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## **EXPLORING THE EFFICACY OF DIGITAL MEME MARKETING CAMPAIGNS IN GENERATING LEADS WITHIN THE GENERATION Z DEMOGRAPHIC**

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### **ABSTRACT**

Quite recently, marketers have used memes because they entice customers' attention. It serves as a means to have a dialogue between customers and companies. Some companies would even hire people to browse the internet for relevant memes. The emergence of Generation Z, who are digital natives, has brought significant changes to how businesses interact with their target audience. One potential strategy is to use digital memes as a marketing tool to engage them. The study, using 271 respondents, investigates the use of the aforementioned tool to determine its appropriateness in lead generation based on the Attention, Interest, Desire, Action (AIDA) model. Using the software Analysis of Moment Structures (AMOS), a descriptive exploratory

design using Structural Equation Modeling (SEM) was used to investigate the relationship between the different variables in the study. The findings show that attention impacts interest, interest influences desire, and desire significantly affects action at a significance level of  $p < 0.01$ . The study revealed that Digital memes are an effective tool that can be utilized to generate leads. Businesses can use digital memes to engage with the Generation Z segment. However, prudence in creating memes must align the message with corporate values and be relevant to the target audience.

**Keywords:** AIDA model, digital marketing, digital meme, lead generation, Generation Z, structural equation modeling.

## INTRODUCTION

Digital memes are topics that could be videos, images, text, etc., passed from one user to another. The word meme is an offshoot from the Greek word “Mimema,” which means “is imitated,” coined by Richard Dawkins in the 1976 book “The Selfish Gene.” These days, the proliferation of memes is prevalent in our society, and it has even become an essential part of the language of the netizen (Shifman, 2013). These memes have a crossover from sharing topics to tools brands use to connect with customers.

In the tenets of marketing, leads pertain to potential candidates who can be converted into sales. The objective is to think of a strategy that will encourage customers to “raise their hands” and inform businesses that they are interested in learning or buying the product or service (Świeczak & Łukowski, 2016). There are a lot of conduits to promote lead generation, like search engines, websites, and social media, to name a few. It can also be achieved via content-based marketing programs (Gagnon, 2014). Generating leads is one of the problems in marketing that needs to be addressed and one of the tools used in advertising (Morey & McCann, 1983). Aside from advertising, other tools include white papers, social media, events, blog posts, and Public Relations campaigns (Todor, 2016). Businesses should change their lead generation strategies to grow and keep abreast of the times (Schultz et al., 2013).

Generation Z comprises people born from 1995 through 2010 who have access to more information than other generations of their age

(Seemiller & Grace, 2017). These are children who have access to digital technology on a large scale in the form of smart gadgets that are interactive and available in the comforts of their own homes (Bassiouni & Hackley, 2014). They will continue to increase the use of technology and are influenced by virtual friends, new media, and the authority that comes from technological innovation (Williams & Page, 2011). They are believed to have one of the highest motor skills in the history of humankind. Some distinct traits are Internet socialization, rapid consumer, dissatisfaction, practicality, and result-oriented (Berkup, 2014).

The marketing industry assumes that Generation Z children know the brands extensively and form strong brand partialities even at a younger age (Nairn et al., 2008). These children have increased their influence (direct and indirect) on decision-making in family consumption (Thomson et al., 2007). Marketing strategies targeted at Generation Z must be newer and use more innovative formats in online advertising (Southgate, 2017).

The Attention, Interest, Desire, Action (AIDA) model is one of the oldest marketing models available. However, few works of literature about its applicability to digital memes exist. And also, these memes, especially the successful ones, are undeniably effective in creating brand awareness. However, it is uncertain if the success will generate leads and if it is effective for the Generation Z segment. Therefore, the research aims to examine the effectiveness of digital memes in generating leads for the Generation Z segment using the relationships of the four stages of the AIDA model.

The primary objective is to investigate the effectiveness of digital memes as a marketing tool for generating leads within the Generation Z segment. This involves assessing whether digital memes, which have become a prevalent form of communication and engagement, can successfully drive potential candidates toward showing interest in a product or service. The specific objectives are as follows:

1. To apply the AIDA model within the context of digital memes and Generation Z. The objective is to analyze how these four stages of the model relate to the engagement process facilitated by memes and whether they lead to the desired action of generating leads.

2. To provide businesses with more precise and informed marketing tactics. By understanding the impact and effectiveness of digital memes, companies can refine their strategies to better engage the Generation Z demographic and subsequently increase revenue.
3. To establish an understanding of how internet culture, particularly the proliferation of memes, influences consumer behavior and decision-making. By analyzing the role of memes in lead generation, the study aims to shed light on broader implications for consumer choices in the digital era.

The knowledge acquired through this research will support businesses in creating more precise marketing tactics, resulting in increased revenue. Furthermore, an analysis of the influence of memes on lead generation may enhance the comprehension of how the internet culture affects consumer behavior and choices in general.

## **THEORETICAL BACKGROUND**

### **Theoretical Framework**

This paper is anchored on the AIDA model (Elmo St. Elmo Lewis, 1898, as cited in (Pashootanzadeh & Khalilian, 2018)). AIDA is an initialism or an acronym that pertains to Attention, Interest, Desire, and Action. It is a sequence of processes that a salesperson must use to lead a potential customer and entice them to buy the product or service. Consequently, it starts with getting the potential customer's attention so that there will be awareness of the product to develop an interest in it and stimulate a desire to buy or use it. Each stage will have fewer potential customers. Thus, the aim is to sustain them till the last step, which is taking action to purchase.

This model is widely used in marketing for promotions, sponsorships, advertising, etc. It describes the phases the customers undergo while purchasing a product or a service. The model underwent many revisions. However, the basic tenet remains the same and is still relevant (Hassan et al., 2015).

The paper used the AIDA model to examine the effectiveness of using digital memes for lead generation using the model and the Generation Z segment as its subject.

## **Literature Review**

When comparing store advertisements and customers' paths inside the store, advertisement has a small impact on the decisions of customers who are inside the store to purchase, signifying the importance of advertisement (Ullal & Hawaldar, 2018). *The AIDA model has been used in marketing communication to persuade consumers to purchase their products or services (Maulidasari & Yusnaidi, 2019)*. Thus, the trend nowadays is to apply the AIDA model for marketing and promoting products and services through social media (Mumtaz, 2019).

The AIDA model has been used to influence customers' purchasing decisions. The model starts with *Attention*, where customers are made to realize the availability of a product or service. Knowing the product and its benefits or advantages may draw the *Interest* of the customers toward the product. The interest aroused in the customers may make them *Desire* to get hold of the product for their personal needs. Finally, the customers purchase the product. Thus, the model has been used by marketers to draw the attention of customers toward the product in the hope that the attention generated may translate to actual purchases.

*In Aceh, Indonesia, the Perseroan Terbatas (PT) Bank used the model and found it effective in approaching new customers and maintaining them (Maulidasari & Yusnaidi, 2019)*. The model was established to influence customers' purchasing decisions with a determination level of 67% (Pratiwi et al., 2021). However, of the four, only interest, desire, and action significantly affect the buying decisions of customers (Pratiwi et al., 2021). Similarly, the three were proven to affect the effectiveness of online shop advertising strategy in Sukabumi City in West Java, Indonesia, with interest as the dominant factor influencing online advertising (Naryono, 2019). Additionally, attention did not significantly affect its effectiveness (Naryono, 2019).

### ***Attention***

Attention is the first phase in the AIDA model, wherein customers get to know the availability or the existence of the product or service (Rowley, 1998) through marketing strategies. At this stage, awareness strategies are implemented to inform customers of the existence of the product or service (Rehman et al., 2014). Before a customer buys a product, he needs to know that the product or service exists

(Pashootanzadeh & Khalilian, 2018). Marketers should address the customers' question, "Are you talking to me?" (Petit et al., 2011).

Attention to unsolicited Short Messaging Service (SMS) leads to interest (Gever & Olijó, 2017), while the effectiveness of online ads is triggered by the attention that eventually leads to the interest of the person by clicking the link (Baber, 2022). Additionally, attention not only has the power to attract awareness but can also build desire and calls to action amongst current customers (Fortenberry & McGoldrick, 2020).

*H<sup>1</sup>: The higher the attention on the digital meme marketing campaign for lead generation using the Generation Z segment, the better the interest.*

### ***Interest***

Once awareness of the product is achieved, the next phase is to keep the customers engaged in the product or service. This translates to developing the interest of customers. In the second phase of the AIDA model, the customer's interest is increased by identifying the product's or service's benefits and advantages (Idris & Rahman, 2017). At this stage, the customer's question, "Why are you talking to me?" should be addressed (Petit et al., 2011). Another way to attract the customer's attention is by providing hope or solutions to problems (Pashootanzadeh & Khalilian, 2018).

According to Song et al. (2021), attention and interest in the AIDA model are strongly related to the Technology Acceptance Model's perceived usefulness and ease of use. Attitude toward the adoption of new technology mediates the promotion desire for the app. Consequently, marketing communication acts as an external element in the acceptance of new innovations.

Ghirvu (2013) applied the AIDA model using Advergaming and found that interest is triggered by its use and generates positive influence and desire. Additionally, it was proven that consumers go through the interest stage more before they reach the desired stage (Hasan et al., 2012). Thus, marketers should provide a suitable catalyst to secure customers' attention, eventually developing their desires (Deshmukh et al., 2014). Thus,

*H<sup>2</sup>: The higher the interest in the digital meme marketing campaign for lead generation using the Generation Z segment, the better the desire.*

## ***Desire***

Once customers' interest is generated, an individual will experience a desire to acquire the product or service to satisfy their needs (Song et al., 2021). At this third stage, the customer's question, "Good idea, but do I really need it?" must be answered (Petit et al., 2011). The marketer should strategize to seduce the target consumer to try the product or service (Hadiyati, 2016).

In personal selling strategies, desire has an important role in influencing consumer purchasing decisions (Pramita & Manafe, 2022). In the study of Lee et al. (2018), desire and actions provide connecting points. It was also identified that once people created a strong desire, they were more likely to take action. Desire is positively correlated with action (Rehman et al., 2014), and the final buying action is spurred by the arousal of the desire (Li & Yu, 2013).

*H<sup>3</sup>: The higher the desire in the digital meme marketing campaign for lead generation using the Generation Z segment, the better the action.*

## ***Action***

The final phase in the AIDA model is where the customers are persuaded to buy the product (Hadiyati, 2016). At this stage, the accent is on the consumer to finalize the purchase (Ghirvu, 2013). The customers' question, "What will I have to do to get it?" must be addressed (Petit et al., 2011).

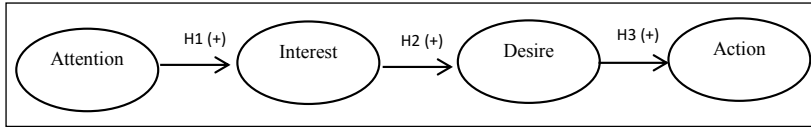
This phase is intended to get the customers to initiate an action to buy the offered product or service. Incentives such as persuasive tests or advertisements may convince consumers to take a free trial. It was established that for the direct marketing budget, it is better to use non-monetary incentives and to consider the target customers based on purchase history (Vafainia et al., 2019) to urge the consumer to take action.

## **Conceptual Framework**

The hypothesized model shows a customer's four stages in determining their action toward a marketing strategy that uses digital memes. The four stages are attention, interest, desire, and action.

**Figure 1**

*Hypothesized Model*



## METHODS

### Research Design

The study used the descriptive exploratory design that uses Structural Equation Modeling (SEM) to examine the structural relationship between the theoretical constructs exhibited by the manifest and latent variables (Hox & Bechger, 1998). It analyzes the complex relationships among the variables in a single analysis. SEM is a statistical technique used to analyze complex relationships among variables.

### Subjects of the Study

The survey targeted individuals from the Generation Z demographic, specifically those aged between less than 16 and 24 years old. The study population was aligned with the definition of Generation Z, which considers only individuals from 1995 through 2010 (Seemiller & Grace, 2017). Generation Z's population in the country is around 40 million (Adobo Magazine, 2022). A purposive sampling technique was used to select respondents who have viewed digital memes and belong to the Generation Z segment. Note that the recommended sample size of 267 was determined based on a 6% margin of error, 95% confidence interval, and 50% response distribution. The acceptable margin of error is within 4% to 8% at the 95% confidence level (Zoho Survey, n.d.).

Table 1 shows that 66.42% of the respondents were female, while 33.58% were male. Most respondents were aged 16 to 20, accounting for 76.75% of the total.



**Table 1**

*Profile of Respondents (n=271)*

	F	%		F	%
Gender			Age		
Male	91	33.58	less than 16	30	11.07
Female	180	66.42	16-20	208	76.75
	271	100.00	21- 24	33	12.18
				271	100.00

**Table 2**

*Digital Memes Viewing (in Percent)*

	1	2	3	4	5	6	Mean	SD
I view digital memes created by brands	2	8	18	31	20	20	4.20	1.29
I view digital memes created by brands regularly	8	14	22	30	15	11	3.63	1.40

On a scale of 1 to 6 (1—to a limited extent and 6—to a great extent), the respondents rated two statements on viewing a meme. In the viewing of digital memes, the question “I view digital memes created by brands”, 31% answered “To a moderate extent,” about 20% answered “To a great extent,” and another 20%, “To a very great extent,” while “To a limited extent” only got 2%.

Pertaining to the question “I view digital memes created by brands regularly,” 30% answered “To a moderate extent,” and 22% answered “To an extent,” while “To a limited extent” only 8%. Thus, the statement “I view digital memes created by brands” (mean=4.20, SD=1.29) was higher than the statement “I view digital memes created by brands regularly” (mean=3.63, SD=1.40).

**Instrumentation**

The research instrument consisted of six parts. Each of the first four parts contained five items measuring attention, interest, desire, and action variables using a six-point Likert scale (1 – completely disagree to 6 – completely agree). The fifth part assessed respondents’ viewing of memes created by brands, also using a six-point Likert scale. The final part collected demographic information. The instrument’s content

was adapted from various authors: Hassan et al. (2015), Ghazali and Yasuoka (2018), Rehman et al. (2015), and Bhattacharjee and Kumar (2016). The instrument was validated by marketing practitioners and faculty members. Subsequently, the internal consistency was assessed using Cronbach's alpha.

### **Data Collection Procedure**

Letters were distributed to the different schools to explain the study's rationale and ask permission to include their students in the survey. Additionally, other Generation Zs were requested to respond to the survey instrument. The survey questionnaire was accessible through a Google form. Instructions were clearly stated, and respondents were provided with an option to opt out and maintain anonymity. Measures were implemented to eliminate or reduce spoilage by placing the required option on essential questions. The results were then tallied and sanitized for processing.

### **Data Analysis**

Descriptive statistics were employed to summarize respondent profiles and variable responses. Reliability assessment, including Cronbach's alpha reliability coefficients, factor loadings, and indicator weights, was conducted to ensure the validity of measurement items. Analysis of Moment Structures (AMOS) version 24 was used to evaluate the measurement and structural models, considering various model fit indices.

### **Ethical Consideration**

Respondents were provided with clear instructions and rationale for the study. Consent was obtained when participants clicked the NEXT button after reading the instructions. An opt-out option was offered, and anonymity was maintained to encourage honest responses without fear of repercussion.

## **RESULTS**

### **Measurement Model**

Using a sample of 271 Generation Z respondents, Confirmatory Factor Analysis (CFA) was performed on the 20 items to validate the

measurement model, in which convergent and discriminant validity was assessed.

**Table 3**

*Model Fit Indices for Assessing the CFA Model*

Measure	Threshold	Estimate	Interpretation
Chi-square		330.010	--
DF	--	159.000	--
CMIN/DF	Between 1 and 3	2.076	Excellent
CFI	>0.95	0.955	Excellent
SRMR	<0.08	0.050	Excellent
RMSEA	<0.06	0.063	Acceptable

Different model fit indices and utilizing the Maximum Likelihood (ML) estimation, the goodness of fit of the measurement model was assessed. CFA results in Table 3 showed that the model had an acceptable statistical fit for the data, with the following fit indices:  $\chi^2/df = 2.076$ , CFI = 0.955, SRMR = 0.050, and RMSEA = 0.063.

**Table 4**

*Reliabilities and Factor Loading of the Indicators of the Different Variables*

		Mean	Loading	Cronbach's alpha
Attention				.836
1	I came to know about the brand via memes.	4.07	.658**	
2	I consider memes to be a good source of information for brands.	4.01	.687**	
3	I always like to view memes of brands.	4.27	.788**	
4	I can easily recognize the brand seen in memes.	4.32	.685**	
5	Memes help me know the latest happenings about brands.	4.41	.724**	
Interest				.867
6	Memes help initiate my interest in brands.	4.45	.803**	

(continued)

		Mean	Loading	Cronbach's alpha
7	I feel memes provide relevant information about brands.	3.91	.772**	
8	I want to learn more about brands when I see a meme.	4.09	.767**	
9	The memes used are easy to understand.	4.63	.634**	
10	I always feel memes are helpful in my buying decisions.	3.69	.819**	
Desire				.893
11	I want to see more memes created for brands.	4.46	.837**	
12	Memes create a positive image of brands.	4.20	.790**	
13	Meme forms a desire to buy brands.	4.14	.803**	
14	Memes motivate me to use brands.	3.94	.912**	
15	I feel an emotional attachment whenever I see a meme created for brands.	3.64	.717**	
Action				.912
16	I share memes created by brands.	3.79	.716**	
17	I buy brands whenever I see a meme that affects me.	3.46	.864**	
18	I go to the websites or social networking sites of brands and fill out forms whenever I see a meme that affects me.	3.28	.781**	
19	I download materials of brands whenever I see a meme that affects me.	3.21	.828**	
20	I recommend brands to other people that started when I saw the meme,	3.60	.915**	

\*\*Significant at  $p < .01$

Table 4 shows the Cronbach alpha reliability coefficients and factor loading of the indicators used for the different variables to establish their reliability. According to Streiner (2003), reliability shows how good the indicators are in measuring the same construct and is usually assessed through Cronbach's alpha reliability coefficient, whose value should be greater than or equal to 0.70. The reliability coefficient of the four variables is 0.836 for attention, 0.867 for interest, 0.893 for desire, and 0.912 for action. These results suggest that the instrument had good reliability for the sample used.

According to Ab Hamid et al. (2017), convergent validity measures the level of correlation of multiple variables of the same construct that are concurring, which can be assessed using factor loadings of the indicators of the variables, Composite Reliability (CR), and the Average Variance Extracted (AVE). The factor loadings of the indicators of attention (0.658 to 0.788), interest (0.634 to 0.819), desire (0.790 to 0.912), and action (0.716 to 0.915) are all significant at  $p < .01$ . All indicators were retained since all factor loadings are greater than 0.60 (Awang, 2012).

**Table 5**

*The Square Root of the Average Variance Extracted*

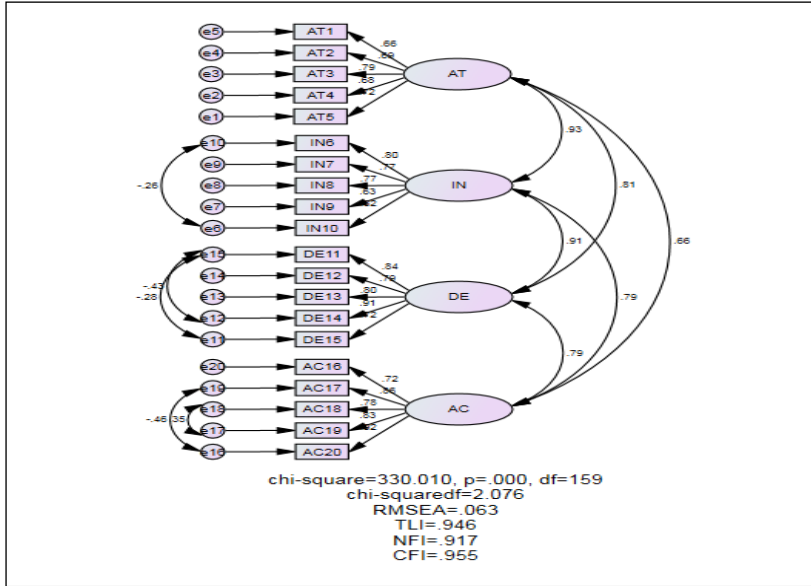
	CR	AVE	Attention	Interest	Desire	Action
Attention	0.835	0.504	(0.710)			
Interest	0.873	0.580	0.934***	(0.762)		
Desire	0.907	0.663	0.808***	0.906***	(0.814)	
Action	0.913	0.678	0.657***	0.795***	0.795***	(0.824)

According to Huang et al. (2013), the AVE must be greater than 0.50, while the CR should be greater than 0.70. As presented in Table 5, the CFA using AMOS revealed that attention (AVE = 0.504, CR = 0.835), interest (AVE = 0.580, CR = 0.873), desire (AVE = 0.663, CR = 0.907), and action (AVE = 0.678, CR = 0.913) have acceptable values indicating that they have good convergent validity. However, there is a minimal issue with the discriminant validity since the square root of AVEs (the diagonal numbers inside the parenthesis) for attention and interest is less than some of the correlation values. High correlations exist between interest and attention (0.934) and between interest and desire (0.906).

## Suggested Model

Figure 2

Confirmatory Factor Analysis Model



## Structural Model

Table 6

Different Model Fit Indices were Used to Generate the Model that Fits Well with the Data

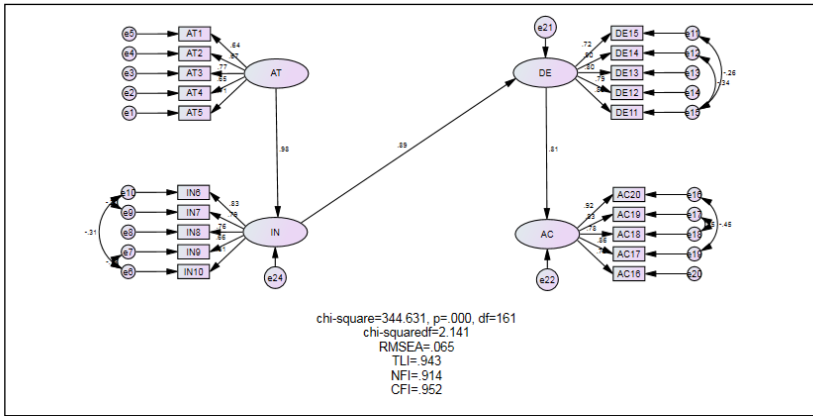
Model Fit Category	Fit Index	Threshold value	Estimate
Parsimonious Fit	Chi-square/df	Chisq/df < 3.0	2.141
Absolute Fit	Root mean square error approximation	RMSEA < 0.08	0.065
Incremental Fit	Tucker-Lewis Index	TLI > 0.90	0.943
	Normed Fit Index	NFI > 0.90	0.914
	Comparative Fit Index	CFI > 0.90	0.952

Chi-square over degrees of freedom (chi-square/df = 2.141) for Parsimonious fit, Root Mean Square Error Approximation (RMSEA

= 0.065) for Absolute fit, and Tucker-Lewis Index (TLI = 0.943), Normed Fit Index (NFI = 0.914), and Comparative Fit Index (CFI = 0.952) for Incremental fit were used to assess the structural model. The model fit indices satisfied the threshold values (Awang, 2012).

**Figure 3**

*Emerging Structural Model*



**Table 7**

*Regression Weights using the Maximum Likelihood Estimates*

Independent Variable	Dependent Variable	Unstandardized Estimate	S.E.	C.R.	Standardized Estimate	P
Attention	→ Interest	1.226	.099	12.343	.979	***
Interest	→ Desire	.834	.070	11.871	.893	***
Desire	→ Action	1.044	.087	12.045	.808	***

Table 7 presents a very high significant positive relationship between attention and interest in digital memes marketing campaigns for lead generation ( $\beta = 0.979$ ,  $p < .01$ ). This indicates that those with closer attention are more interested in lead generation digital memes. Hence, H1 is supported.

The same table shows a highly significant positive relationship between interest and desire for digital memes marketing campaigns for lead generation ( $\beta = 0.893$ ,  $p < .01$ ). This indicates that those

with higher interest also have a stronger desire for digital marketing campaigns. Thus, H2 is supported.

Consequently, there is a significant positive relationship between desire and action to digital memes marketing campaign for lead generation ( $\beta = 0.808, p < .01$ ). This indicates that those with stronger desires also have better action for digital memes for lead generation. Therefore, H3 is also supported.

## **DISCUSSIONS**

This paper is anchored on the AIDA model. It was hypothesized that these processes in the AIDA model would generate lead generation using digital meme marketing campaigns for the Generation Z segment.

According to Seemiller and Grace (2017), the survey respondents were Generation Z individuals who were less than 16 to 24 years of age. As for viewing memes created by brands, the majority answered they view them to a moderate extent. This result is consistent with Nairn et al. ((2008), who state that the marketing industry assumes that Generation Z children know the brands extensively and form strong brand partialities even at a younger age.

The study revealed a significant positive relationship between attention and interest, implying that the closer the attention to the digital meme marketing campaign for lead generation using the Generation Z segment, the higher the interest. The finding was consistent with Gever & Olijó (2017), that attention to unsolicited SMS leads to interest, and that of Baber (2022), that the effectiveness of online ads, commencing with attention and culminating in interest as soon as the person clicks the link. It also agrees with Fortenberry and McGoldrick (2020) that attention not only has the power to attract awareness but can also build desire and calls to action amongst current customers. When employing digital memes, marketers must ensure that the initial stage of the AIDA model, namely attention, is prioritized to initiate the engagement process, which, if successful, will subsequently lead to the second stage, interest. Therefore, creating suitable, humorous, relevant, and iconic memes with high shareability is crucial (Amanda et al., 2020).



Like in the assumption, the study revealed a highly significant positive relationship between interest and desire, inferring that the higher the interest in the digital meme marketing campaign for lead generation using the Generation Z segment, the stronger the desire. The finding was consistent with Ghirvu's (2013) that advergames trigger interest and will eventually lead to positive influence and desire. It is compatible with Hasan et al. (2012) that consumers go through the interest stage more before they reach the desire stage. It also agrees with Deshmukh et al. (2014) that marketers must provide a suitable catalyst to secure customers' attention that will eventually develop their desire. In using digital memes as a marketing strategy, after gaining attention, the second stage of the AIDA model, interest, comes into play. This stage is notably challenging as it necessitates the audience's comprehension of the intended message. The message is then transformed into something perceived as beneficial to them, thus triggering the subsequent phase—desire.

It also revealed a significant positive relationship between desire and action. This implies that the higher the desire in the digital meme marketing campaign for lead generation using the Generation Z segment, the better the action. The finding was consistent with Lee et al. (2018), who state that the concepts of desire and actions provide connecting points. And once people created a strong desire, they were more likely to take action. It coincides with Rehman et al. (2014) that desire is positively correlated with action. It also agrees with Li and Yu (2013), who stated that the arousal of the desire spurs the final buying action. As a marketer utilizing digital memes, the conveyed message transitions the target audience's perception from mere 'liking' to a stage of 'wanting it,' marking the achievement of the desire phase—the third stage in the AIDA model. Subsequently, this brings the audience closer to the action stage.

## **CONCLUSION**

In conclusion, this study has made significant theoretical and practical contributions to the field of marketing, particularly in understanding the effectiveness of digital memes as a tool for lead generation among the Generation Z segment. Several important insights have been garnered through an empirical examination of the AIDA model's processes within the context of digital meme marketing campaigns.

The first theoretical contribution of this study lies in affirming the positive relationships among the different stages of the AIDA model – attention, interest, desire, and action – even in the digital marketing landscape. This finding suggests that the AIDA model remains relevant and applicable to modern marketing strategies, extending its utility beyond traditional channels and into the realm of digital media. As demonstrated in this study’s focus on digital memes, the AIDA framework can guide consumer behavior and decision-making in a technologically driven environment.

Furthermore, this research underscores the effectiveness of digital memes in generating lead generation, particularly among the Generation Z segment. As businesses adapt to the preferences and behaviors of this digital-native cohort, leveraging digital memes presents a novel and impactful approach. It is evident that Generation Z’s extensive exposure to digital technology has not only cultivated brand awareness but also positioned them as influential participants in family consumption decisions. Hence, marketers must recognize the potential of memes to engage this audience, driving them through the stages of attention, interest, desire, and action.

### **Business Implication Contribution**

From a practical standpoint, the implications for businesses are clear. Crafting and disseminating memes that capture attention, communicate value, evoke interest, and stimulate desire can lead to tangible actions such as purchases and conversions. However, while digital memes hold promise, their deployment should be undertaken with care. Misinterpretation or misalignment of memes with corporate values can result in reputational damage. Therefore, a strategic and thoughtful approach is paramount.

Looking ahead, it is recommended that future research expands upon these findings. Replicating the study with a larger and more diverse sample size would enhance the generalizability of results. Additionally, qualitative methods such as follow-up interviews could provide deeper insights into the specific types of memes that most effectively achieve each stage of the AIDA model. Scholars and practitioners can further enrich our understanding of this dynamic landscape by continually exploring the intersection of digital media, consumer behavior, and marketing strategies.

In conclusion, this study sheds light on the potential of digital memes as a lead generation tool, reaffirming the enduring relevance of the AIDA model in the digital age and providing actionable insights for businesses seeking to engage the Generation Z audience effectively. As the marketing landscape evolves, embracing innovative techniques like digital memes can offer a competitive edge and facilitate meaningful interactions with the ever-evolving consumer base.

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