

MEMES AS BRAND PROMOTION: IT'S INFLUENCE ON CONSUMER PURCHASING BEHAVIOR IN MI PANDA PHILIPPINES SMDC

ABSTRACT

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Memes are humorous digital content widely shared across social media platforms, often used to engage audiences and influence perception. Brand promotion, on the other hand, refers to strategic efforts to increase a brand's visibility, appeal, and customer connection. This study aims to determine the influence of memes as a form of brand promotion on consumer purchasing behavior, with a specific focus on Mi Panda Philippines located in SMDC. The researchers employed a descriptive research design to explore patterns and relationships associated with meme-based brand promotion. A sample of 200 respondents was selected through simple random sampling, calculated using the Z-test formula. Data were collected via Google Forms by scanning QR codes provided at the store location. Statistical tools such as frequency distribution, percentage, ranking, and weighted mean were applied to analyze the responses and derive meaningful insights. Findings showed that Mi Panda Philippines primarily appeals to consumers aged 20 to 30, with a balanced distribution across genders. Buying frequency varied, indicating a mix of regular and occasional shoppers. The use of memes in marketing significantly increased social media engagement, helped build a relatable brand image, and enhanced visibility among younger audiences. This cost-effective promotional strategy fostered higher levels of audience interaction. However, while meme marketing offers substantial benefits, it also presents risks related to misinterpretation or negative audience reaction. Meme-based promotion effectively encourages consumer interaction through likes, shares, and comments, creating a dynamic online presence. This strategy allows Mi Panda Philippines to cultivate a youth-oriented brand identity and develop stronger consumer relationships. The study concludes that memes, when used strategically, can positively influence consumer behavior by increasing brand awareness and driving purchase decisions. Careful management is essential to ensure message clarity and cultural relevance.

RECOMMENDED CITATION

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