

Majors:MBA (M2)

**“Impact Of Meme Marketing On Brand Engagementin Pakistan”**



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## **Abstract**

In the last few years, meme marketing has become one of its most powerful and creative methods of internet marketing, especially for brands that want to reach young, active people on social networks. The swift expansion of networks like Instagram, Facebook, TikTok, and Twitter in Pakistan has made the online world a lively place where memes, current trends, and humorous imagery are all important parts of discussions. In this ever-changing online environment, enterprises are using memes more and more to get people's attention, get them to interact with their content, and leave an indelible mark of their business. Even though this method is prevalent all over the world, there isn't much academic investigation on meme marketing and how well it works, especially in low-income nations like Pakistan. This study seeks to examine the effects of meme marketing on company loyalty for Pakistani youngsters, emphasizing the impact of entertaining, accessible, and easily shared material on how customers interact with firms. The study investigates essential aspects of commitment to a brand, encompassing recognition of the brand, electronic communication, sentimental affinity, and loyal customers. A quantitative approach to research was utilized, employing systematic surveys administered to a pool of 300 respondents aged 18 to 35, reflecting the main target population that predominantly engages with and disseminates memes on social platforms. The results show an important beneficial association between using meme-based marketing literature and different measures of engagement with the brand. People who answered said they were more interested, remembered, and inclined to connect with brands that use lighthearted and other socially pertinent aspects in their social media interactions. Findings also show that meme marketing makes brands more relatable and gives customer an impression of connection, which could lead to long-term loyalty. Companies can make deeper connections with consumers and stand out more in overcrowded online communities by combining humorous elements with their brand messages. This study adds to the increasing amount of knowledge on online advertising by offering empirical proof from Pakistan. It gives business owners, media outlets, and multimedia producers useful tips on how to improve business results using inventive, culturally suitable, and meme-based approaches.

**Keywords:** Meme Marketing, Brand Engagement, Digital Marketing, Social Media, Marketing Strategy

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# Chapter 1

## Introduction

### 1.1 Background

In the age of technology, advertising has taken a whole new turn, with companies always looking for new methods to grab people's attention (Aaker, 2023). Meme marketing, which involves promoting goods, services, or brand messaging via hilarious and frequently viral pictures or videos, is one of the newest trends. Millennials along with Generation Z use parodies more than any other society's vocabulary while interacting on social networking sites (Aggarwal, 2022). In Pakistan, where more than seventy-one million individuals are participating on internet-based platforms marketers are embracing memes as an advertising tool for a more casual and productive way to communicate with consumers (Bain, 2021).

Specifically, the proliferation of social media sites like Facebook, Instagram, TikTok, Facebook, and X (which used to be Twitter) has opened incredible doors for companies to have direct, one-on-one conversations with customers (Barthes, 2020). As a result of this change, the emphasis has moved from one-way communication in standard advertising to two-way interaction in participative and multimedia pieces. Within this ever-changing landscape, meme marketing has become an influential and socioeconomically relevant strategy, especially for reaching and retaining digital natives (Baines, 2021).

A meme is a hilarious picture, video, or piece of prose that has become a popular means of online interaction due to its ability to spread quickly. They tend to draw from mainstream culture, recent developments, or common social situations, which makes them easy to relate to and interesting to watch (Caig, 2020). Millennials and Generation Z, in particular, take memes seriously. In addition to being a means of communication, they also serve as a prism through which they see their environment. Advertisers have started using memes in the creation of content after realizing they can reach a large audience via this kind of online expressiveness and increase interaction with their brands (Camic, 2021).

Pakistan is a country where meme culture has grown rapidly in recent years. A increasing thirst for hilarious, historically appropriate content is seen in the enormous followings of local meme sites like Sarcasmistan, Dank Pakistani Memes, and The Pakistan Experience Memes (Cotter, 2021). Companies have realized this. As an example, the confectionery business Crumble Pakistan often tweets clever memes that appeal to their youthful consumer base by combining topics like as food desires, stress around exams, and ethnic interpersonal relationships. Audionic also connected with its viewers on a personal level throughout Ramadan by using meme material to playfully underline common problems like getting up for sehri (Coon, 2022). Such instances demonstrate how memes, when humorous and infused with historical context, may greatly increase the attractiveness and relevancy of an organization.

Academic study on the real effect of memes on client loyalty is lacking, although their increasing use in marketing advertising. This is particularly true in emerging countries with different cultures, such as Pakistan (Dawkins, 2022). Buyers in South Asia have different electronic entertainment habits, comedy sensitivities, and traditions compared to those in Western markets, where the majority of the prose concentrates. While Pakistani consumers are known for their technological prowess, regional differences in geopolitical climates, linguistic variety, and theological sensitivity may make regional successes seem like busted clogs (Derrida, 2022). This highlights the critical need for study with a focus on Pakistan to determine the extent to which meme marketing affects purchasing decisions there.

The whole definition of involvement has changed. These days, engaging with a brand goes beyond simple likes and comments it includes developing an emotional connection, trusting the company, being devoted to it, and even advocating for it (Eden, 2021). Personality and the capacity to engage in continuous social interactions are becoming more important metrics by which brands are being evaluated than the products themselves. Here, memes allow corporations to blend in with the community instead of imposing their will on it. They make it possible for companies to be funny, empathetic, and relevant without coming off as pushy or annoying (Elliott, 2023).

Meme marketing is consistent with the concept of associational networks, which states that people remember and access knowledge via a complex web of

interconnected concepts. One way to increase a brand's visibility in the thoughts of customers is via the use of hilarious and catchy memes as cognition indicators(Akbar, 2023). Consumers are more receptive to messages and more likely to form favorable impressions of brands when they are engrossed in relevant tales or comedy, according to the Contextual Transporter Model (Brock, 2020). These hypotheses provide light on the potential for meme-based advertising to increase customer engagement and forge deeper attachments with target audiences.

The matter up, the promotional use of memes is a perfect example of how amusement, social relevance, and purposeful marketing can come together. In this way, brands may reach customers when and where they are most active browsing for personal-interest material (Anderson, 2023). There has been little academic investigation on the efficacy of this method, despite the fact that companies in Pakistan are progressively engaging with it. To address that knowledge vacuum, this investigation will examine how meme marketing influences consumer loyalty among Pakistani shoppers. The findings will be useful for scholars, entrepreneurs, and companies.

## **1.2 Problem Statement**

Online venues are the main way that brands and consumers communicate in Pakistan, so advertisers are employing meme marketing more and more to get attention from individuals (Djafarova, 2020). This means using funny and socially pertinent memes. Brands that want to reach younger people on sites like TikTok, Facebook, and Instagram use this method a lot. There is, however, not much proof that meme marketing works to get people to interact with brands in an interesting manner in their own area (Rushworth, 2021). The idea that funny memes make people more likely engage with a brand and stay loyal to it is wrong because amusement doesn't always make people remember a brand. Reservations also exist about the suitability of memes in marketing campaigns, especially in an ethnically mixed setting like Pakistan, where adversely understood memes can alienate customers. Even though meme marketing is used a lot, there isn't a great deal of research on how it affects important brand loyalty metrics like psychological connection and buying intent. This gap implies that advertising executives might be allocating resources to approaches

which do not correspond with their goals, given the inadequate understanding of the correlation across meme dissemination and authentic customer involvement.

Prior global research indicates that meme-based posts can enhance brand loyalty by eliciting experiences such as humor, delight, and accessibility (Purnama, 2021) . For example, Geysler (2019) found that funny internet content boosts temporary involvement statistics, and Ashley and Tuten (2015) found that social networking materials that is entertaining boosts participation rates within younger people. In the same way, Leung (2020) said that meme marketing boosts popularity of brands and online referrals in Western nations.

### **1.3 Research Objectives**

- To analyze how branded memes in Pakistan have affected customer engagement.
- Determine what aspects of memes (such as their timeliness, authenticity, comedy, and visual attractiveness) are most important for attracting and retaining users.
- To study how people feel about companies who use memes in their advertising.
- To find out whether interaction led by memes increases consumer loyalty or desire to buy in the long run.
- To examine the relationship between specific meme characteristics (humor, relatability, timeliness, visual appeal, virality potential and brand integration) and different dimensions of brand engagement (cognitive, emotional and behavioral).
- To assess the effectiveness of meme marketing compared to traditional digital advertising formats in generating consumer engagement and brand recall among Pakistani social media users.

### **1.4 Research Questions**

- What effect does meme marketing have on Pakistani social media users' interaction with brands?
- How do meme features like comedy, relevance to society and aesthetic impact audience participation the most?

- In comparison to businesses that don't employ meme marketing, do clients see organizations that do as more approachable, reputable, or likeable?
- Does engaging with meme material make people more devoted to the company or more likely to buy their goods?
- How do meme marketing characteristics (humor, relatability, timeliness/trendiness, visual appeal, virality potential and brand integration) influence consumer's cognitive and emotional engagement with brand ?
- To what extent do meme marketing characteristics affect consumer's behavioral engagement (such as liking, sharing, commenting and purchase intention) toward a brand.

## **1.5 Scope of the Research**

The importance of grasping the influence of casual and hilarious information has grown in a time when social media rules consumer-brand relationships. Despite its youth as a scientific field, meme marketing has already established itself as a potent instrument for generating widespread interest and influence. Academics in Pakistan have paid little consideration to meme-based advertising techniques, despite the fact that online social networking use among young adults and teenagers is quickly rising.

Western buying habits has been the primary focus of most extant studies regarding meme marketing. Through an examination of Pakistani online social networking users' habits, tastes, and culturally understandings, this research offers contextualized observations. This study provides valuable insights into customer habits in relation to meme-based advertising. It also gives practical suggestions for companies aiming to boost their involvement on social media sites like Facebook and Instagram as well as and TikTok. Finding out what's successful and why it's successful within the socioeconomic setting of Pakistan is aided by this. This research provides valuable insights for organizations looking to engage online viewers via authenticity and entertainment while staying true to their main purpose. It highlights how to overcome the growing resistance of digital consumers to conventional advertising forms. With virality comes risk. This research emphasizes the importance of contextual and

cultural sensitivity when using memes in marketing especially in a diverse country like Pakistan where a small misstep could lead to brand backlash.

## **1.6 The Importance of the Research**

In a time when electronic communication is the norm, funny and unstructured messages is very important for company-client relationships. Meme marketing, while an emerging professional field, has shown its capacity for attaining viral dissemination and popular appeal. In Pakistan, where young people are using websites such as Facebook more and more, there isn't a lot of study on meme promotional techniques. This research explores numerous essential concerns: it addresses the lack of research by giving specific data on the actions and tastes of Pakistani internet consumers, it directs advertisers through providing practical ideas for participation on networks like Instagram, Twitter, Facebook, and TikTok, it promotes genuine using technology by assisting companies improve their promotional efforts within jocularity and it focuses on the responsible execution of memes, illustrating the require for cultural awareness in order to avert negative reactions in Pakistan's broad industry.

## **1.7 Research Gap**

Even though meme marketing is becoming increasingly prevalent among Pakistani commercials, there isn't a great deal of research on the subject. The majority of current research emphasizes broadly social networking advertisement or subjective assessments, resulting in a significant deficiency in robust quantitative and empirical assessments(Akbar, 2021). There is inadequate evidence establishing a quantitative correlation between meme-based marketing and tangible company results, including consumer engagement with the brand, intent to buy, client retention, or revenue growth. Consequently, advertisers do not possess empirical evidence to substantiate expenditures in meme marketing while scholars have yet to delineate definitive causal connections among meme utilization and commercial achievement in Pakistan (Ang, 2021).

A further substantial gap in research is the dearth of comparison and contextualization. There are not many research studies that look at how well meme marketing works on various kinds of social media, like Instagram, TikTok, Facebook and X (Twitter)(Bain,

2022). This is because people use these sites in very different ways in Pakistan. Additionally, there has been insufficient focus on the impact of marketing style, tone, humor type, and social relevance on buyer perceptions and participation. The current written work also overlooks demographic and socioeconomic elements, including ages, sex, academic achievement, geographical distinctions, as well as understanding of culture, which are especially relevant in Pakistan's different contexts of society and culture (Dawkins, 2021).

There are also systematic and moral gaps in the analysis that is currently being done. Multiple research efforts inadequately differentiate within user-created memes and company-developed memes, complicating the evaluation of their individual effects on customer loyalty and authenticity(Yilmaz, 2023). The moral effects of meme marketing encompassing offensive humor, political or religious insensitivity, disinformation, and a possible erosion of brand credibility are insufficiently examined in the Pakistani context. The absence of studies that focus on ethics and trustworthiness is a big problem because memes can spread quickly and change how people think about things, which can hurt the standing of a company(Fiore, 2022). To get a full contextually relevant picture of how meme marketing affects the loyalty of brands in Pakistan, we need to fill in these gaps.

## **Chapter 2**

### **Review of Literature**

Brands' ability to reach their target customers has been completely transformed by the fast transition from analog to internet-based broadcasting. Instead of just being a place for people to connect with one another, social networking has evolved into an effective marketing instrument that allows companies to have direct conversations with customers in real time.

Meme marketing which makes use of funny, frequently shared photos or videos with relevant commentary has become an attractive tactic in this dynamic digital ecology, especially for attracting the curiosity of Millennials as well as Generation Z. Ads that are more engaging and casual tend to do better with younger customers than with more traditional forms of marketing because of their more brief attention spans and familiarity with electronic media.

Meme marketing, its distinctive and cognitive roots, and its impact on consumer interaction with brands are all thoroughly examined in this chapter's literature review. An umbrella term for all the ways in which consumers engage with a brand, including likes, shares, comments, recall, and purchases. The setting of Pakistan is highlighted in particular because of the country's vibrant meme society and the rarity of scholarly analyses in this area.

#### **2.1 New Waves of Postmodernism**

Because of its nebulous character, postmodernism has proven elusive to scholars seeking a definition. Poststructuralism rose to prominence in the 1960s and 1970s, coinciding with the emergence of postmodern notions. According to Aggger (2021), postmodernism focuses on community, society, and past, while postmodernist thought examines communication and cognition. The postcolonial school of thought developed in response to architectural ideology in the 1950s. After interpretations are ascribed to documents, structuralism thinks they are permanent (Berman, 2022).

Put simply, language transcends all boundaries. But postmodern theories, which emerged in the 1960s, contend that there is no fixed framework to speech but rather an endless variety of structures (Elliott, 2023). All texts are indeterminate, according to Derrida (2021), who is well-known for his work on the concept of textual interchange; this is because texts hide tensions between different literary perspectives. "The deliberate or unintentional use in a single piece of information obtained from another" is what's known as textual interchange (Berger, 2021).

Derrida (2023) argues that in order for a concept to be considered intertextually, it must first be encoded by the creator and then decoded by the reader, who, whether intentionally or not, adds the concept by drawing on their own societal, cultural, and past events and other conversations. So, we can't settle on a single, all-encompassing interpretation.

Societal beliefs (such as economic status, faith, kingship, etc.) that once characterized civilization are being eroded, which is the most noticeable change that indicates the transition from modernist to nihilism. Transnational bourgeoisie and consumerism, as well as new forms of social interaction and economic structure, emerged as a result of this (Jameson, 2023). According to Van Raaij (2023), in a culture that is postmodern, people are not forced to conform to an established sense of self but rather have the freedom to create their own via their interactions with other items. In this society, personal identities are constantly changing since they are free to form connections with anybody they choose, whenever they want.

## **2.2 An Examination of Postmodernism, Advertising and Buy-In**

Even though postmodernism first appeared in the field of development, it has already spread across the field of advertising. A schism in contemporary utilitarian and logical thinking was first described by designers in the 1960s. Postmodernism is more than just a theory; it represents a sea change in our understanding of society and the globe around us (Stierli, 2022). This is especially important for advertising, as the path of the industry is greatly affected by the community in which it operates.

People are seeking identity via consumerism as a means to cope with the disintegration of conventional social institutions and the accompanying uncertainties (Van Raaij, 2023). The user now takes on the good's significance in culture as they

use it. Hence, advertising plays a significant role in the medieval period when it comes to constructing an individual's identity. Firat (2023) posits that the five defining characteristics of modernist are the following: heightened reality, individualization, meaning dislocation, counterintuitive pairings of contradictions, and the inversion of manufacturing and consumer goods.

Marketers would do well to take into account the rise of the civilized person as one of the most significant societal shifts impacting their industry. Nowadays, people are far more free to pursue their own unique paths in life, unencumbered by the rigid social norms and expectations of yesteryear. A new kind of person has emerged as a result of postmodernist thinking: the democratic personality. This person does not have a fixed identity but rather experiences a flux of identities as they go about their daily lives. Another significant societal development is the disintegration of meaning.

There is no longer room for market division based on behaviors that are applicable across a multitude of goods since multiple standards and philosophies have largely supplanted them (Firat, 2024). With the use of commercial pictures and messaging, customers are encouraged to "play a game of image switching" due to the segmentation of experiences and knowledge. Rather of having a fixed sense of identity, postmodern consumers are fluid and may change their self-perception depending on the circumstances. If there is such a thing as a "real self," it is most likely concealed beneath a multitude of assumed identities (Van Raaij, 2023).

### **2.3 Identities and the Culture of Purchasing**

Complex decisions must be made continuously and in all kinds of contexts in order to preserve identity as a person which is the self's cohesive story (Giddens, 2021). Every decision you make when it comes to your consumption reflects your identity. As a result, a consumer society has emerged, with its foundation in the growth of capitalist extraction of commodities. This, in consequence, has given rise to cultural materials, specifically goods for consumption, which serve as figurative assets to the building and preservation of a person's personality (Featherstone, 2022).

Promoting and other strategies for marketing are used to convey social significance from population to the merchandise, which is then consumed by the person (Thompson, 2023). According to Thompson and Hirschman (2024), consumers have

access to a wide range of products in the retail environment, allowing them to build their own distinct and communal reputations. A person's perception of self can only develop in relation to others, even though modernist people are at liberty to do so in relation to the things they engage with.

According to Wilska (2022), this highlights the need of considering the social dimension in relation to identity. Every person is an outgrowth of their own historical and social environment (Baudrillard, 2021). Elliott (2022) argues that the formation of a person's sense of self is intrinsically linked to the formation of their social group's sense of identity (Jameson, 2023). According to Jenkins (2024), this connection is known as the within-outside paradox of identity. Social engagement is essential for validating one's self-identity. Despite neoliberal marketing claims to the contrary, shoppers' sense of self is still shaped by their social environments.

According to Markus and Nurius (2022), a person's current relationships, media representations, and socioeconomic and historical background all contribute to their picking pool of options. According to Bourdieu (2021), buyers can only get by according to the unspoken norms of society. These days, people choose to classify themselves according to their contemporary tribal way of life rather than their more conventional economic position. Each person's lifestyle choices determine whether they belong to these categories (Bauman, 2022). People buy things so they can fit in with their wider social circle (Small, 2023).

## **2.4 The Representational Use of Brands**

The advertising sector was profoundly affected by the work of psychologist Ernest Dichter in the half-century after WWII (Aaker, 2022). Sterr (2024) or "an item with a persona" (Heller, 2018) is how he characterized a brand. According to Aaker (2022), brands exist to reduce threat, offer worth, and stand out from the competition. According to Stern (2022), the brand's essence has a profound and ever-changing effect on consumers' day-to-day experiences. Economical, philosophical, ethical, and artistic advantages are the four categories into goods fall.

Because brands help with establishing, sustaining, and displaying one's sense of self, modernist buyers look to them for ways to convey themselves (Firat, 2024). One of the main ways to define oneself in the contemporary era is via buying from brands;

the act of consuming itself shifts its significance away from brands and onto the buyer (Elliott, 2023). Brands are marketed according to the cultural and personality traits they represent (Soron, 2022).

Many people believe that brands are among the strongest vehicles for the transmission of highly valued cultural significance (Ritson, 2020). The customer and the brand are in a constant state of dynamic (Elliott, 2021). While brand symbols help to define parts of the lives of shoppers, they are also transformed by purchase (Zarkada, 2024). The disintegration, meaninglessness, and loss of identity that individuals experience as a result of nihilism may be mitigated via the use of brands (Giddens, 2021).

Customers try to fill in blanks with the help of businesses' easily accessible the symbolic assets. Fearing to be lost or confused, people work to build a sense of themselves that can keep up with their ever-shifting surroundings (Wicklund, 2020). People build their identities in part by putting their money into various organizations and in part by creating consistent stories about who they are. For a contemporary person, brands are everything (Gollwitzer, 2023). In today's digital society, people seek for the comfort and certainty that comes with having a well-established identity, and brands provide an easy, alluring, and affordable method to get just that.

## **2.5 The Genesis Of Memes**

### **2.5.1 The Classical Meme**

For almost a century, people have used the term "meme" to characterize little, passable chunks of cultural knowledge. The idea had its debut in the "diffusions of innovation" hypothesis in the 1920s, then in the scientific investigation of organismal memory perseverance, and lastly in 1976 in Richard Dawkins' cultural study (Lankshear, 2022). Much of the present-day literature on parasites is based on Dawkins' (2023) work that explains how thoughts and cultural events propagate.

Memes, according to Dawkins (2022), are little units of cultural modification that copy and paste from one person to another (Shifman, 2023). Memes, which Dawkins equated with genetics, are replication processes that go through the stages of variability, concurrence, preference, and preservation, according to Shifman (2023). There are always a lot of memes vying for hosts' interest.

According to Cheilens and Heylighen (2022), only memes that are well-suited to their specific sociocultural surroundings are able to thrive and proliferate. Despite the fact that the meme idea is relatively new (approximately 100 years), memes have been around for as long as people have. The fundamental mechanism for the creation and transmission of culture is the bilateral transmission of thoughts, or memes, via socialization.

### **2.5.2 Internet Memes**

The word "meme" as it is used now is distinct from its original Dawkinian definition. "Units of popular entertainment that are propagated, emulated, and altered by internet users, thereby producing a shared historical perspective" (Shifman, 2023) describes these memes, which will be called internet memes from further on. Memes on the web play a significant role in user engagement and community socialization they are sometimes called the monetary units of online communities.

Because of their innate social nature, Internet memes need human contact as well as expertise in order to propagate. Miltner (2024) argues that they play a significant role in the development and upkeep of a commonality as well as in the dynamics of online organizations. Because of their adaptability and virality, Internet memes have become an integral part of online social media, enabling users to convey ideas in a lighthearted and readily understood way.

Although they have their roots in Dawkins' work on the subject, memes on the internet are distinct. To begin, the idea that each online meme is a standalone notion is implied by the use of the word "ensemble" when describing them. The truth is that memes on the web aren't fixed concepts but rather compilations of many online discussions and occurrences. Because of their status as cultural artifacts, memes found on the internet are considered to be popular literature (Burgess, 2023). It is only in the framework of their production that these writings can be viewed, since they have porous borders that allow them to flow into one another and into ordinary life (Fiske, 2022).

### **2.5.3 Cultural Shopping, Personal Identity and Online Memes**

Due to the demise of the concept of forced identity brought about by postmodernist thinking, people are now expected to construct their sense of self via material consumerism. The ingestion of goods and representations created by the marketplace is at the heart of consumer society, which is defined by Thompson (2022) as a web of economically created visuals, written content, and objects that communities use to understand their surroundings and guide their people's daily lives (Kozinets, 2021).

Symbolic activities and rituals, customer narratives told via goods, and the limits that consumers use to define themselves and their communities are all parts of the culture of buyers (Arnould, 2020). People and groups on communication platforms choose important symbols from popular culture and reproduce them in large quantities, with each user adding their own interpretation to the significance.

Users as well as groups engage in this process of reframing to develop narratives regarding their lives and how they see the environment via the meanings they ascribe and inject (Burgess, 2024). This lends credence to the idea that viral videos play a significant role in the cultural sector and influence people's thoughts, actions, and sense of self. Incorporating a part of one's identity and life lessons into a social media meme is a result of creating, sharing, or even just studying these forms of culture (Gehl, 2023).

### **2.5.4 Brands Use of Digital Memes on Sharing Platforms**

It has recently come to light that internet users play an active role in passing down culture, in addition to being carriers of it (Fournier, 2020). Memes on web pages are only one example of how the worldwide web is a powerful tool for cultural production and dissemination. Brands are trying to find resonance with society by joining the conversation on social networks and trying to blend in with what's occurring there (Avery, 2021).

For this, you'll need an expert grasp of the complex rules, formats, and procedures that govern the online communication landscape of today (Benaim, 2020). Marketing campaigns have started to include web memes into their social media posts because of how common, influential, and significant they are in the world of social media

( Kurochen, 2020). But companies using online memes has been around for a while. In the beginning, several companies started using more conventional forms of advertising outreach to include online memes(Teng, 2021).

Take Virgin Media's 2021 advertising promotion using the 'Success Kid' meme as a case study. The company took advantage of the image's positive connotations and popularity among people to promote their business. In order to jokingly highlight the many minor victories that customers may enjoy by changing to Virgin's products and services, the advertising effort used the 'Success Kid' meme (England, 2021). Online meme styles were then used into more conventional brand marketing.

## **2.6 Using Memes In Pakistani Culture**

With the proliferation of social networking sites such as Facebook, Instagram, and TikTok, the meme advertisement landscape in Pakistan has become more dynamic and dynamic. Memes have been a powerful tool for brands like Audionic, Crumble Pakistan, and Organic Traveller to reach younger demographics and increase participation and recognition of their products(Fornier, 2023). Memes have emerged as a crucial form of online discourse, shaped by factors such as ethnic irony, neighborhood politics, sports, and television shows. By combining comedy with contemporary themes, websites such as Sarcasmistan, Rebellious Brown Munde, and Mangobaaz have amassed enormous social networks(Milner, 2024).

A number of Pakistani firms have started to see the sector's potential. To market their goods in a sophisticated and interactive way, more and more corporations are collaborating with meme sites or creating their own meme material(Shifman, 2022). For instance, Audionic's wireless headphones with Bluetooth were very engaging with college pupils as well as recent graduates when the company utilized memes depicting uncomfortable Desi family occasions to market them(Knobel, 2024).

How meme ads affected Pakistani consumers' perceptions of brands was the subject of research by (Ramish, 2024). The research showed that customers' perceptions of the brand are favorably affected by aspects including aesthetically pleasing, amusement, and innovation in memes, leading to an increase in customer loyalty(Vargo, 2020). But there are hazards associated with meme advertising as well. Because what is humorous to some may be offensive to others in Pakistan,

understanding society is of the utmost importance(Lusch, 2022). One such example is a Pakistani telecom company that got a lot of hate mail because of a meme that some people thought made fun of religion. This shows how meme-centered ads need to be culturally and contextually savvy(Rashid, 2024).

## **2.7 Engaging With Consumers With Memes**

A simple "like" is not the only way to interact with an audience. Mental investment, engagement, and engaged involvement are all part of it. According to Mikalef et al (2022), there are three parts to digital participation: cognitively (such as concentration and awareness), affective (such as enjoyment or affection), and behavioral (including activities such as posting, responding, and labeling)(Maloda, 2022).

Whether it's sentimentality, humor, or social criticism, memes are designed to make people feel something(Bryman, 2022). A stronger emotional connection may be formed between a brand and its clientele when the brand creates or publishes a meme that reflects their reality (such as load loss, stress related to exams, or spiritual subculture). On platforms like Instagram and TikTok, where graphical and brief material is very popular, this relationship usually results in more brand interaction(Saunders, 2021).

Additionally, small and medium enterprises that have restricted finances may benefit from the network impact of meme engagement, whereby a single sharing can lead to quadruple reach(Lin, 2023). According to studies, using memes in marketing may greatly increase involvement. For example, compared to more conventional forms of advertising, participation rates for initiatives using meme material may reach substantially greater levels(Habermas, 2023).

## **2.8 The Difficulty of Promoting Memes**

Meme marketing has shown promise in increasing consumer involvement with brands, but it also has certain drawbacks. To stay ahead of the curve while avoiding criticism in the ever-changing meme society, marketers need to be quick on their feet and socially aware(Regan, 2022). Also, be careful not to water down the brand statement by relying too much on comedy. It is crucial for strategies to be in sync with the voice of the brand and the desires of the consumer(Donnell, 2023).

Being sensitive to other cultures is a major obstacle. Misunderstandings are inevitable in any form of communication, and memes often include satire, societal norms, or humor, all of which have the potential to cause harm and offend particular viewers. Even a somewhat contentious meme has the potential to incite public outcry and harm a brand's image in Pakistan, due to the country's strong religious and traditional values (Hassan, 2023).

The fleeting popularity of meme fads is a further issue. Virality may strike at any moment. Things that are trendy now could not be relevant in a few days (Gungor, 2021). The ever-changing nature of online culture, popular subjects, and consumer tastes causes memes to be intrinsically volatile. Any brand that doesn't respond quickly enough risks missing out on a trend or worse coming out as antiquated if they try to employ old meme styles (Celik, 2023).

Another worry is oversaturation. The usage of memes by all brands might lead to customers being indifferent and reducing the ability of any one company to differentiate itself. Also, if the material isn't relevant to the company's mission or principles, an overemphasis on comedy might water down the core of the company (Dwivedi, 2021).

The question of who owns what material comes up last. A lot of memes use licensed content, such famous TV clips or pictures made by individual artists. There may be legal ramifications or widespread protest if these items are used without authorization (Puri, 2023). Because of this, advertisers need to be cautious about either creating their own material or making sure it's legitimately used.

## **2.9 Theoretical Framework**

### **2.9.1 Associative Network Theory**

An intriguing idea in psychological science called association networks theory investigates how our minds retain and interpret data. Memories is like an enormous web in which all our thoughts, pictures, notions, and events are interconnected, according to this hypothesis (Ang, 2020). The idea that the cerebral cortex stores information as links is central to association theory of networks. Particular pieces of data or ideas are represented by these nodes. Keep in mind that these points are not

independent entities but rather are associated with one another by interconnections. When two ideas appear alongside more often, the bond that exists between them gets deeper because of the acquired knowledge and mechanisms that build these ties (Agger, 2022).

One intriguing part of this idea is how it might be used to comprehend how memory operates. It describes how an idea or stimuli may set off a series of associated ideas, which in turn might bring back recollections. "Thinking hopping" or "associations reactivation" describes this mechanism that lets us remember knowledge in an apparently natural and unforced manner (Berman, 2022).

Other fields, including marketing and publicity, also stand to benefit greatly from the network of associations theory. Marketing strategies often aim to make customers think of good things when they think of certain brands and items (Elliot, 2022). Brands may have a more profound and long-lasting impact on customers by associating themselves positively with other ideas. The theory's use in comprehending recollection lapses is another intriguing aspect (Ritson, 2023).

Incorrectly placed or improperly generated interactions between various brain structures may lead to false recollections or miscommunications. That our memories of association is both versatile and prone to mistakes is shown here (Derrida, 2021). Finally, associated network research sheds light on the inner workings of our brains and memories. Exciting novel opportunities for applicability in areas as diverse as mental health, advertising, and instruction are opened up by this discovery, which provides insight into how our brain accumulates and retrieves knowledge (Jameson, 2022).

### **2.9.2 Narrative Transportation Theory**

An individual engages in narrative transportation when they become engrossed in a narrative, establishing a connection with the protagonists and the story world while distancing themselves from their actual surroundings (Green, 2020). The distinctive convincing impact that emerges from this transportation deviates from the conventional multiple-processing approaches (Petty, 2020).

Despite the low likelihood of counterargument, the amount of thinking required is rather significant (Nielsen, 2022). This is probably because the client's imaginations is

being stimulated. The results are convincing and endure a long time, even if the arguments weren't well thought out (Chen, 2023). To reiterate, our focus is on narrative movement in its compelling manifestations, rather than its study in the context of cultural programming (Steiner, 2022).

Narrative transit has recently come under the scrutiny of researchers from a variety of fields and contexts who are interested in its potential to influence customer views, opinions, motives, and actions (Van Laer, 2022), although it was originally studied in relation to a story's capacity to engage viewers (Gerrig, 2020). Although there is a lot of enthusiasm for storytelling as a compelling technique, studies on the topic has been published in publications related to fields like marketing, media, interpersonal mental health, and medical treatment, leading to inconsistent debate (Andrews, 2022).

Looking over the existing work serves as vital for educators for comprehending the topic's present state and to develop it. Argumentative transit is valuable to businesses because it influences choice of item, mindsets, recommendations desires, and purchase intentions (Gribsby, 2022). Previous research has shown that storytelling conveyance influences merchandise selection, beliefs, and promotion plans, and it increases purchase desires. Thus, the purpose of this study is to compile and analyze the research on episodic conveyance in persuasive contexts(Nielson, 2023).

According to this notion, people are more likely to pick up on hidden meanings when they're fully engrossed in a story (Faucolt, 2020). An example of a miniature narrative is the one-frame tale or scenario that is common in memes; it depicts a little part of people's daily lives. Memes have the power to make people chuckle or feel like "this is so me," which may open them up to the business's advertising, no matter how modest(Lyotard, 2023). For example, a meme depicting a pupil purchasing junk food all night long may easily include a brand like KFC or Bykea, making it unforgettable while appearing across as an ad.

### **2.9.3 Value-Attitude-Behavior (VAB) Model**

Spontaneous purchasing behavior was the unique setting in which Homer and Kahle (1988) examined the connections between beliefs, mindsets, and actions. Their research suggests that consumers' views about natural foods affect their purchasing

behavior, namely their frequency and quantity spent, along with the value aspects of LOV (inner, exterior, and relational norms) (Stierlie, 2023).

According to modeling with structural equations, ideals do not significantly impact consumer behavior in the marketplace. Instead, the results show that mindsets mediate the relationship underlying standards and behavior, as shown in the V-A-B multilevel architecture (Firat, 2022). They reasoned that other goods or working environments should also examine the causal implications of V-A-B and came to the conclusion that "emotions have unique characteristics that are significant in the growth and progress of cognitive and cognitive preferences"(Cova, 2023).

Among the most researched and significant constructs in social psychology are actions, attitudes, and values (Benard, 2020). An effort to combine these three concepts into one model, Value-Attitude-Behavior Theory was first examined significantly by Homer and Kahle (2021) in their Journal of Psychology of People Publication. Simply said, Value-Attitude-Behavior Theory is a mental framework that depicts the connection among values, attitudes, and actions. Buyers' values impact their actions via beliefs, according to the Value-Attitude-Behavior hypothesis (Maio, 2020).

Pursuant to this idea, beliefs have a significant role in shaping opinions, which in turn impact behavior. Conceptually, this approach moves from more generalized thoughts to more concrete actions (Wagner, 2020). Morals and views are intermediate levels of consciousness that impact and ultimately lead to actions. To back up their claim that morals should come first in a hierarchy of beliefs and actions, Batra, Homer, and Kahle (2021) state that values are general and constant forms of mental processing that establish themselves early in life, often as a result of formative encounters.

## **2.10 Research Hypotheses**

### **2.10.1 : 1st Hypothesis**

**H1 : Humor in meme marketing has a significant positive effect on emotional engagement of consumers toward the brand.**

Humor is an important part of meme-driven writing and has a big effect on how people feel about commercials. In meme advertising, humor is an emotional trigger

that makes people feel good, like joy, peace of mind, and pleasure. When people see funny memes that have a brand in them, they are prone to feel good about that business, which makes them more emotionally attached to it.

Emotional engagement is how bonded, happy, or engaged shoppers feel by information concerning the company. Funny memes make people less resistant to ads by showing them in a fun and non-intrusive way. This psychological association makes people feel good about this company, which makes them more open to business messages. Also, humor makes things more memorable and likable, which strengthens psychological ties across shoppers and business entities. So, funny memes for advertising should greatly improve psychological involvement by getting people to feel good, making interpersonal relationships stronger, and making people like the product or service more.

### **2.10.2 : 2nd Hypothesis**

**H2 : Relatability of branded memes has a significant positive effect on cognitive engagement of consumers.**

Relatability in advertising for memes means how much people think that meme posting is like their own individual observations, beliefs and worldviews. Contextual memes frequently draw on normal circumstances, societal connections that many people encounter, along with regular traumatic events, which makes it easy for people to connect alongside their content.

Cognitive engagement is when people think about, devote time to, and fully perceive materials associated with brands. As soon as memes are understandable, people are far more inclined to ruminate with regard to their subject matter, figure out what it means, and correlate it to their own lives. This makes it easier to analyze details and makes people think more deeply about an organization's point of view.

Memes that people can relate to also make people think of where the corporation is integrated towards their daily routines, which helps them remember and understand the corporation better. Relatability is a neurological stimulant that makes people pay more attention to and think more deeply about advertising meme postings.

### **2.10.3 : 3<sup>rd</sup> Hypothesis**

**H3 : Timeliness/trendiness of meme marketing has a significant positive effect on behavioral engagement (such as liking, sharing and commenting) of consumers.**

Timeliness or trendiness is how well meme advertisement fits alongside what's prevailing on social networks right now, what's going on globally, or what's going on in mainstream society right now. Contemporary memes take advantage of what people already know about popular topics, which makes the information more interesting and applicable.

Behavioral engagement includes things like interacting with, ranting or reproducing advertising material that people can see. Memes that are based on trends make people feel like they need to get involved quickly due to what they write is important to them. People are more likely to circulate memes that are "at season" on social media platforms. Also, people often post about modern material to show that they are cognizant of and involved in the culture. So, advertising using memes that fits with the present landscape greatly increases how people communicate with each other on online communities.

### **2.10.4 : 4<sup>th</sup> Hypothesis**

**H4 : Visual appeal of branded memes has a significant positive effect on cognitive engagement of consumers.**

The visual appeal of meme postings encompasses how good it looks, incorporating things like the hues, images, fonts, and arrangement of content. In online areas that are very crowded, literature that looks good is very important for getting the interest of viewers. Cognitive engagement means that people are paying attentively while additionally thinking about the material in question. Memes that look good are inclined to get people's focus at first, which makes them slow down, look, and think about the commercial. Excellent imagery makes things clearer, less difficult comprehend, and additionally simpler to keep in mind. Also, memes that are appealing to the eyes spark fascination and encourage more extensive thinking, which helps people remember the company and their purpose better. So, the aesthetic is likely to have a favorable impact on how people think about promotional meme media.

### **2.10.5 : 5<sup>th</sup> Hypothesis**

**H5 : Virality potential of meme marketing has a significant positive effect on behavioral engagement of consumers.**

Virality potential is the chance that meme posts might get circulated transmitted commonly on internet networking sites. Memes that are likely to go sensational frequently have traits like absurdity, newness, psychological connection and clarity, which make their interests readily available for others to post and change. Behavioral engagement shows what engaged shoppers are by doing things like communicating, identifying individuals, expressing opinions, alongside republishing. When something has an elevated probability of going widely shared, it inspires people to act by sharing the information personally. Uploading memes that become popular lets people show who they are, make their friends laugh, and get social approval. As more and more people share sponsored memes, social engagement goes up a lot, which makes the merchandise more visible and reaches more people. So, the opportunity for propagation is very important for getting people to come together and participate.

### **2.10.6 : 6<sup>th</sup> Hypothesis**

**H6 : Brand integration within memes has a significant positive effect on overall brand engagement (cognitive, emotional and behavioral).**

Brand integration is the level at where company components like branding, advertising, commodities, along with business principles are smoothly included in meme posts. Good corporate engagement makes guarantees that the meme will continue to be fun yet also making an evident allusion to the company at large. While brand integration assists in people comprehending and easily recalling their company's intention despite modifying the meme's story, mental involvement goes higher. Whenever people think of a brand as distinctive, real, and globally acceptable, they become more emotionally involved with it. Whenever shoppers get inspired to express themselves about commercialized memes that appear to be too advertising-like, their behavioral participation increases. Insufficiently incorporated advertisements can make people less interested, but gentle and natural brand incorporation can improve every phase of satisfaction by keeping the value of fun

whereas strengthening the brand perception. So, solid company association has an excellent impact on how people think, feel, and communicate about brands.

## **Chapter 3**

### **Methodology**

The research strategy, methodology, and techniques employed to examine the effect of meme advertising on brand loyalty among Pakistani online social networking users are described in this section. It guarantees the study's reliability, accuracy, and morality while outlining the reasoning behind the chosen methodology, sample plans, data collection instruments, and analytic methodologies.

#### **3.1 Research Design**

For the purpose of this investigation, a quantitative research approach was used, which enables a statistical assessment and empirical evaluation of the connection among meme advertising and brand loyalty strategies. For the purpose of collecting information from participants at a single moment in time, an approach known as cross-sectional survey was chosen, and an organized survey was used. By enabling the acquisition of quantitative data on how customers react to social media advertising and its link with the engagement of brands at a particular moment in time, this strategy is useful since it allows an accumulation of such data.

According to Creswell (2021), quantitative data enables statistical investigation, which provides both reliability and portability among other benefits. These measures include sharing, liking, and buy intent, and the purpose of this research is to establish the link between meme quality (such as comedy and accessibility) and customer loyalty measurements (such as appreciation, votes, and buying purpose).

#### **3.2 Research Approach**

In accordance with previously established assumptions, such as the Value-Attitude-Behavior (VAB) framework, the Narrative Transportation Theory, and the

Associative Network Theory, a method of deductive investigation was used. Written material was used to construct speculations, which were then put to the test via the collecting of firsthand information. These mathematical frameworks served as a basis for the formulation of predictions about the connection between the properties of memes and the level of commitment shown by consumers. These assumptions were examined via the use of poll results collected from a user population that was typical of Pakistani social networking participants.

### **3.3 Targeted Population**

This demographic is the most frequently active on social network sites and accounts for the greatest meme utilization and online participation levels in Pakistan. The citizenry in Pakistan is comprised of people who utilize social networks, most notably those between the ages of 18 and 35 years old. This specific group is especially pertinent because of their high level of technological understanding and frequent exposure to the culture associated with online communication.

### **3.4 Sample Size**

The research will be administered to a total of three hundred individuals that responded to the survey. For the purpose of conducting regression modeling, studying patterns and developments, and drawing meaningful conclusions, this sample size would give an accurate estimation as well as appropriate statistical validity. A scientific generalization (a minimum of ten replies for each variable) and comparable studies conducted in the area are used to determine whether or not the results are satisfactory.

### **3.5 Sampling Technique**

Due to the fact that it is feasible, affordable, and accessible via online mediums such as WhatsApp, Instagram, and campus communities, a non-probability sampling method that is based on convenience samples will be used. Despite the fact that it is not a randomized method, this strategy is commonly recognized in experimental research in the social sciences, which is conducted in situations when it is logistically impracticable to contact a large generalization demographic.

### **3.6 Data Collection Method**

The survey will be distributed via the use of Google Forms over the course of a period of two weeks in the month of July 2025. It would be distributed via many channels, including email, social media, and campus forums. In order to guarantee that responders have at least considerable encounters with meme material on social networking sites, they would be checked. In order to avoid replies that are incomplete, each and every question will be required. In the very beginning, there was a brief summary that provided an explanation of the goal of the study, as well as ethical issues and ensuring that informed authorization was obtained. It was incorporated in the survey form

- Gender, year of birth, and geography are examples of demographic inquiries.
- Awareness to meme marketing and choices by consumers
- One of the indications of brand engagement is the number of followers, responses, shares, and want to purchase.

### **3.7 Instrument Development**

The major instrument that was used was an organized survey that was designed after conducting a study of the current literature and validating scales from prior research on various aspects of meme marketing and brand engagement. Using a Likert scale with five points, the survey data was modified from previously conducted research and evaluated using a scale that ranged from 1 (Strongly Disagree) to 5 (Strongly Agree). The structure was divided into four parts:

- Firstly, demography ages, genders, levels of learning, locations, and the amount of time spent on social networking sites.
- Having an experience with meme marketing What kinds of memes are seen, how often they occur, and the mediums that are used.

- The Evaluation of Information in Memes Mental reaction, amusement, compatibility, and uniqueness are all important.
- Behaviors Related to Brand Engagement The actions of like, expressing opinion, spreading the word, investigating the brand, and intending to make an acquisition.

### **3.8 Reliability and Validity**

In order to evaluate the items' readability and significance, a pilot test will be carried out with thirty individuals who have responded to the survey. There are some small tweaks that might be made to increase accessibility based on the input received. Cronbach's Alpha would be used to determine the instrumentation's inner consistency, and if the results for every component were more than 0.70, this would indicate that the instrument had a high level of dependability. Utilization of known dimensions will be employed in order to guarantee the project's correctness. The branding department provides professional assessment. Additionally, pilot testing and incremental adjustments are conducted.

### **3.9 Data Analysis Techniques**

All of the data was examined using SPSS. Descriptive stats, which include the average and the standard deviation, are used to describe demography data and response patterns. Also included in this category are key methods of statistical analysis. The correlational research is used to investigate the connection between the characteristics of memes and the level of involvement with the brand. The purpose of doing a regression assessment is to ascertain the extent and nature of the influence generated by various marketing factors, which are distinct from on brand engagement, which is reliant.

### **3.10 Operational Definition of Variables**

#### **3.10.1 Independent Variables**

##### **(A) Humor**

It is the comic attractiveness of the substance of the meme.

**(B) Relatability**

The degree to which the meme is able to connect with the situations, society, or feelings of the viewers that it is intended for.

**(C) Timeliness / Trendiness**

Utilize current affairs, themes or websites that have become popular

**(D) Visual Appeal**

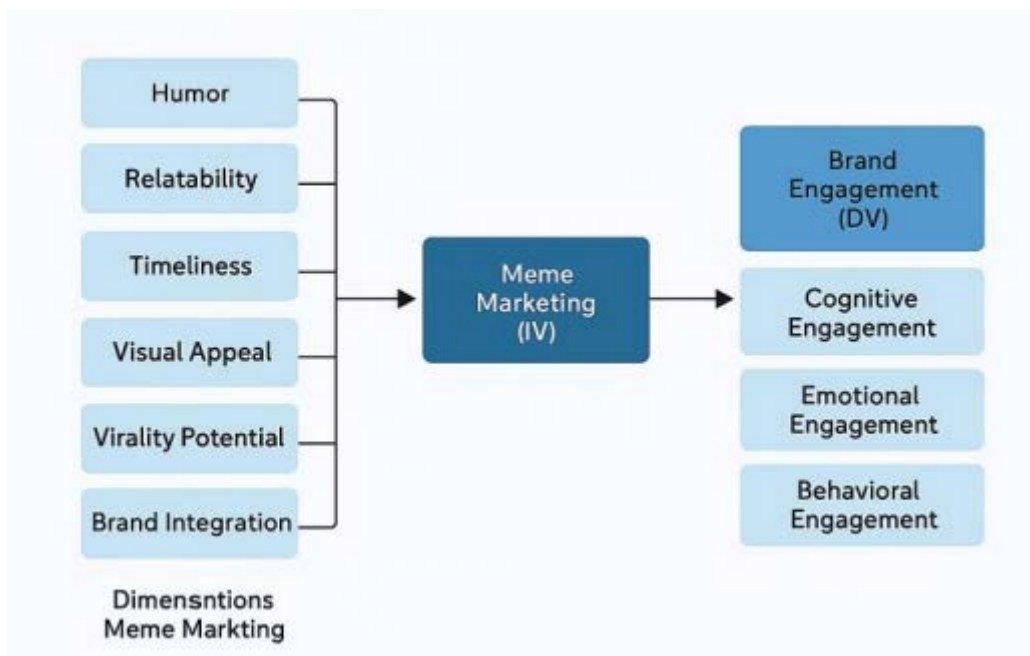
The standard of the aesthetic, the usage of shades, graphics, or styles.

**(E) Virality Potential**

Probability that the meme will be spread quickly and become widely known

**(F) Brand Integration**

The degree of clearness and intricacy with which the company's name is incorporated into the meme



**Figure 3.1 : Dependent and Independent Variables**

### **3.10.2 Dependent Variables**

#### **(A) Cognitive Engagement**

The level of familiarity and curiosity shoppers have in the brand.

#### **(B) Emotional Engagement**

Having favorable sentiments and perspectives in regard to the brand

#### **(C) Behavioral Engagement**

Certain actions, such as like, posting, interacting, labeling, or purchasing, are examples of activities.

### **3.11 Source of Framework**

#### **3.11.1 Meme Promotion Efficiency Model (concentrating on Brand Participation)**

This research presents a theoretical model that connects various types of meme advertisement (brand-eminent versus clandestine) to customer loyalty effects, influenced by narration and controlled by brand expertise, meme awareness, and the characteristics of language. Among the theories that support this are advertisement writing, associated with the theories of networks, and narrative transport theory. Models that can be used to build a proposition are meme category, narrative interpretation, and interaction with facilitators. The above structure offers a systematic approach to understanding the impact of meme advertising on consumer loyalty and can be incorporated into the subject matter as the primary empirical approach.

#### **3.11.2 COBRA Model (For Getting Customers to Talk About The Business on the Internet)**

COBRA is a theory that attempts to explain how people interact with businesses on social networks by looking at their actions. The theoretical foundation of COBRAs is based on the research of Shao (2022). Limits, where users interact with content created by others, were investigated by the person who wrote it. According to Shao

(2022), there are three strategies in which consumers interact with this kind of media: viewing, engaging and creating media that is tied to a business.

At its core, COBRA analysis is based on advertising interaction theory. According to studies, shoppers undergo a dual intellectual and emotive procedure referred to as COBRA as a consequence of their encounters with marketers on social networking sites. Consumers' actions on social platforms in relation to brand-associated content consumption, contribution, and production are impacted by the kind and level of connection with companies, amenities, entities, and goods. Furthermore, research has shown that COBRAs' motivations vary across various social networking platforms.

### **3.11.3 Framework Modelling in Meme Advertising Research**

Research indicates that meme promotion enhances customer interaction, subsequently influencing their intention to buy. Statistical scheme, Search Engine Optimization (AMOS) with contribution as a facilitator. Utilizing this as a research base for framework(meme promotion, dedication and associated effects). A different strategy which incorporates client participation and literary communication, as well as controlling company perception and meme proficiency. Encourages the idea that surrounding variables can make commitment better or worse. Useful for developing theories when involvement is not exclusively obvious but contingent upon modifiers.

## Chapter 4

### Results and Interpretations

#### 4.1 Statistics Traits of Participants

Table 4.1 gives a full picture of the socioeconomic status of the 300 people who took part in the questionnaire. It is very important to know the population makeup because it makes sure that the collection precisely reflects the group of people in Pakistan who are most likely to be affected by meme marketing: youthful and technologically connected individuals.

The first statistic shown is sex. Of the people who answered, 54% are male, 44% are female, and 2% are “other”. This breakdown shows an approximately equitable proportion, which is good because it makes sure that the results don't lean against one gender. It is well known that both men and women in Pakistan enjoy memes, so the split backs up the research's accuracy. The small but significant number of participants who identified as “other” shows that the survey was open to everyone and that there are many different types of technological users. However, their minimal proportion additionally illustrates the societal circumstances of Pakistan's electronic populace.

**Table 4.1 : Demographic Traits of Participants**

<b>Parameters</b>	<b>Type</b>	<b>Frequency</b>	<b>Proportion</b>
	Female	132	44 %
Sex	Male	162	54 %

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	Others	6	2 %
	18 to 22	108	36 %
Age	23 to 27	126	42 %
	28 to 35	66	22 %
	Intermediate	42	14 %
	BSC	159	53 %
Education	MSC	87	29 %
	Others	12	4 %
	Less than 1 hour	18	6 %
	1 to 3 hours	102	34 %
Using Social Networks Every Day	3 to 5 hours	129	43 %
	More than 5 hours	51	17 %

---

53% of the people who answered have an undergraduate degree, and 29% have an advanced degree. This indicates that more than 80% of the population studied has a college degree, which makes this research more credible because people who are technologically adept and have higher educations are more conscious of meme fashion, social media patterns, and electronic advertising techniques. This is in line with what's happening in Pakistan, where undergraduates as well as trained individuals make up the majority of posting memes networks. The 14% participants with elementary schooling and the 4% with other credentials still add to the broad range of the database.

Lastly, the everyday social networking consumption factor shows how much those surveyed are using online platforms. Most people (43%) use social networking sites for 3 to 5 hours a day, and 34% use it for 1 to 3 hours. This implies that 77% of the people who answered devote 1 to 5 hours a day on social networks, which shows that they are very active online and see a lot of memes. Another 17% say they use online

platforms for a minimum of five hours a day, which makes marketing through memes even more relevant in their electronic world. Only 6% of people use social networking sites for less than an hour a day, which means that almost everyone who answered is an enthusiastic electronic audience.

The socioeconomic breakdown matches the research's intended audience precisely. The people who answered the survey are young, well-educated, and extremely active on online platforms. This is exactly the audience that meme advertising seeks most intently. Consequently, the population-based attributes confirm the suitability of the respondents and endorse the portability of the results to Pakistan's internet-savvy engaged younger audience.

## 4.2 Reliability Analysis

Table 4.2 shows the validity data for every concept utilized throughout the research, which were measured using Cronbach's Alpha. Reliability evaluation is crucial in scientific studies as it assesses the internal uniformity of measurement scales. A Cronbach's Alpha value higher than 0.70 is usually seen as appropriate. This means that the items in an arrangement represent the same basic idea.

Each of the variables in the present investigation surpass the standard reliability threshold, with Cronbach's Alpha evaluations fluctuating between 0.79 to 0.88, indicating robust internal uniformity. Excellent accuracy confirms the validity of the questionnaire items and guarantees that following regressions and correlations tests are founded on reliable metrics.

**Table 4.2 : Censuses on Reliability**

<b>Parameters</b>	<b>Elements</b>	<b>Cronbach Alpha</b>
Humor	04	0.82
Relatability	04	0.83
Trendiness or Timeliness	03	0.78
Visual Appeal	03	0.82
Virality Potential	04	0.87

Brand Integration	03	0.83
Brand Engagement	05	0.86

The notion of Virality Possible has the greatest Cronbach's Alpha value of 0.86, which indicates that the components utilized for assessing virality, or how likely it is that memes will be circulated broadly, are very identical. This has significance considering virality is a key part of meme advertising. A high level of inbuilt validity means that the people who answered the questions about meme dissemination, recognition likelihood, and extensive propagation all understood them the same way.

Brand Engagement has the second-best accuracy at 0.88, which makes sense because the things that make people engage (socializing, leaving feedback, adhering, and wanting to buy) are well-known and have been tested in many studies before. Excellent dependability demonstrates that the emotional, psychological, and intellectual parts of commitment were all measured in a predictable and harmonious way by the people who answered the questions.

Relatability, a key concept in meme advertising, has a high accuracy rating of 0.84. This indicates that respondents uniformly answered inquiries concerning individual value, significance to society, social connectivity, and feelings associated with the memes. Relatability serves as one of the most important cognitive factors that makes people want to spend time with memes. Its rating shows that the idea was evaluated correctly.

Humor, which is a further significant factor, has a coefficient of confidence of 0.81, which means that the attraction of humor is determined as well repeatedly. Because humor is by definition subjective, getting such high reliability shows that the items used were clear and that all of the participants had the same conception of social media humor in the Pakistani environment.

Both Visual Appeal as well as Brand Integration have very high dependability evaluations of 0.82 and 0.80, accordingly. The outcomes show that the people who answered repeatedly rated things like excellent visual components, brand awareness, and how well the company's products fit into meme materials. Subsequently, Timeliness/Trendiness, which has an accuracy rating of 0.79, is also above the

appropriate level. This shows that categories associated with present-day developments, relevant incidents, and modern traditions were assessed well. In general, the above chart shows that all of the variables used in the present investigation were obtained accurately. This adds to the legitimacy of what was discovered and makes sure that future assessments will be strong.

### 4.3 Descriptive Statistics

Table 4.3 shows the descriptive statistical information for the main variables assessed in the present investigation, including average figures and deviations from mean. Descriptive results are essential for comprehending participant's overall opinions and perspectives regarding meme advertisements and engagement with the brand prior to conducting inferential analyses, including regression as well as correlation. A Likert scale with five ranks (1 = firmly opposed to 5 = Definitely Agree) lets you see exactly how much each participant agrees with every factor.

**Table 4.3 : Descriptive Statistics**

<b>Parameters</b>	<b>Mean</b>	<b>Standard Deviation</b>
Humor	3.65	0.71
Relatability	4.01	0.64
Timeliness or Trendiness	3.86	0.73
Visual Appeal	3.68	0.74
Virality Potential	4.45	0.63
Brand Integration	3.81	0.74
Brand Engagement	4.06	0.73

Starting with Humor, the average evaluation of 3.65 shows that most people think that memes utilized by organizations are funny. Humor is a key part of meme advertisement. Businesses often use funny things to get people's focus, make them

feel closer to the corporation, and create favorable emotions. A score that is close to 4.0 shows that people not only like humor, but they also see it as an important part of meme materials. A mean difference of 0.71 indicates comments that are somewhat different from each other, which shows just how personal humor is. Most people who answered said that meme substance is funny, but individual palates and cultural distinctions may account for some of the distinctions.

Next, the average evaluation for Relatability is 4.01 which happens to be the greatest of all the factors included in the table. This shows that the people who answered the survey really connect with the memes they see online. Memes frequently allude to standard customs in society, celebrations, and daily challenges pertinent to Pakistani teenagers, rendering them especially understandable. A median value of 0.64 shows that analogy is a more generally accepted trait among the participants than humor, which means that it is less variable. The robustness of this standard deviation substantiates scientific premises from associations Network Theory, which asserts that individuals relate more profoundly with literature that resonates with their pre-existing feelings and observations.

With an average rating of 3.86 Timeliness or Trendiness shows that most people concur that commercial memes frequently fall in line with what is popular right now, what has become trending, or what is being talked about in culture. This shows how corporations use prevalent meme designs to get more attention. The mean variance of 0.73 is somewhat greater, which means that some people may have seen sponsored memes that weren't accurate or may think that particular companies are struggling to keep up with contemporary technological advancements. This diversity may also arise from all of the companies that participants follow certain companies frequently utilize contemporary posts, whereas others may be slow to embrace the digital world.

The average value for the parameter Visual Appeal is 3.68 which is the smallest of the meme characteristics but still in the "approve" category. This means that while most people like the graphical appeal of corporate memes, this aspect may not be as effective as lightheartedness or familiarity. This could be considering a lot of memes use minimalist, straightforward or even bad illustrations on purpose to make people laugh. The conventional media depends a lot on pretty pictures, but meme society often values being relatable overlooking perfect. A variance of 0.74 suggests that

there is a fair amount of divergence, which is what you would expect from the distinctive design aesthetics associated with various firms.

With an average evaluation of 4.45 Virality Potential shows that most people think commercialized memes are very accessible. This is in line with the fact that memes are fundamentally popular. People share information that they consider amusing, applicable to their culture, and believable. The variance of 0.63 is not very high, which means that most people who answered this question agreed. For meme promotion to work, the meme must have an excellent likelihood for spreading widely. This is given that it enhances its natural exposure and makes the brand more visible rather than needing to spend a lot on ads.

The average score for Brand Integration is 3.81 which indicates that most people think that commercials fit well into meme posts. Successful advertising incorporation requires that the business name is there but not too much, which has significance because too much advertising can make memes look less genuine. A variance of 0.74 indicates the various entities use memes in various contexts to show who they are. Some businesses are better at integrating their business features with meme amusement in an innocuous manner that fits with the culture, while other businesses may be greater straightforward or not as good at it.

Lastly, Brand Engagement has an elevated average rating of 4.06, indicating that people like meme-driven advertisements. After seeing meme posts, consumers are probable to like, respond, distribute, subscribe, or think about buying. A variance of 0.73 shows that there is an acceptable range of replies, which is due to disparities in how people respond, how they use the app, and what they prefer. This high popularity percentage shows that meme advertising is a good way to communicate online.

The data in Table 4.3 shows that people in Pakistan have a very favorable opinion of meme advertising. The averages for every factor range from 3.7 to 4.12, indicating robust compatibility with all the models. This quantitative data bolsters the contention that meme attributes particularly authenticity, dissemination possibilities, and humor significantly influence viewership. This table serves as the basis for more in-depth inductive examinations that will be discussed in subsequent portions. These research will include both regression and correlation tests that confirm the associations even more.

## 4.4 Pearson Correlation Matrix

Table 4.4 shows the Pearson correlation coefficients for all of the research's variables. Correlation evaluation is a basic mathematical instrument that helps you figure out how strong and in which manner the linear association varies among the two factors. The current investigation uses a correlation approach to show which elements of meme advertising, like humorous accessibility, immediateness, appearance, propagation possibility, and brand incorporation are related to brand involvement across social networking subscribers in Pakistan. At the 0.01 level, all of the associations in the data structure are statistically significant, which shows that these connections are strongly supported by statistics.

**Table 4.4 : Pearson Correlation Matrix**

Parameters	Humor	Relatability	Timeliness	Visual Appeal	Virality Potential	Brand Integration	Brand Engagement
Humor	1	.60**	.56**	.46**	.64**	.52**	.55**
Relatability	.60**	1	.60**	.51**	.67**	.57**	.62**
Timeliness	.56**	.60**	1	.45**	.61**	.54**	.57**
Visual Appeal	.46**	.51**	.45**	1	.51**	.46**	.46**
Virality Potential	.64**	.67**	.61**	.51**	1	.56**	.70**
Brand Integration	.52**	.57**	.54**	.46**	.56**	1	.61**
Brand Engagement	.55**	.62**	.57**	.46**	.70**	.61**	1

p < 0.1

The findings show a substantial and beneficial relationship among Humor and Brand Engagement ( $r = .55$ ). This means that funny memes posted by businesses are probably going to get greater visibility and make people do things like embrace, feedback, promote, and subscribe. Humor is well-established to work as an argumentation device in promotion, and its efficiency in meme promotion fits with

assumptions like Fictional Communication and Affected Behavior Theory. A correlation of .55 indicates that while humor does not fully elucidate the comprehension technique, it significantly influences how viewers engage with commercials.

Relatability has a greater link to Brand Engagement ( $r = .62$ ). This aligns with previous study findings indicating that people become more engaged with information that reflects their own life and heritage. In Pakistan, the meme generation frequently draws fun of the cultural problems that young people face, schoolwork, and happenings in politics and society. These connected cultural factors help people feel like they belong and communicate with each other. The close association with value means that individuals are much more inclined to become acquainted with the commercial responsible for the meme if they can relate to it.

Also, Timeliness/Trendiness has an intense connection alongside Brand Engagement ( $r = .57$ ). In the age of technology, execution and significance are very important. Memes that are related to the latest incidents, popular difficulties, or recent news typically to get more attention because people like stuff that is relevant to the "now." A coefficient of .57 means that corporations that use relevant material well can greatly increase their web traffic and relationship degree. Memes that capitalize on trends also make people think that an organization is politically involved and engaging online.

There is an average ( $r = .48$ ) but still substantial connection among Visual Appeal as well as Brand Engagement. This shows that while the caliber of the visuals is important, it can't be the solely important thing when it comes to meme audience participation. This discovery is in line with meme fashion, which occasionally fails to put a lot of value on design excellence. However, plainness, truthfulness, and clear messaging can be more important. This slight connection reveals that viewers like memes that look good, but they might still interact with literature that isn't as professional if it's funny or trustworthy.

Virality Potential has the highest association alongside Brand Engagement ( $r = .70$ ). This is a very important finding for meme advertising. The substantial association shows that memes that people think are very popular or "worthy of spreading" have a big effect on how people connect with corporations. When people think a meme is

valuable for exchanging with acquaintances, relatives, or social networks, they additionally contribute to unconsciously making a business more visible and trustworthy. So, being able for something to go viral is a big reason why people spend time with it and share it. This finding backs up the primary notion utilized by meme advertisement: dissemination spreads corporate messages much further than monetary advertisements.

Brand Integration also has a strong link to Brand Engagement ( $r = .61$ ). This means that while the brand is well and carefully incorporated into meme content, people are more likely to interact with it. Brand positioning that is subtle and fits the context helps people not think that the ads are deliberately placed. An association coefficient of .61 indicates that viewers favor commercial memes that seem genuine and resonate with the lightheartedness, attitude, and aesthetic that characterize authentic meme communities. This backs up the idea that for meme advertising to work, you need to stay true to yourself while still showing off your company's identity.

In general table shows that all of the parameters are strongly and positively related to each other. This gives good initial backing for the idea that meme advertising has a big effect on brand engagement. The regular elevated association outcomes, every one being significant at the 0.01 level, confirm the mathematical framework of this research and establish a solid base for following analyses of regression.

#### 4.5 Regression Analysis

We implemented several regression models to find out how well meme advertising variables might foresee brand engagement.

**Table 4.5 : Regression Analysis**

R	$R^2$	Adjusted $R^2$	Std. Error
0.78	0.61	0.60	0.437

The framework conclusion of a variety of regression analyses is shown in Table. The predictive model has a R rating of 0.78, which shows that the independent factors meme advertising parameters and the factor that is dependent brand engagement are

very closely related. This indicates that humor, compatibility, rapidity, aesthetic value, advertising coordination, and social media prospective all work together to make people more interested in a brand.

A coefficient value of 0.61 shows that the independent factors in the model are capable of explaining 61% of the differences in brand engagement. This is a large percentage for behavioral studies, showing that meme advertising can accurately predict behavior. The modified  $R^2$  (0.60) additionally proves that the approach is strong after taking into account the quantity of predictive variables.

The normative deviation of prediction (0.437) shows how far off the expected outcomes are from what occurred on the standard deviation. A smaller number means that the prediction is more accurate. The description of the model shows that meme advertising parameters work together to make a strong statistical foundation for figuring out how to get people excited about your brand.

#### 4.6 ANOVA

Table shows the outcomes of the ANOVA for the multiple regression framework. The ANOVA test checks to see if the regression framework as an entire is statistically noteworthy.

**Table 4.6 : ANOVA**

<b>Source</b>	<b>SS</b>	<b>DF</b>	<b>MS</b>	<b>F</b>	<b>Sig</b>
<b>Regression</b>	78.93	6	13.15	68.75	0.0000
<b>Residual</b>	50.19	293	0.17		
<b>Total</b>	129.12	299			

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P < 0.01

The coefficient of determination, of 68.75 is extremely substantial, and the p-value (Sig. = 0.000) shows that the prediction is highly significant. This suggests that when we put all the meme advertising factors together, they are good at predicting how much people are going to cooperate with a brand. The coefficient's sum of squared values (78.93) is significantly greater than the residual's average (50.19). This shows

that the factors that predicted explain a far greater amount of the fluctuations in brand engagement than inexplicable deviation does. This gives substantial mathematical evidence that the framework is correct and shows that correlation is a good way to look at the links among meme-related traits and brand engagement.

#### 4.7 Regression Coefficients

The ratios of regression in the following table show that every meme advertising parameter contributes to forecasting brand engagement.

**Table 4.7 : Regression Coefficients**

<b>Predictor</b>	<b>B</b>	<b>Standard Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig</b>
<b>Constant</b>	0.723	0.251	0.13	3.84	0.0000
<b>Humor</b>	0.137	0.013	0.14	3.25	0.0000
<b>Relatability</b>	0.201	0.014	0.32	4.28	0.0000
<b>Timeliness</b>	0.110	0.082	0.10	2.52	0.008
<b>Visual Appeal</b>	0.072	0.035	0.07	2.16	0.038
<b>Virality Potential</b>	0.214	0.063	0.024	4.46	0.0000
<b>Brand Integration</b>	0.132	0.052	0.12	2.68	0.006

Virality Potential has the highest standardized Beta of all the indicators, which means it is the most important one. This implies that memes that people think are very accessible greatly increase brand engagement. The unstandardized statistic shows that if the virality potential goes up by a single point, engagement goes up by increments. Relatability is the next-highest important factor. This means that people are more likely to interact with information that is similar to their own life events or socioeconomic status.

Humor is also a strong predictor of participation, which shows that humorous material is more probable to get people's interest. Different factors relevance, appearance, and advertising incorporation all have an important and beneficial effect, but not as much as the others. The relevance metrics show that every indicator is important for determining customer loyalty. Those findings reinforce the claims made by the research and show that meme advertising is a good way to get people in Pakistan who use online platforms to be more interested in your brand.

## Chapter 5

### Discussion and Conclusion

#### 5.1 Discussion

An overview of the study's findings is presented in this section. The study is highlighted for both its conceptual and administrative achievements (Denisova, 2022). Initial findings corroborate previous studies on how social media could facilitate the construction of identities and meanings. Memes as well as networking sites on the web provide people with a new, limitless way to express themselves. This study enhanced the examination of the modern challenges that companies encounter in digital spaces by Fournier and Avery (2021).

By expanding upon these concepts with new subtleties and scope, this study rejects the prior work's simplistic viewpoint. The discussion revolved on online memes and how particular communities' encounters impact the building of legitimacy (DesAutels, 2023). When a person shares a meme based on their actual life events, it spreads to their social circle. This recursive process creates the common ground upon which the neighborhood rests by way of its members' common life experiences (Enginkaya, 2023).

Artistic and interpersonal assets acquired from engagement with populations and their actions could support brands' usage of online memes to benefit populations (Fairclough, 2020). We next moved on to new hypotheses. According to the study's findings, marketers need to rethink the idea of online memes in light of what's happening in literary works right now (Given, 2021).

After that, we spoke about the structures of authority as they pertain to the creation and reception of online memes, which shed light on the online repudiation of brands. Finding out how audiences make sense of businesses' use of online memes was the primary goal of this study (Gorbis, 2023). It seemed clear as the investigation progressed that, in the end, this was about legitimacy. Genuineness, openness, and naturalness are highly prized in communities when it comes to their interpersonal

relationships (Gordhamer, 2023). Advertising executives should be cautious with the brand's use of online memes because of the company's intrinsic alienation.

Members of the community may read between the lines of the brand's behavior and uncover its true goals (Gray, 2021). People swiftly disregard conversations and material that they see as fake, out of date, or pretending. Accordingly, for brand interactions to work, they need to be natural, meaningful to the audience, and consistent with the brand's identity (Habermas, 2022). Rather than being controlled by businesses, individuals rule on social networks.

Brands need to interact with societies in a way that suits them, but yet respecting the boundaries that the audience has established (Heller, 2023). Memes, in some shape or another, have spread throughout the Internet and have become an integral part of the online community. Brands can't escape online memes since they are foundational to online discourse. Refusing to comprehend online memes and associated activities is, for corporations, a kind of intentional digital exclusion (Hibbin, 2021).

Brands must comprehend online memes because of their pivotal role in societal discourse. Memes on the web play an essential role in social network building and communication (Hillebrand, 2023). With the world becoming more and more digital, corporations can't help but get involved in networking sites and, by extension, online memes. Consequently, there are two parts to the brand's comprehension of these first, the activities that support the creation, utilization, and communication of online memes and furthermore, the brand's cultural significance within the context of this process (Lantagne, 2021).

Basically, the topic boils down to how the appropriate audience creates and consumes online memes, as well as how the company and its persona are involved in this process (Merchant, 2022). When this is grasped, businesses and online presence administrators may adjust their social networking tactics and appearance to match the natural fluctuations of the online realm. Monitoring and assessing niches and marketplaces are no longer the only focus of advertising (Nowak, 2020). It has to go back to its roots in customer insight, and, in the modern-day age of digital media, it must work together with the public and individual consumers across the entirety of the advertising cycle (O'Hern, 2020).

## 5.2 Conclusion

The research presented here finds that meme advertising is an efficient and potent way to get people in Pakistan hooked on your brand on social networking sites. The statistical results validate every one of the study predictions, demonstrating that humor, affordability, relevance, appealing appearance, propagation possibilities, and advertising incorporation substantially enhance customer satisfaction.

The extent to which brands and online memes are accepted in various parts of the online world would be better understood if more situations were investigated. The societies studied here are not the only ones whose members employ online memes in unique ways. Throughout the course of this investigation, for instance, Bitcoin has attracted the attention of the general public. Those interested in keeping up with the news in the world of digital currencies sometimes congregate in groups dedicated to the subject (Kerner, 2022). Since many digital money systems have their roots in old web memes, this group uses online memes differently. Consequently, financial possibilities are built on top of memes posted on the internet.

Cryptocurrency and marketplaces for trading are brands in this online arena. Because society rejects conventional wisdom, it readily embraces and supports companies that are intrinsically in line with its principles and that help the sector thrive. This group is only one example of the many online groups with widely varying perspectives on and approaches to web memes. Given the ongoing mainstreaming of cryptocurrencies and its memetic discourse, this deserves more investigation (Pickard, 2023). Here, the economic system represents the meme.

This research determines that meme advertising is an exceptionally successful method for increasing company loyalty across social networking consumers in Pakistan, particularly among the youth, literate, and technologically engaged demographic. Experimental proof substantiates that elements such as humor, likability, rapidity, aesthetic value, popularity prospective, and advertising incorporation substantially enhance customer satisfaction.

Furthermore, the traits of memes have an advantageous impact on company loyalty, with popularity probable and accessibility being the most important factors. This kind of advertising is not only fun, but it is also a smart way for companies to get more

people to see their ads, feel connected to them, and get people to participate. Brands can get more people to interact with them by using humor, relevancy to society, and creative visuals in a smart way. So, meme advertising should be a big part of advertising strategies that target young people and people in Pakistan who are good at using the internet for communication.

### **5.3 Recommendations**

Some more settings may be investigated. One example is the evolution of advertising into an environmentally friendly and socially conscious notion. The 2030 Agenda for Sustainable Development of the UN's General Assembly are gaining traction (Bolton, 2022), and customers are pushing for firms to have a stronger social conscience (Parvativar, 2023), which is leading to new ways of presenting a persona on social networks.

Digital memes' "humanity" enables firms to show they care about recent developments and global concerns while also providing the sense of self that customers desire. Even though it's a solid starting point, the brand-client relationship requires something deeper than the simplistic dichotomy of buying and not consuming. Changes to the investigation's approach can lead to different results. Various additional study approaches, including discussion forums and surveys, might cover more populations. merely just watching the internet, the investigator might actively guide the entire procedure. A more robust database would result from the investigator delving more into emerging topics.

To discover fresh results, future investigations might utilize an alternate method of evaluation. Significant trends that surfaced from the information were things like communal retention, perception, and identification. A consumer's social networking personality and story are shaped in large part by the ways in which they engage with other people and various companies (Camic, 2023). These factors may be better understood in relation to advertising and the part that brands play in web-based developing identities and structuration if an approach based on narrative is used.

Lastly, there is more than a single viewpoint to this issue. Given the emphasis on interpersonal engagement in this study, looking at things from the brand's perspective might provide some interesting insights. A more complete picture of the phenomena

may be obtained by looking at how brand-customer interactions are formed through the eyes of an administrator of social media. It would be fascinating to delve into the reasons people submit online memes, their goals, and how they manage to stay current with the rest of the world. The need overbrands to provide value to audiences in order to engage with them is identified as one of the primary strategic consequences related to this research. Investigation in this area would benefit greatly by hearing the reaction and execution of this from the management standpoint of online platform management.

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# **Appendix**

## **Questionnaire**

### **The Impact of Meme Marketing on Brand Engagement in Pakistan**

You are invited to participate in an academic research study on “The Impact of Meme Marketing on Brand Engagement in Pakistan.”Your responses will remain confidential and used only for educational purposes.Participation is voluntary.

#### **Age**

15–20

21–25

26–30

Above 30

#### **Gender**

Male

Female

Prefer not to say

#### **Education Level**

Intermediate

Bachelor’s

Master’s

Others

#### **Social Media Usage (Daily)**

Less than 1 hour

1–2 hours

3–4 hours

More than 4 hours

**Meme marketing is entertaining (McGill, 2022).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Meme-based posts attract my attention more than regular ads (Alvesson, 2020).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**I enjoy brands that use memes (Beltrami, 2021).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Memes make brand content more relatable (Hedrich, 2023).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Meme marketing increases my interest in a brand (Rolkens, 2023).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**I can easily recall brands that use memes (Arboine, 2020).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Meme marketing improves a brand's visibility (Thompson, 2022).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Memes help me remember the advertised brand (Abidin, 2020).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Memes help differentiate one brand from another (Kerviler, 2021).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**I like or react to meme posts by brands (Moulard, 2020).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**I comment on brand memes (Zamponi, 2023).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**I share meme posts created by brands (Bachem, 2020).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Memes motivate me to follow the brand page (Baudrillard, 2023).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Memes encourage me to visit the brand's website or profile (Routledge, 2022).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Memes increase my interest in buying from a brand (Costa, 2022).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**I trust brands more when their memes feel relatable (Luckmann, 2023).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

**Meme marketing positively influences my purchase decisions (Milburn, 2021).**

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree