

REVIEWER'S REPORT

Manuscript No.: IJAR-52573

Date: 01/07/2025

Title: [A Study on Gen Z's Social Media Behaviour: Consumer Preferences towards Brands adopting Meme Marketing](#)

Recommendation:

Accept as it is

Accept after minor revision...Yes.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	Yes			
Techn. Quality		Yes		
Clarity		Yes		
Significance		Yes		

Reviewer Name: Dr. Yanti Budiasih, SE.MM

Date: 01/07/2025

Reviewer's Comment for Publication.

This study is generally suitable to be accepted as a scientific paper, especially at the undergraduate or early postgraduate level—with minor to moderate revisions.

Detailed Reviewer's Report

Strengths of the research :

- High topical relevance
The study explores *meme marketing*, a highly current and relevant trend in digital marketing, especially for Gen Z, who are the most active demographic on social media platforms.
- Mixed-method approach
By combining both quantitative and qualitative methods, the study provides a more holistic understanding of Gen Z's perceptions, behaviours, and emotional responses toward meme-based advertising.
- Focused demographic (Gen Z in Mumbai)
The research focuses on a specific, urban Gen Z population, allowing for in-depth insights into a key digital consumer segment.
- Use of statistical and visual tools
The study uses chi-square tests, cross-tabulations, and bar graphs to present the data clearly and validate the hypotheses, enhancing the credibility and readability of the results.
- Inclusion of real brand case studies
Campaigns from well-known brands like Duolingo, Nykaa, Amul, Swiggy, and Zomato add practical relevance and demonstrate how meme marketing is implemented effectively in real-world scenarios.
- Emotional and cognitive insight
By asking participants about humour, reliability, and authenticity, the study captures not just behavioural but also psychological factors influencing Gen Z's engagement with meme content.

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Weaknesses of the research :

1. Limited and homogeneous sample
The study only includes 104 participants from Mumbai, which restricts the generalizability of the findings to wider or more diverse populations.
2. Platform scope is narrow
The research focuses solely on Instagram and WhatsApp, overlooking other major platforms popular with Gen Z such as TikTok, Snapchat, or X (formerly Twitter).
3. Short lifespan of memes
Meme culture is fast-changing. The temporary nature of memes can make the findings quickly outdated, reducing the long-term applicability of the research.
4. Subjectivity of humour and taste
Humour is highly personal and culturally dependent. This subjectivity makes it challenging to objectively measure meme effectiveness across a wide audience.
5. Lack of socioeconomic diversity
The demographic diversity of the respondents (e.g. income level, education, or cultural background) is not detailed, which could limit the depth of understanding regarding different consumer segments.
6. No focus on long-term impact
The study mainly assesses short-term engagement and perception. It does not investigate the long-term influence of meme marketing on brand loyalty or purchasing decisions.

The novelty (or original contribution) of this research lies in several key aspects:

1. Focus on Meme Marketing in an Indian Urban Context (Mumbai)
While meme marketing is a growing trend globally, very few academic studies have explored its impact specifically on Gen Z consumers in India, particularly in a large, media-savvy city like Mumbai. This urban-local focus provides fresh insights into a culturally specific market.
2. Combination of Humor, Cultural Relevance, and Relatability in Measuring Effectiveness
The study uniquely evaluates three emotional dimensions—humour, reliability, and authenticity—as core drivers behind Gen Z's response to meme content. This multi-dimensional approach is a novel way to assess engagement compared to studies that only look at one factor.
3. Application of Mixed-Methods in Meme Marketing Research
While meme marketing is often discussed in marketing blogs and informal media, this study takes a systematic academic approach using both qualitative and quantitative methods. This mixed-methods framework gives it a rigorous, structured angle that sets it apart from less empirical works.
4. Real-World Brand Case Analysis (Indian and Global)
Including real case studies from brands like Duolingo, Nykaa, Amul, Swiggy, and Zomato showcases how meme marketing is already being strategically applied. The study does not stay theoretical but evaluates actual campaigns that resonated with Gen Z, offering applied, relevant insight.
5. Gen Z's Perception of Memes as a Branding Tool
Rather than just focusing on how memes are used, the study investigates how Gen Z perceives meme-based branding—particularly how relatability, visual humor, and social relevance impact their engagement and loyalty. This consumer-centric angle adds fresh value.
6. Focus on Shareability and Platform-Specific Behavior
By analyzing shareability and usage patterns specifically on Instagram and WhatsApp, the study adds platform-specific behavioral insight, which many general social media marketing studies tend to overlook.

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Several revisions that can be suggested to strengthen the academic quality and clarity of this research:

1. Improve Academic Writing and Structure

- Simplify and clarify long paragraphs.
Some sections are too lengthy, repetitive, or conversational in tone. Break them into smaller paragraphs, and use formal academic language.
- Correct grammar and punctuation.
Revise for consistency, subject-verb agreement, verb tenses, and smoother transitions.
- Use standard academic headings and subheadings, e.g.:
 - Introduction
 - Literature Review
 - Methodology
 - Data Analysis & Discussion
 - Conclusion
 - Limitations & Recommendations

2. Strengthen the Theoretical Framework

- Integrate marketing and communication theories to provide a solid foundation:
 - Uses and Gratifications Theory (for why Gen Z consumes memes)
 - Elaboration Likelihood Model (to explain meme influence on brand attitude)
 - Social Identity Theory (for community and cultural connection through memes)
- Include definitions of key terms like “meme marketing,” “relatability,” and “cultural relevance” from academic sources.

3. Expand on Methodology

- Explain how the questionnaire was validated:
 - Was there a pilot test?
 - Were reliability measures (e.g., Cronbach's alpha) applied?
- Mention how qualitative responses were coded:
 - Was it thematic analysis?
 - How were themes identified?
- Describe sampling technique:
 - Was it random, convenience, or purposive sampling?

4. Improve Data Presentation

- Add tables and clear figure labels for graphs and statistical results.
- Include summary statistics (mean, mode, standard deviation) for key variables.
- Explain chi-square results with exact p-values and degrees of freedom.

5. Address Ethical Considerations

- State whether informed consent was obtained from participants.
- Mention how participant anonymity and data privacy were maintained.

6. Deepen the Discussion Section

- Connect your findings more explicitly to existing literature.
- Highlight why certain meme types were more effective, based on theory.
- Discuss the implications for marketers and how they can use the insights.

7. Clarify Limitations and Scope

- Clearly state the geographical, age, and platform-based limitations.
- Emphasize that the findings are not generalizable to all Gen Z globally.

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- Acknowledge the fast-evolving nature of meme culture, which may affect the study's long-term relevance.

8. Add a Clear Contribution Section

- Add a paragraph that summarizes:
 - What this study adds to academic knowledge
 - What practitioners (brands/marketers) can learn
 - How future research can build upon this