

# TO STUDY THE ROLE OF MEME MARKETING IN ATTRACTING YOUNG CONSUMERS

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## ABSTRACT

Meme marketing has become a popular strategy in digital marketing, especially for attracting younger consumers who actively use social media platforms. This study examines the role of meme marketing in influencing the attention and engagement of young consumers. Memes are humorous, relatable, and easily shareable content that helps brands communicate their messages in a creative and informal way. The main objective of this study is to understand how meme marketing affects the attitudes and purchasing behavior of younger audiences. The research also analyzes how meme-based advertisements help in increasing brand awareness and improving brand-consumer interaction. Data for the study were collected through surveys among young consumers and analyzed to understand their perception of meme marketing. The findings indicate that meme marketing is an effective promotional tool because it captures the interest of young consumers and encourages them to engage with brands on social media. The study concludes that meme marketing plays an important role in modern marketing strategies and helps businesses connect with younger audiences more effectively. In the current digital era, social media has become an important platform for marketing communication, especially among younger consumers. Meme marketing has emerged as a creative and effective strategy used by brands to attract and engage young audiences. Memes are humorous, relatable, and easily shareable forms of content that spread quickly across social media platforms such as Instagram, Facebook, and Twitter

## KEY WORDS :

Meme Marketing , Digital Marketing , Social Media Marketing , Consumer Behavior , Brand Awareness, Brand Engagement, Viral Marketing, Youth Marketing, Online Advertising, Content Marketing , Social Media Influence , Purchase Intention.

## INTRODUCTION

In recent years, digital marketing has evolved rapidly with the growth of social media platforms such as Instagram, Facebook, and Twitter (X). Among the various emerging marketing strategies, meme marketing has gained significant popularity, especially among young consumers. Meme marketing involves the use of humorous, relatable, and trend-based content to promote brands, products, or services in an engaging way.

Young consumers spend a considerable amount of time on social media and are highly responsive to entertaining and creative content. Memes, being short, humorous, and easy to share, quickly capture attention and create a strong emotional connection with the audience. Brands use meme marketing to appear more relatable, modern, and friendly, thereby increasing engagement, brand recall, and social sharing. This study focuses on understanding the role of meme marketing in attracting young consumers.

## STATEMENT OF THE PROBLEM

1. With the rapid growth of social media platforms, businesses are increasingly using meme marketing as a digital strategy to attract young consumers. Memes are widely shared due to their humorous and relatable nature, making them a popular promotional tool among brands.
2. Many organizations adopt meme marketing without fully understanding how young consumers perceive such content or whether it positively contributes to brand image. In some cases, poorly designed or irrelevant memes may fail to attract attention or may even create negative impressions.
3. This study attempts to analyse how meme marketing influences young consumers and to assess its impact on brand engagement and consumer response in the digital marketing environment.

4. Young consumers are exposed to a large volume of memes daily, making it difficult for brands to create content that truly stands out and captures attention. Many marketers rely on humour in meme marketing without understanding whether it strengthens brand perception or distracts from the core message.

5. The impact of meme marketing on consumer purchase intention among young consumers is still uncertain and requires systematic analysis. There is a lack of clarity on which elements of meme marketing—such as humour, relatability, trends, or creativity—most influence young consumers.

### **OBJECTIVES**

- To Study the popularity of Meme marketing among youth consumers.
- To Assess the influence of Memes on purchase intention.
- To Analyse the platforms where meme marketing is most effective (Instagram, Facebook, Twitter, ect..)
- To identify the factors (Humour, Relatability, Creativity) that make memes effective.
- To Assess the Benefits and Drawbacks of Meme Marketing.

### **SCOPE OF THE STUDY**

The scope of the study is limited to understanding the role of meme marketing in attracting young consumers. The study focuses on analysing how meme-based promotional content influences the attention, engagement, and perception of young audiences on social media platforms. It examines the effectiveness of meme marketing in creating brand awareness and encouraging interaction among youth. The study covers young consumers who are active users of social media platforms such as Instagram, Facebook, and Twitter (X). It analyses factors such as humour, relatability, creativity, and trend relevance in meme marketing. The scope is confined to consumer responses and perceptions and does not include the financial performance of companies.

### **RESEARCH METHODOLOGY**

#### **DATA COLLECTION TOOL**

#### **PRIMARY DATA :**

Primary data is collected directly from respondents through questionnaires and surveys among social media users. It helps to understand their opinions and reactions towards meme marketing.

#### **SECONDARY DATA :**

Secondary data is collected from books, journals, research articles, websites, and online sources related to digital marketing and meme marketing. It helps to support and understand the topic better.

#### **SAMPLE DESIGN**

Sample design refers to the method of selecting respondents for the study. A simple sampling method is used in this research. The respondents are mainly young social media users. A small group of participants is selected to collect their opinions. This helps to understand the impact of meme marketing on consumers.

#### **SAMPLING SIZE**

The sample size of the study consists of (e.g., 100) young consumers. (You can change the number as per your project requirement.

### **TOOLS FOR DATA ANALYSIS**

- Percentage Analysis
- Ranking Analysis\

### **LIMITATIONS OF THE STUDY**

- Memes are popular among youth, trends change very quickly, and a meme that is viral today may become outdated within a short time.
- Young consumers can easily identify when a brand is trying too hard to appear trendy, which may reduce trust and authenticity.

- Youth audiences are very sensitive to authenticity; if they feel that a brand is trying too hard to appear trendy or relatable, it may damage the brand's image.
- Meme marketing is included for all industries, especially those that require a serious and professional images are not suitable.

## REVIEW OF LITERATURE

**Limor Shifman (2014)<sup>1</sup>:** Limor Shifman explained that memes have become an important form of digital communication in modern online culture. Memes spread rapidly through social media platforms because they are entertaining and easy to understand. Young consumers are highly attracted to humorous and relatable meme content. Therefore, many brands use meme marketing as a strategy to engage young audiences and promote their products online.

**Henry Jenkins (2013)<sup>2</sup>:** Henry Jenkins discussed the concept of spreadable media in digital communication. According to his research, content that is interesting and entertaining spreads quickly through social media sharing. Memes are highly shareable because they are humorous and simple. This makes meme marketing an effective tool for brands to reach young consumers and increase online engagement.

**Jonah Berger (2016)<sup>3</sup>:** Jonah Berger studied why certain online content becomes viral. The study showed that emotional and entertaining content is more likely to be shared by users. Memes include humor and surprise, which attract the attention of young audiences. Because of this viral nature, meme marketing helps increase brand visibility and consumer interaction.

## DATA ANALYSIS AND INTERPRETATION

### SIMPLE PERCENTAGE

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	I LAUGH AND NOTICE THE BRAND	38	38%
2	I ENJOY IT BUT IGNORE THE BRAND	44	44%
3	I JUST SCROLL PAST	17	17%
4	I FELL ANNOYED	1	1%
	TOTAL	100	100%

### INTERPRETATION:

The above table shows the respondents' reaction to humorous advertisements on social media. In order wise, 38% of respondents laugh and notice the brand, 44% enjoy it but ignore the brand, 17% just scroll past, and 1% feel annoyed. The majority of respondents enjoy the humorous advertisements but ignore the brand.

### RANK ANALYSIS

S.NO	FACTORS	4	3	2	1	TOTAL	RANK
1	HUMOROUS CONTENT	132	111	50	5	298	2
2	TRENDING TOPICS	140	111	54	2	307	1

3	CELEBRITY REFERENCES	72	105	74	4	255	4
4	BRAND MESSAGE CLARITY	124	75	62	8	269	3

### INTERPRETATION

The above table shows the weighted average ranking of factors influencing meme marketing. In order wise, humorous content obtained a total score of 298 and ranked 2nd, trending topics and celebrity content obtained the highest score of 307 and ranked 1st, references to brand and message obtained a total score of 255 and ranked 4th, and clarity obtained a total score of 269 and ranked 3rd. The majority of respondents ranked trending topics and celebrity content as the most important factor in meme marketing.

### FINDINGS

1. Instagram (51%) is the most widely used social media platform among respondents, followed by YouTube (27%), making Instagram the most effective platform for meme marketing.
2. Most respondents stated that they often notice meme advertisements, indicating that meme-based marketing is visible and noticeable on social media.

### SUGGESTIONS

1. Companies should focus more on Instagram as a major platform for meme marketing since it has the highest user engagement.
2. Brands should create memes based on current trends and viral topics to increase audience attention and relevance.
3. Businesses should use humorous and creative content in advertisements to improve engagement and shareability.

### CONCLUSION :

The study "A Study on the Role of Meme Marketing in Attracting Young Consumers" concludes that meme marketing has become an effective and popular digital marketing strategy to engage young audiences. The findings of the study indicate that social media platforms, especially Instagram, play a significant role in spreading meme advertisements and reaching young consumers. The study also reveals that factors such as trending topics, humorous content, and creativity greatly influence the effectiveness of meme marketing. Young consumers are more attracted to advertisements that are entertaining, relatable, and aligned with current trends. Meme advertisements are generally perceived as youth-friendly, modern, and engaging, which makes them an effective tool for brands to communicate with younger audiences.