall has clearly leveraged to its advantage.

Table 6 Summary of Results on Multiple Linear Regression Analysis on the Relationship between Effectiveness of MEME Marketing and Degree of Brand Awareness Among Customers

R ²	Adjusted R ²	Residual Standard Error	F-value	p-value	Remarks
0.0235	0.0132	0.2019	2.284	0.0598	Not Significant

Applying this insight to the context of KCC Mall of Marbel, it is plausible that while meme marketing alone does not directly elevate brand awareness, it plays a crucial role in engaging customers, which may subsequently lead to

increased brand recognition and recall. Therefore, strategies that focus on enhancing consumer engagement through meme marketing could be more effective in strengthening brand awareness over time.

Table 7 Multiple Linear Regression Analysis on the Effectiveness of MEME Marketing that Greatly Influences Brand Awareness

Predictor	Estimate	Standard error	p-value	Remarks
Constant	3.2113	0.1572	0.000	
Entertainment	0.0335	0.0395	0.3973	Not Significant
Interaction	0.0055	0.0292	0.8496	Not Significant
Trendiness	-0.0245	0.0174	0.1587	Not Significant
Informative	0.0947	0.0411	0.0216	Significant

This suggests that memes which provide clear, accurate, and comprehensive product or service information are more effective in enhancing brand awareness than memes that simply entertain or follow trends. In this context, while entertaining and trendy memes may attract attention, they do not necessarily contribute to brand awareness unless they also deliver informative content.

V. DISCUSSION

The findings reveal that meme marketing by KCC Mall of Marbel is generally perceived as effective, with an overall mean score of 3.20 under the “Agree” category, showing that customers find the memes engaging and relevant. In terms of entertainment, the mean score of 3.35 indicates a “Strongly Agree” rating, suggesting that respondents view the mall’s memes as highly entertaining. For interaction, the mean score of 3.07 (“Agree”) reflects that the memes promote good audience engagement. The trendiness dimension, with a

mean of 3.18 (“Agree”), shows that the memes are aligned with current trends and appeal to social media users. The informative aspect, scoring 3.21 (“Agree”), demonstrates that respondents find the memes helpful in conveying product and service information. Moreover, the overall brand awareness mean score of 3.57 (“Strongly Agree”) suggests that meme marketing effectively enhances customers’ recognition of the mall’s brand. However, statistical analysis shows no significant correlation between meme marketing and brand awareness ($R^2 = 0.0235$, $p = 0.0598$), implying that meme marketing alone does not directly influence brand awareness. Among the four factors, only the informative aspect significantly impacts brand awareness ($p = 0.0216$), highlighting that content with valuable information strengthens customer recall and connection with the brand.

VI. CONCLUSION

➤ *Therefore, the Researcher Concludes the Following Conclusions:*

- The findings indicate that KCC Mall of Marbel’s meme marketing is generally perceived as effective, particularly in terms of entertainment, where respondents “strongly agree” that the memes are highly engaging. Positive ratings were also given to interaction, trendiness, and informativeness, indicating that the mall's meme content promotes online engagement, follows current trends, and offers helpful details about goods and services. Despite its positive perception, the study revealed no significant relationship between brand awareness and meme marketing, indicating that other characteristics, such as consumer engagement, could serve as a mediating element. Among the four dimensions, only the informative aspect significantly influences brand awareness, highlighting the importance of clear and relevant content in driving brand recall. Overall, meme marketing remains a valuable strategy for KCC Mall to connect with its audience, especially younger consumers, by delivering content that is both enjoyable and meaningful.
- Meme marketing by KCC Mall of Marbel is highly effective in enhancing brand awareness among its customers. Respondents consistently expressed strong agreement that memes significantly increase their awareness with the mall’s brand and offerings. Overall, KCC Mall’s meme strategy proves to be a valuable tool for strengthening its brand presence and engaging its target market.
- Although meme marketing is typically seen favorably by consumers, it does not immediately raise brand awareness. Rather, other elements including how successfully meme marketing engages customers will probably determine how much of an impact it has on brand awareness. Therefore, for meme marketing to effectively increase brand recognition, it may be necessary to create material that promotes interaction and active participation. This emphasizes how crucial it is to concentrate on customer interaction to optimize the advantages of meme marketing tactics.
- The only content that significantly affects brand awareness is the informative content. When the memes convey relevant and understandable information, customers are more likely to remember and relate to the brand. Trendiness, entertainment, and interactivity are all crucial for engagement, but in this instance, they have no direct effect on brand awareness. This emphasizes how important it is to provide relevant and helpful material to successfully increase brand memory. Thus, emphasizing educational memes might be a crucial tactic for raising brand recognition.

VII. LIMITATION

This study is limited to assessing the effectiveness of meme marketing in enhancing brand awareness among customers of KCC Mall of Marbel within Koronadal City. The findings are based solely on the responses of 385 purposively selected participants who are active on social media and have interacted with KCC Mall’s meme content, which may not represent the opinions of all customers. The research focuses only on four dimensions of meme marketing—entertainment, interaction, trendiness, and informativeness—and does not cover other possible factors influencing brand awareness, such as customer loyalty, purchasing behavior, or other digital marketing strategies. Additionally, the use of a self-administered questionnaire may introduce bias due to respondents’ subjective perceptions. Time constraints and limited access to a broader geographic area also restrict the generalizability of the results. Lastly, since the study employs a correlational design, it cannot establish causation between meme marketing and brand awareness but only determine the strength and direction of their relationship.

RECOMMENDATIONS

- For KCC Mall of Marbel, KCC Mall may continue leveraging meme marketing as a dynamic tool to engage its audience, especially younger consumers, by focusing on creating entertaining and trendy content. However, to enhance brand awareness more effectively, the mall may also prioritize producing informative memes that clearly communicate product and service details.
- For KCC Mall of Marbel Customers, Customers are encouraged to pay attention to the informative aspects of meme content to better understand the mall’s offerings and promotions, which can enhance their shopping experience. Their feedback and interaction can also guide the mall in tailoring content that is both entertaining and useful, fostering a more meaningful connection with the brand.
- For the Department of Trade and Industry (DTI), DTI can support local malls like KCC Mall by promoting digital marketing best practices, including the effective use of meme marketing to boost brand visibility and consumer engagement. Providing training or workshops on creating informative and engaging digital content could help businesses optimize their online presence.
- For marketing managers, it is recommended to develop a meme marketing strategy that balances humor and brand messaging while staying aligned with the mall’s overall voice. They may focus on creating informative memes that clearly communicate product and service details to effectively enhance brand awareness. Additionally, marketing managers may actively monitor trending memes and cultural moments to keep content timely and relevant, encouraging consumer interaction and participation.

➤ For Future Researchers, Future studies is recommended to explore the mediating role of consumer engagement in the relationship between meme marketing and brand awareness to better understand how interaction influences brand outcomes. Research could also investigate how different types of meme content affect various demographic groups to tailor marketing strategies more effectively.

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