

REVIEWER'S REPORT

Manuscript No.: IJAR-52573

Date: 02-07-2025

Title: A Study on Gen Z's Social Media Behaviour: Consumer Preferences towards Brands adopting Meme Marketing

Recommendation:

Accept as it isYES.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer Name: Mr Bilal Mir

Reviewer's Comment for Publication.

General Overview:

This manuscript presents a timely and insightful investigation into the intersection of digital culture and consumer behavior, focusing specifically on Generation Z and their responsiveness to meme marketing. With the increasing reliance of brands on social media to reach younger audiences, this study offers a compelling analysis of a marketing trend that blends humor, cultural commentary, and relatability.

Strengths:

1. Topical Relevance:

The focus on Gen Z and meme marketing addresses a highly current and evolving domain. It aligns with contemporary shifts in advertising where traditional approaches are increasingly ineffective with digitally native consumers.

2. Clear and Structured Abstract:

The abstract is well-organized, succinctly summarizing the purpose, methodology, and expected contributions of the study. It sets clear expectations for the reader and articulates the research relevance effectively.

3. Balanced Methodological Approach:

The choice of a mixed-method design is particularly suitable, as it allows both qualitative insights

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into behavioral patterns and quantitative validation of meme marketing's influence. This dual approach strengthens the reliability and depth of the findings.

4. **Understanding of Cultural Nuances:**

The study recognizes the importance of authenticity, relatability, and cultural relevance—factors that are crucial in Gen Z's perception of online content. This enhances the conceptual grounding of the work.

5. **Strategic Branding Insights:**

By promising to uncover platform preferences, meme formats, and engagement behaviors, the study positions itself as a valuable resource for brands seeking data-driven insights for targeted campaigns.

6. **Clarity of Objectives:**

The research questions and objectives are clearly framed around attitudes, decision-making, and brand loyalty, making it easy to follow the intended analytical trajectory.

7. **Introductory Rationale:**

The introduction offers a thoughtful transition from traditional marketing to meme-based strategies. The use of a reference to Kenney adds depth and reinforces the cultural shift in advertising tactics.

Conclusion:

This study is a timely contribution to both academic and practical domains. It addresses a gap in understanding how contemporary digital humor impacts consumer-brand relationships, particularly among Gen Z. With a strong methodological foundation and clearly articulated aims, it is poised to yield meaningful insights for both researchers and marketing professionals.