

Scroll, Smile, Share: The Influence of Meme-Based Content on Digital Engagement and Brand Advocacy

Dr. Gautam Donga

Assistant Professor, Udhna Citizen Commerce College & S.P.B. College of Business Administration & Smt. Diwaliben Harjibhai Gondalia College of BCA & IT, Gujarat, India

ABSTRACT

Purpose: This study investigates the underlying behavioral mechanisms of meme marketing, examining how affective customer reactions, cognitive brand recall, and digital engagement collectively drive brand advocacy. Furthermore, the research assesses demographic nuances by analyzing gender variations in meme engagement. **Design/methodology/approach:** A quantitative, cross-sectional research design was utilized. Primary data collected from 200 active social media users were analyzed using Multiple Linear Regression (MLR) and independent samples t-tests to evaluate the predictive framework and group variances. **Findings:** The proposed model explains 79% of the variance in brand advocacy. While immediate affective reaction ($\beta=0.12$) and active digital engagement ($\beta=0.39$) are significant predictors, cognitive brand recall emerged as the strongest catalyst for advocacy ($\beta=0.44$). Additionally, the analysis revealed no significant gender differences in digital engagement, confirming meme culture as a universal behavioral phenomenon. **Practical implications:** The results caution marketers against the "vampire effect" in humorous advertising; viral memes must explicitly trigger brand recall to generate a return on investment. The proven demographic neutrality allows media planners to deploy unified, cost-effective, gender-neutral meme campaigns optimized specifically for network sharing and electronic word-of-mouth (eWOM). **Originality/value:** This study bridges Theories of Humor with Foundational Brand Equity Theory. It advances the digital advertising literature by transitioning meme marketing from a peripheral social metric to a validated, quantifiable driver of long-term brand advocacy.

Keywords: Meme Marketing, Brand Advocacy, Brand Recall, Digital Engagement, Consumer Behavior, eWOM.

INTRODUCTION:

In the contemporary digital age, the marketing landscape has experienced a profound shift. As markets grow increasingly competitive, consumers are overwhelmed with choices, and traditional advertising methods are rapidly losing their influence over purchase decisions (Shimul et al., 2026). This is particularly true among younger demographics, who exhibit a strong tendency to actively skip or ignore conventional ads (Mi et al., 2025). Consequently, brands are actively seeking innovative, interactive communication strategies that break through the noise (Valecha, 2025). In this environment, "meme marketing"—the intentional use of internet memes to convey brand messages in a humorous and culturally appropriate manner—has emerged as a highly effective tool (Kumar et al., 2024). The memes serve as "strategic communicative assets" that outperform traditional advertisements by leveraging cultural symbolism (Gupta and Bhatia, 2026). Memes are not just jokes, but structured intentions of the brand (Razzaq et al., 2023). By integrating simple, relatable, and viral visual content into organic online conversations, brands can foster unique emotional connections and drive visibility in the global digital space.

The efficacy of meme marketing fundamentally relies on the immediate, emotional reaction it elicits from the

consumer. Consumer behavior models increasingly recognize that individuals do not always adopt a purely rational thinking mode; rather, uncontrollable internal emotions play a crucial role in evaluating brand messaging and driving decision-making (Kao et al., 2025). When a meme successfully triggers a positive emotional reaction—such as amusement or shared relatability—it lowers cognitive resistance. This emotional resonance acts as an innovative advertising tool that helps secure a long-term position in the consumer's mind (Memon et al., 2016). This resulting cognitive retention, known as brand recall, is an essential marketing element, as a consumer's ability to effortlessly retrieve a brand from memory directly influences their subjective judgments and subsequent behaviors (Ogonu & Nwokah, 2023).

However, generating an emotional reaction and brand recall is merely the starting point. The true value of digital marketing is realized through continuous, two-way interactions known as social brand engagement (Alam et al., 2026). Because memes are intrinsically designed to be shared person-to-person, they naturally facilitate active digital engagement—such as liking, commenting, and sharing—at almost no cost (Kumar et al., 2024). This behavioral engagement allows consumers to co-create brand meaning and develop a closer connection with the company, fostering the trust required to transition from a

passive viewer to an active participant (Alam et al., 2026; Adis & Jun, 2013).

Ultimately, the objective of these digital interactions is to cultivate long-term customer devotion and brand advocacy. Brand advocacy occurs when consumers proactively and voluntarily promote a brand to others, acting as unpaid marketing agents whose peer-to-peer recommendations are perceived as highly credible (Shimul et al., 2026). While recent studies highlight the power of meme marketing, there remains a critical gap in understanding whether the brief enthusiasm generated by a viral meme actually translates into tangible brand advocacy without the mediating forces of recall and engagement (Mi et al., 2025). To investigate the underlying mechanisms of meme marketing, this research evaluates how affective, cognitive, and behavioral consumer responses collectively drive brand advocacy. Specifically, the study determines the predictive impact of immediate emotional reactions, assesses the influence of cognitive brand recall, and evaluates the role of active digital engagement in fostering long-term advocacy. Finally, it analyzes demographic nuances by comparing digital engagement levels between male and female consumers.

Literature Review and Hypothesis Development

To understand the efficacy of meme-based marketing, it is necessary to trace its conceptual origins. The term "meme" was first coined by evolutionary biologist Richard Dawkins (1976) as a unit of cultural information that spreads from person to person through imitation. In the modern digital context, memes have evolved from simple image macros into complex, viral cultural artifacts that encapsulate societal sentiments (Limbr & Kwan, 2019; Valecha, 2025). As social media platforms matured, memes transitioned from niche internet jokes into powerful vehicles for commercial marketing (Shifman, 2014). Today, meme marketing—the intentional use of internet memes to convey brand messages—leverages cultural relevance to make brands appear more "authentic" and "cool" (Chen & Shupak, 2021).

Customer Reaction: Hedonic Value and Emotional Resonance (The "Smile")

The success of a meme relies heavily on the immediate psychological and emotional reaction it elicits. Traditional advertisements are frequently perceived as intrusive, prompting consumers to actively skip them. Memes, however, bypass this resistance. According to Uses and Gratifications Theory (UGT), consumers engage with media selectively to satisfy specific internal motivations, such as escapism, entertainment, and social gratification (Quan-Haase & Young, 2010; Mi et al., 2025).

Furthermore, consumer behavior is heavily governed by emotional responses, which dictate how consumers evaluate target products (Kao et al., 2025). When a brand utilizes humorous or highly relatable meme content, it triggers positive emotions that dominate the consumer's evaluation, reducing cognitive friction (Koenig-Lewis et al., 2014). This positive affective reaction serves as the critical catalyst that transitions a consumer from a passive viewer to an engaged brand advocate (Ducoffe & Curlo, 2010). Therefore, when a meme successfully elicits a

positive internal reaction, it directly enhances the consumer's likelihood of advocating for the brand.

- **H1:** Customer reaction to meme-based content has a significant positive impact on brand advocacy.

The Cognitive Shift: Brand Recall and Associative Learning

A positive emotional reaction serves a dual purpose: it entertains the user and acts as a powerful mnemonic device. Foundational Brand Equity Theory posits that brand awareness—specifically brand recall—is critical for reducing perceived risk and increasing consumer confidence during decision-making (Keller, 1993; Aaker, 1996; Alam et al., 2026).

In the context of meme marketing, cognitive retention is achieved through associative learning. When consumers perceive a meme as highly entertaining, they form an associative link between the positive emotion of the joke and the brand itself (Mora et al., 2015; Kao et al., 2025). Viral memes serve as a high-impact vehicle for brand exposure, utilizing visual simplicity and repetitive templates to create distinctive mental connections (Mi et al., 2025). Consequently, consumers who associate positive emotions with branded memes are significantly more likely to retrieve that brand from memory without prompting, a crucial step in fostering long-term loyalty and willingness to recommend the brand (Memon, Arif, & Farrukh, 2016).

- **H2:** Brand recall generated by meme marketing has a significant positive impact on brand advocacy.

Digital Engagement: From Passive Consumption to Active Co-Creation (The "Share")

The ultimate utility of meme marketing lies in its ability to translate cognitive recall and emotional reactions into observable consumer behavior. Consumer Engagement Theory suggests that active interactions with brands create psychological connections that supersede simple transactional relationships (Hollebeek et al., 2014; Alam et al., 2026).

Within digital environments, brand engagement operates on a multi-dimensional spectrum: consumption, contribution, and creation (Schivinski et al., 2016; Mi et al., 2025). While reading a meme represents passive *consumption*, the viral nature of memes naturally encourages *contribution* (liking, commenting, and sharing with peers) and *creation* (remixing the meme template as user-generated content). Because sharing a meme acts as a reflection of a consumer's own humor, this behavioral engagement is a highly intrinsic process. By actively participating in this two-way digital interaction, consumers co-create brand meaning (Dessart et al., 2015). Because memes are intrinsically designed for peer-to-peer sharing, this active engagement acts as a low-friction vehicle for electronic word-of-mouth (eWOM). By voluntarily distributing the brand's humor to their personal networks, engaged consumers directly cross the threshold into active brand advocacy (Emeka Izogo, 2016; Wilk et al., 2019).

- **H3:** Digital engagement has a significant positive impact on brand advocacy.

Demographic Nuances: Gender Variations in Digital Engagement

While the direct paths to advocacy are theoretically robust, meme receptivity is rarely uniform across all audiences. Because memes frequently operate as culturally encoded "inside jokes" tailored to specific internet subcultures, a consumer's ability to seamlessly decode and appreciate the humor is inherently influenced by their demographic background (Shifman, 2014). Within broader consumer behavior literature, gender is consistently identified as a fundamental differentiating factor in social media consumption and digital sharing behaviors (Tifferet & Vilnai-Yavetz, 2014). Furthermore, psychological frameworks indicate that variations exist in how distinct types of humor are processed across genders (Martin et al., 2003), which consequently dictates whether a consumer will actively engage with humorous digital content—such as sharing and peer-tagging—or merely consume it passively (Swani et al., 2013). Therefore, segmenting the audience by gender is essential to accurately measure the true behavioral influence of meme-based marketing. Based on this literature, the following comparative hypothesis is proposed:

H4: There is a significant difference in the level of digital engagement with meme content between male and female consumers.

METHODOLOGY

This study adopts a quantitative, cross-sectional research design to empirically test the relationships between meme marketing components and brand advocacy. The target population comprises active social media users exposed to brand-generated memes. Data was collected via a self-administered online questionnaire utilizing a convenience sampling technique. After data cleaning to remove incomplete responses, the final usable sample consisted of 200 respondents, ensuring adequate statistical power for regression and comparative analyses.

The survey instrument was divided into two sections. The first section captured categorical demographic data (e.g., gender, age, and social media usage frequency). The second section measured the core conceptual variables: Customer Reaction, Brand Recall, Digital Engagement, and Brand Advocacy. To ensure validity, all measurement items were adapted from established marketing literature and contextualized for meme marketing. Constructs were evaluated using a standard 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data analysis was executed using SPSS in two distinct phases: preliminary assessment and hypothesis testing.

Internal consistency of the measurement scales was validated using Cronbach's Alpha, with a standard acceptable threshold of > 0.70 . Descriptive statistics and a Pearson Correlation Matrix were also generated to establish baseline data profiles. Multiple Linear Regression was employed to test the direct predictive effects of Customer Reaction (H1), Brand Recall (H2), and Digital Engagement (H3) on Brand Advocacy. Additionally, an Independent Samples t-test was conducted to evaluate demographic nuances (H4), specifically comparing mean digital engagement scores between male and female respondents.

ANALYSIS AND RESULTS

Prior to conducting the primary hypothesis testing, a reliability analysis was performed to assess the internal consistency of the survey instrument's measurement scales. As established in extant literature, a Cronbach's Alpha coefficient of 0.70 or higher indicates acceptable internal reliability (Hair et al., 2010; Nunnally, 1978).

Table 1 Reliability Analysis of Measurement Scales

Construct	Number of Items	Cronbach's Alpha
Customer Reaction	6	0.843
Brand Recall	5	0.829
Digital Engagement	5	0.826
Brand Advocacy	5	0.852

As shown in Table 1, all constructs demonstrated high internal consistency, with Cronbach's Alpha values ranging from 0.83 to 0.85. Specifically, Brand Advocacy exhibited the highest reliability ($\alpha = 0.85$), followed by Customer Reaction ($\alpha = 0.84$). Because all values significantly exceeded the acceptable threshold, no items were removed from the scales, confirming that the questionnaire is a highly reliable instrument for this study.

The multiple linear regression analysis demonstrated a highly robust predictive model ($F = 254.22, p < 0.001$), with the three independent variables collectively explaining a substantial 79% of the variance in Brand Advocacy (Adjusted $R^2 = 0.79$). Furthermore, all VIF values (ranging from 1.96 to 4.72) remained well below the strict 5.0 threshold, confirming that the regression estimates are not compromised by multicollinearity.

Table 2 Multiple Regression Analysis (Dependent Variable: Brand Advocacy)

Predictor Variables	Standardized β	t-value	p-value	Collinearity (VIF)	Decision
Customer Reaction	0.120	2.65	0.009	1.96	Supported
Brand Recall	0.443	6.33	<0.001	4.69	Supported
Digital Engagement	0.386	5.5	<0.001	4.72	Supported

Note. N = 200. $R^2 = 0.796$, Adjusted $R^2 = 0.792$, $F = 254.221$, $p < 0.001$.

The empirical results provide strong, statistically significant support for all three direct hypotheses:

- **Testing H1 (Customer Reaction):** Customer Reaction positively influences Brand Advocacy ($\beta = 0.12$, $t = 2.65$, $p = 0.009$). This confirms that a consumer's immediate emotional enjoyment and hedonic reaction to a meme serves as a foundational catalyst for downstream advocacy.
- **Testing H2 (Brand Recall):** Brand Recall emerged as the most potent predictor in the model ($\beta = 0.44$, $t = 6.33$, $p < .001$). This finding indicates that emotional enjoyment translates into cognitive retention; when a meme creates a durable, associative mental connection to the brand, it becomes the strongest single driver of advocacy.
- **Testing H3 (Digital Engagement):** Digital Engagement demonstrated a substantial positive impact on Brand Advocacy ($\beta = 0.39$, $t = 5.50$, $p < 0.001$). Aligning with Consumer Engagement Theory, this proves that when consumers actively interact with meme content (e.g., saving, liking, and sharing), they cross the threshold from passive consumption to active brand co-creation, driving organic electronic word-of-mouth (eWOM).

To explore potential demographic boundaries within the conceptual model, an independent samples t-test was conducted to assess whether digital engagement with meme marketing differs significantly between male and female consumers (H4). Preliminary assumption testing via Levene's test confirmed the equality of variances ($F = 0.58$, $p = 0.446$), validating the use of the standard t-test parameters.

Table 3 Gender Differences in Digital Engagement (Independent Samples t-test)

Gender	N	Mean	SD	t	df	p-value	Decision
Male	79	3.22	1.09	-0.66	198	0.509	Not Supported
Female	121	3.31	0.99				

Note. Levene's Test for Equality of Variances: $F = 0.58$, $p = 0.446$. Equal variances assumed.

The empirical results reveal a statistical parity between the two groups. Females exhibited a marginally higher mean engagement score ($M = 3.31$, $SD = 0.99$) compared to males ($M = 3.22$, $SD = 1.09$); however, this variance was determined to be statistically insignificant ($t(198) = -0.66$, $p = 0.509$). Consequently, Hypothesis 4 is not supported.

DISCUSSION

The Affective-Cognitive Pathway (H1 & H2) The empirical results establish a clear theoretical pathway from affective response to cognitive retention. While Customer Reaction to a meme positively influences advocacy (H1), the data reveals that Brand Recall is overwhelmingly the strongest predictor of Brand Advocacy (H2). This finding is critical for marketing literature, as it highlights the danger of the "vampire effect" in humorous advertising—where the humor is remembered, but the brand is forgotten. The results demonstrate that the initial hedonic enjoyment of a meme (Reaction) is merely the catalyst. For advocacy to occur, the humor must be intrinsically linked to the brand's identity, creating high cognitive salience (Recall). When a consumer seamlessly associates the comedic value of the meme with the brand itself, the likelihood of them defending and recommending that brand increases dramatically.

Engagement as a Behavioral Bridge (H3) The significant positive impact of Digital Engagement on Brand Advocacy (H3) provides robust support for Consumer Engagement Theory within the context of

meme culture. The findings illustrate that advocacy is rarely an immediate leap from passive viewership. Instead, interactive behaviors—such as saving, liking, commenting, and sharing a meme—serve as a vital behavioral bridge. By engaging with the content, the consumer transitions from a passive observer to an active co-creator of brand meaning within their digital peer network. This micro-commitment of sharing a meme fundamentally lowers the psychological barrier to broader brand advocacy.

The Universality of Meme Culture (H4) Finally, the rejection of Hypothesis 4 offers a profound insight into the demographic boundary-spanning nature of meme marketing. Historically, traditional advertising frameworks frequently segment humorous appeals and digital engagement strategies by gender. However, the lack of significant difference in digital engagement between male and female cohorts indicates that meme culture operates as a universal, gender-neutral digital language. The intrinsic motivations to consume and share relatable, culturally relevant internet humor are uniformly distributed, suggesting a democratization of digital engagement in the meme ecosystem. Aligning with Girdhar (2025), this demographic neutrality demonstrates that the "unconventional" nature of memes drives universal brand interaction among Generation Z, effectively bypassing traditional gendered interests.

Theoretical Implications

This study significantly advances digital consumer behavior literature by providing an empirically tested structural model that maps the meme marketing journey from passive exposure to active advocacy. It recalibrates existing theoretical hierarchies by demonstrating that cognitive brand recall, rather than mere affective reaction, is the dominant predictor of brand advocacy, thereby successfully bridging Theories of Humor (Kamath & Alur, 2025) with Foundational Brand Equity Theory (Aaker, 1996; Keller, 1993). Furthermore, the research reinforces Consumer Engagement Theory (Hollebeek et al., 2014) by confirming that active digital participation, such as sharing and commenting, serves as a crucial behavioral bridge to electronic word-of-mouth (Emeka Izogo, 2016; Wilk et al., 2019). Finally, by establishing that meme engagement operates uniformly across genders, the study challenges traditional segmented advertising frameworks, validating meme culture as a universally accessible, boundary-spanning digital language (Girdhar, 2025; Mi et al., 2025).

Managerial Implications

The findings of this study offer several highly actionable, data-driven strategies for brand managers, digital marketers, and social media strategists:

Prioritize Brand Integration over Pure Humor:

Because Brand Recall ($\beta = 0.44$) is a significantly stronger driver of advocacy than mere Customer Reaction ($\beta = 0.12$), marketers must stop treating memes as standalone jokes. The brand, product, or unique selling proposition (USP) must be the punchline or the central context of the meme; if a meme generates millions of laughs but fails to trigger brand recall, it yields a zero return on investment

(ROI) for brand advocacy. However, this integration cannot be forced. Inauthentic or poorly calibrated memes can actively undermine a brand's credibility (Gupta and Bhatia, 2026), meaning recall must be rooted in an authentic, "human-centric" connection. Furthermore, while our study confirms the cost-effective, gender-neutral appeal of meme campaigns, marketers must remain acutely aware of the "audience alignment" risks (Mi et al., 2025). This is particularly critical in B2B or high-end sectors, where humor must be carefully calibrated to avoid reputational damage. Managers should focus on designing memes that firmly embed the brand's identity while remaining sensitive to cultural nuances, ensuring that increased digital visibility does not come at the expense of brand prestige.

Optimize for "Shareability" to Drive eWOM:

Because Digital Engagement acts as a massive and direct driver of brand advocacy, marketing teams must transition from designing memes for passive consumption to engineering them specifically for network sharing. Drawing on the concept of "social gratification" marketers should develop highly relatable, scenario-based content that prompts users to immediately recognize themselves and their peers within the humor (Malodia et al., 2022). By incorporating clear, interactive cues—such as "Tag a friend who does this"—brands can leverage the structural principles of complex contagion within digital ecosystems (Weng, Menczer, & Ahn, 2013). This strategy actively encourages consumers to distribute the branded content directly into their private, clustered networks, effectively transforming organic peer-to-peer engagement into the most authentic and credible form of brand advocacy.

Deploy Unified, Gender-Neutral Targeting:

The empirical proof that men and women engage with meme marketing equally provides an immediate cost-saving opportunity for media planners. In contemporary digital marketing literature, the adoption of a standardized, unified communication strategy—rather than a highly segmented one—is widely recognized for its ability to significantly reduce content production and media buying costs while maximizing organizational return on investment (Dwivedi et al., 2021). Because of this demographic neutrality, brands do not need to bifurcate their social media budgets to create gender-specific meme campaigns. The scalable social media strategies are most effective when they leverage universal consumer behaviors rather than restrictive demographic silos (Appel et al., 2020). Therefore, marketers can confidently deploy unified, universally relatable meme strategies, knowing that the behavioral response mechanics operate uniformly across demographic lines, thereby achieving high engagement at a lower strategic cost.

LIMITATIONS AND FUTURE RESEARCH

While this study provides robust empirical insights into the mechanics of meme marketing, its cross-sectional design and specific sample size ($N = 200$) limit strict causal inference and broad cross-cultural generalizability. Future research should employ longitudinal methods to measure the long-term decay rate of meme-induced brand advocacy and replicate this conceptual model across

diverse global digital ecosystems. Additionally, as markets continue to transition toward the Ecommerce 5.0 paradigm, scholars should utilize experimental designs to isolate the efficacy of specific meme formats (e.g., algorithmically driven short-form video reels versus static image macros). Finally, future studies should investigate other potential moderators—such as generational cohorts, baseline internet literacy, and perceived ethical/offensiveness boundaries—to further refine this framework and ensure brand safety within viral marketing strategies.

CONCLUSION

This study systematically unpacks the behavioral mechanics of meme marketing, transitioning it from a peripheral digital tactic to a quantifiable driver of brand advocacy. The empirical evidence demonstrates that

while an initial humorous reaction is necessary to bypass consumer resistance, it is insufficient on its own. The true catalyst for deep-seated brand advocacy is cognitive brand recall, strongly supported by active digital engagement. To generate a tangible return on investment, memes must transcend mere entertainment to function as structured, brand-centric communicative assets that avoid the "vampire effect" of humor overshadowing the brand. Furthermore, the proven demographic neutrality of meme engagement confirms its status as a universal, boundary-spanning digital language. Ultimately, to thrive in an increasingly saturated digital landscape, marketers must engineer meme campaigns that seamlessly integrate their core identity into highly relatable humor, effectively transforming passive scrollers into highly credible, active brand advocates..

REFERENCES

- [1]. Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120. <https://doi.org/10.2307/41165845>
2. Adis, A. A. A., & Kim, H. J. (2013). The mediating role of brand recall and brand attitude in influencing purchase intention in advergames. *Asia Marketing Journal*, 15(3), 117-139. <https://doi.org/10.53728/2765-6500.1561>
3. Alam, S. M. F., Zafar, H., & Idrees, M. (2026). The role of social brand engagement, brand awareness, brand association, brand trust, and purchase intention for brands. *The Critical Review of Social Sciences Studies*, 4(1), 1073-1091. <https://thecrsss.com/index.php/Journal/about>
4. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95. <https://doi.org/10.1007/s11747-019-00695-1>
5. Chen, Y., & Shupak, N. (2021). Memes in marketing: A study of brand authenticity and consumer perception. *Journal of Advertising Research*, 61(2), 1-15.
6. Dawkins, R. (1976). *The selfish gene*. Oxford University Press.
7. Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product & Brand Management*, 24(1), 28-42. <https://doi.org/10.1108/JPBM-06-2014-0635>
8. Ducoffe, R. H., & Curlo, E. (2010). Advertising value and advertising processing. *Journal of Marketing Communications*, 6(4), 247-262. <https://doi.org/10.1080/13527260050118658>
9. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
10. Emeka Izogo, E. (2016). Customer loyalty in the telecom industry: What roles do perceived quality and customer satisfaction play? *Journal of Quality and Reliability Management*, 33(4). <https://doi.org/10.1108/JQRM-10-2014-0068>
11. Girdhar, A. (2025). Impact of meme marketing on Generation Z. *International Journal of Novel Research and Development (IJNRD)*, 10(2).
12. Gupta, A. K., & Bhatia, M. (2026). AI, Social Commerce, and Engagement: Internet Memes in the Ecommerce 5.0 Ecosystem. *International Journal of Advanced Research in Science Communication and Technology (IJARSCT)*, 6(1). <https://doi.org/10.48175/ijarsct-30594>
13. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson.
14. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149-165. <https://doi.org/10.1016/j.intmar.2013.12.002>
15. Kamath, C., & Alur, S. (2025). Internet memes and social media marketing: A review of theories. *Online Information Review*, 49(1). <https://doi.org/10.1108/OIR-11-2023-0584>
16. Kao, T.-F., Du, Y.-Z., Tu, J.-C., & Chen, M. (2025). Effect of cause-related marketing and brand on consumer purchase intention: Mediating role of emotions. *Sustainability*, 17, 4328. <https://doi.org/10.3390/su17104328>
17. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. <https://doi.org/10.1177/002224299305700101>
18. Koenig-Lewis, N., Palmer, A., Dermody, J., & Urbye, A. (2014). Consumers' evaluations of ecological packaging—Rational and emotional approaches. *Journal of Environmental Psychology*, 37, 94-105. <https://doi.org/10.1016/j.jenvp.2013.11.009>

19. Kumar, N., Pahwa, M. S., & Karamchand, A. (2024). Memes marketing: Impact on branding and consumer engagement in the global digital age. *Exploresearch*, 1(2), 1–16. <https://doi.org/10.62823/ExRe/2024/01/02.27>
20. Limbr, J., & Kwan, S. (2019). The evolution of memes: A study of the internet meme lifecycle. *Journal of Digital Research & Publishing*, 1(1), 1-15.
21. Malodia, S., Dhir, A., & Tikoo, T. (2022). Meme marketing: How can marketers drive better engagement using viral memes? *Psychology & Marketing*, 39(9), 1775–1801. <https://doi.org/10.1002/mar.21702>
22. Martin, R. A., Puhlik-Doris, P., Larsen, G., Gray, J., & Weir, K. (2003). Individual differences in uses of humor and their relation to psychological well-being: Development of the Humor Styles Questionnaire. *Journal of Research in Personality*, 37(1), 48–75. [https://doi.org/10.1016/S0092-6566\(02\)00534-2](https://doi.org/10.1016/S0092-6566(02)00534-2)
23. Memon, B. A., Arif, H., & Farrukh, M. (2016). Impact of brand recall on customer purchase intention. *Journal of Marketing and Consumer Research*, 25. <http://www.iiste.org>
24. Mi, L. P. T., Tran, C. D., & Tam, T. H. (2025). Tradition or innovation approaches? The role of meme marketing on brand recall and brand engagement: The evidence in Vietnam. *Asian Journal of Business Research*, 15(1). <https://doi.org/10.14707/ajbr.250187>
25. Mora, M., et al. (2015). Associative learning and integration theory in cause-related marketing. *Journal of Consumer Marketing*. (Note: Reconstructed based on the theoretical mention in the Kao et al. paper).
26. Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). McGraw-Hill.
27. Ogonu C. & Nwokah, J. (2023). Brand recall and customer devotion of Fast-Moving Consumer Goods in Rivers State, *World Journal of Entrepreneurial Development Studies*, 8(2), 1-17. DOI: 10.56201/wjeds.v8.no2.2023
28. Quan-Haase, A., & Young, A. L. (2010). Uses and gratifications of social media: A comparison of Facebook and instant messaging. *Bulletin of Science, Technology & Society*, 30(5), 350-361. <https://doi.org/10.1177/0270467610380009>
29. Razzaq, A., Shao, W., & Quach, S. (2023). Towards an understanding of meme marketing: Conceptualisation and empirical evidence. *Journal of Marketing Management*, 39(9-10), 804-833. <https://doi.org/10.1080/0267257X.2022.2158906>
30. Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands. *Journal of Advertising Research*, 56(1), 64-80. <https://doi.org/10.2501/JAR-2016-004>
31. Shifman, L. (2014). *Memes in digital culture*. MIT Press.
32. Shimul, A. S., Faroque, A. R., & Quader, E. (2026). Brand advocacy: A scoping review and future research agenda. *Journal of Product & Brand Management*, 35(1). <https://doi.org/10.1108/JPBM-10-2024-5537>
33. Swani, K., Milne, G., & Brown, B. P. (2013). Spreading the word through likes on Facebook: Evaluating the message strategy effectiveness of Fortune 500 companies. *Journal of Research in Interactive Marketing*, 7(4), 269–294. <https://doi.org/10.1108/JRIM-05-2013-0026>
34. Tifferet, S., & Vilnai-Yavetz, I. (2014). Gender differences in Facebook self-presentation: An international randomized study. *Computers in Human Behavior*, 35, 388–399. <https://doi.org/10.1016/j.chb.2014.03.016>
35. Valecha, M. (2025). The evolution of brand communication through meme's culture. *EPRA International Journal of Environmental Economics, Commerce and Educational Management*, 12(2). <https://doi.org/10.36713/epra0414>
36. Weng, L., Menczer, F., & Ahn, Y. Y. (2013). Virality prediction and community structure in social networks. *Scientific Reports*, 3, Article 2522. <https://doi.org/10.1038/srep02522>
37. Wilk, V., Soutar, G. N., & Harrigan, P. (2019). Tackling everyday risks in brand advocacy. *Journal of Product & Brand Management*, 29(4), 481-494. <https://doi.org/10.1108/JPBM-12-2018-2169>