

Examining the Effect of Memes' Dimension on the Reuse Intention of Angkas Users in Metro Manila: The Mediating Role of Positive Customer Attitude

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Abstract: An effective marketing strategy plays a crucial role in bringing in customers and keeping them, as it directly affects the sales of the company. Brands engage in different strategies that align with their branding, with humor being one of the most prevalent marketing tools used to reach their audience. One key metric for evaluating the long-term effectiveness of such strategies is reuse intention, which is the likelihood of customers repeatedly using a product or service. In the Philippines, Angkas – a motorcycle ride-hailing company, is known for using humorous content, such as memes, to connect with their audience. This study aims to understand and gauge the effect of integrating memes or humorous content in strategizing marketing communications on digital platforms. This study used a quantitative method to gather data through an online survey, with a total of three hundred eighty-eight (388) respondents in Metro Manila, wherein Multiple-choice and a 6-point Likert scale were used. For the analysis of data, Descriptive-Correlational Analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM) were employed to investigate the hypothesis and define the relationship between the variables. The results revealed that memes are an effective marketing tool in shaping reuse intention, with positive customer attitude providing a significant mediating effect. Moreover, the customer-related dimension of memes demonstrated the strongest influence on both positive customer attitude and reuse intention, indicating that customers respond more positively to memes they can resonate with.

Keywords: Angkas, Humor Marketing, Meme Marketing, Memes, Memes' Dimension, Meme Virality, Metro Manila, Positive Customer Attitude, Reuse Intention, Ride-Hailing Services.

1. Problem Rationale

A. Introduction / Background of the Study

Humor is one of the most prevalent advertising strategies brands use. It has been globalized at the intercultural level, adopted by leading businesses across all five (5) continents, and recently featured in some of the most successful campaigns (Barriopedro et al., 2019). In the Philippines, the cultural appreciation for humor and laughter has been evident and reflected in diverse media and shows, including comedic plays,

stand-up comedy, and even on social media, by sharing memes, humorous clips, and videos. Humor is used in Philippine cultural forms in response to the scarcity of resources (Ancheta M., 2021); thus, businesses and firms employ humor marketing due to its advantage, considering the cultural norms in the country. An example of humor marketing is the use of memes. These are humorous images, videos, or text messages communicated on different social media platforms. Memes have gained popularity in recent years due to their effectiveness in engaging younger audiences (Dutta et al., 2024). Memes have been recognized as one of the most thriving modes of marketing communication and acknowledged as one of the simplest ways to engage with the target audience (Bilgihan et al. 2022).

One prominent brand that uses memes in advertisements is Angkas, a motorcycle ride-hailing company founded in 2016 (Angkas, 2024). Motorcycle ride-hailing services have become a necessary mode of transportation in the Philippines as they offer convenience and affordability to customers. It has witnessed substantial growth due to changing preferences, the adoption of new market trends, and the presence of local special circumstances (Statista Market Forecast, 2024). Motorcycle ride-hailing services first appeared in the African country of Nigeria as early as the 1970s, furthered in other countries in the 1980s, and were adopted by more in the 1990s. In Jakarta, the high rate of urbanization, less integration of transportation systems in the metropolitan city, and the dependency on private vehicles led to traffic congestion, becoming a chronic problem (Santosa et al., 2020).

Several studies have highlighted ride-hailing services' substitution and complementary roles, specifically motorcycle ride-hailing (de Almeida et al., 2018). The motorcycle-based ride-hailing received better satisfaction and substitution from public transportation; younger travelers prefer motorcycle ride-hailing, while wealthier travelers go for private cars (Belgiawan et al., 2020). Services emerge to complement and increase ridership in public transportation by addressing transportation

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problems (Alemi & Circella, 2018).

However, there are cases where customers may respond negatively due to customer experience and other concerns; thus, creating effective strategies and deeply understanding the critical aspects of content, such as the memes' dimension, is crucial as it can affect attitudes and customer purchase behavior.

In this study, researchers examined the effect of the memes' dimension on the reuse intention of Angkas users in Metro Manila. Reuse intention is the likelihood that a customer will use a product or service again. It represents consumers' intentions to use a specific product and recommend it to their family and friends (Choi & Sun, 2016). It refers to the potential of translating attitudes and beliefs about a particular product or service into actual behavior. By comparing the perceived performance of a product or service with the expectation of the consumer before purchasing the product or service, the customer feels dissatisfied or satisfied (Kim & Zhang, 2021). It is essential to examine how the dimensions of memes influence positive customer attitudes that lead to reuse intention. Understanding this relationship can enable brands to generate more effective digital marketing strategies that attract and retain customers in an increasingly competitive online environment.

B. Research Problem

The rapid evolution of various digital marketing strategies has become more evident nowadays, and various businesses mainly use humor marketing through memes as a primary strategy to influence customer behavior. However, a lack of understanding regarding the critical aspects or dimensions of a meme for it to be an effective marketing tool, may lead to failure or inefficiency of a brand's marketing strategy or campaign.

Memes and humor are becoming increasingly recognized as significant factors in the decisions made through attitudes by customers, especially when it comes to digital marketing strategies, which can enhance emotional attachment to customers when they see humorous marketing content. This study explores the effect of memes' dimension on the reuse intention of Angkas users in Metro Manila. Past studies have reflected the impact of meme marketing on increasing engagement and brand exposure, but they have mostly ignored its specific effect on customer reuse intentions. In this regard, this study filled the gap by examining how the dimension of memes, through their viral potential, shapes positive customer attitudes, and how it can lead to reuse intention.

Thus, this study aims to: (1) determine if memes' dimensions significantly influence positive customer attitudes towards Angkas. (2) Analyze whether positive customer attitude significantly influences Angkas users' reuse intention. (3) Determine if memes' dimensions significantly influence Angkas users' reuse intention. Finally, (4) determine if positive customer attitude mediates the effect of memes' dimension on Angkas users' reuse intention.

C. Significance of the Study

The outcome of this study on the effect of memes' dimension

on customers' reuse intention of the motorcycle taxi service, Angkas, in the area of Metro Manila is beneficial to the following groups:

1) Motorcycle Industry

This study will aid companies in the motorcycle industry in better understanding which marketing strategies customers engage in, encourage them to patronize the service, and attract new customers through promotions. It will also benefit investors and employees working to elevate the company's strategies to guide their decision-making process to get ahead in the industry by determining where to focus their resources in marketing efforts.

2) Government and UN SDG

This research will generally help the government recognize the importance of supporting this mode of transportation as it contributes to alleviating the transportation crisis that major cities are facing, especially in the National Capital Region, and it will also provide livelihood opportunities to the citizens. To make cities sustainable and liveable for citizens with decent working opportunities is the goal of UN SDGs No. 11 and 8, where sustainable transportation is promoted, and decent work is available for everyone to boost the economy.

3) Academe

This research may serve as an information tool for students and professionals taking studies related to this research.

4) Future Researchers

This study may be a valuable instrument of reference for future researchers conducting further studies similar to this one.

Overall, this research will provide assistance as a guide to marketing teams and investors in the transportation industry and give leaders in the government an understanding of the benefit of supporting motorcycle taxi services. Lastly, the students and future researchers will understand the effects of memes' dimension on customers' reuse intention of a brand and the effectiveness of using memes as a humor marketing strategy in influencing the reuse intention of Angkas users.

D. Scope and Limitations of the Study

This study primarily focused on the effect of memes' dimension on positive customer attitude and how it subsequently influenced the reuse intention of Angkas users in Metro Manila. The exogenous variable is the dimension of memes, and the endogenous variable is the reuse intention of Angkas users in Metro Manila. Positive customer attitude is used as the mediating variable to better understand the effect of the exogenous variable on the endogenous variable. Hence, any other variables not explicitly mentioned in this study, such as pricing, competitor offerings, and economic conditions, are not covered.

The research took place from March 2024 until April 2025, ensuring timely data collection and analysis, considering the dynamic nature of marketing trends and customer preferences. Moreover, the respondents of this study are the users of Angkas who reside within Metro Manila and are at least eighteen (18) years old or above. This study did not cover those beyond the aforementioned geographical area nor the other available

motorcycle taxi services. Comparison of responses between different generations, such as generations X, Y, and Z, also did not take place.

Additionally, only digital content was considered as the basis or reference for the source of memes - traditional strategies such as billboards, radio, television, and other related approaches are not included. Thus, the respondents of this study are also engaged in various digital platforms, and they are aware of the memes posted by Angkas. Other external factors, such as socio-economic conditions, competitive landscape, cultural influences, and other marketing strategies employed by the specific motorcycle taxi service provider that may impact customers' intention to reuse, are not fully addressed within the scope of this study.

E. Definition of Terms

1) Angkas

The first application-based motorcycle ride-hailing service in the Philippines began in 2016 (Angkas, 2024).

2) Content Gratification

An experience of satisfaction through information consumed from content on social media (Bilgihan et al., 2022).

3) Content-Related Dimensions

A meme with viral potential should contain the qualities of compelling content that can connect and relate to audiences (Bilgihan et al., 2022).

4) Customer Attitude

A person's beliefs, feelings, and behavioral intentions toward a product or a business as a result of marketing. (Duggal, 2019).

Customer-related Dimensions – These are the shared characteristics of target communities that influence their approach toward meme content (Bilgihan et al., 2022).

5) Escapism

An escape from reality through entertainment or fantasy (Bilgihan et al., 2022).

6) Habal-Habal

A term derived from the Visayan word “Habal,” meaning “to mount.” In the context of transportation, it is to bring people or goods over a rugged terrain through a motorcycle, which public transportation cannot reach (Lasco, 2015).

7) Humor Marketing

A form of marketing strategy in which brands employ memes, jokes, or humor to engage with their target audience on a more personal and emotional level (Bindra, 2023).

8) Media-Related Dimensions

This is a strategy that uses external components, such as online platforms, to distribute memes across social media to reach target audiences and boost the chances of becoming viral (Bilgihan et al., 2022).

9) Memes

These are visual contents such as images, videos, or texts that are usually humorous in nature. They are used as a marketing strategy to reach more people (Brubaker et al., 2018; as cited in Bilgihan et al., 2022).

10) Reuse Intention

Refers to the likelihood that customers prefer to use a particular product or service again after they have already

experienced or used it (Choi & Sun, 2016).

11) Ride-Hailing Services

A mode of transportation in urban areas wherein users of the ride-hailing application may book a vehicle, car, or motorcycle to bring them from one place to another (Alex et al., 2023).

12) Social Gratification

The pleasure taken from social engagements and connections, particularly social media use (Bilgihan et al., 2022).

13) Transport Network Vehicle Service (TNVs)

These are transportation services provided by private companies using privately owned vehicles through ride-hailing application services (Kamid et al., 2024).

2. Research Questions

This section examined relevant literature to determine how the dimension of memes affects positive customer attitudes, subsequently leading to reuse intention. The dimension of memes – particularly content-related, customer-related, and media-related factors, as specified in this study, and the other variables, such as positive customer attitudes and reuse intention, were discussed.

A. Review of Related Literature

1) Memes as a Form of Humor Marketing

Memes are a prevalent mode of online interaction that helps people express their ideas, emotions, and reactions in an effective, short, and funny way. These images, videos, or pieces of text spread widely through the internet communities and are recognizable even across cultural boundaries as they serve as a shared language. Users can quickly convey complicated messages or inside jokes by using memes, fostering a sense of commonality among those who know these cultural references. Memes are a common way for individuals to communicate online. Internet users often use memes to reply to each other on social networking sites or other online forums (Grundlingh, 2017). They are more than just visual content; they always contain a hidden satire or humor. Understanding why a meme is hilarious requires some thought, making memes subjective. Also, memes are distinguished from other visual materials because they contain strong emotions. They always evoke emotions, which can be positive or negative (WPCC Editorial Board, 2020).

Furthermore, humor in memes can create a positive atmosphere and make the audience more receptive to the message by fostering a sense of connection and enjoyment. Integrating humor in marketing strategies can be a powerful tool, but it is not a one-size-fits-all strategy. Research suggests humorous ads often outperform non-humorous ones. However, the effectiveness depends heavily on the type of product or service being advertised or offered. Depending on the product or context, it might be inappropriate in some situations (Bundalevska et al., 2016).

In the study by Arli (2017), it was established that the fun a brand offers greatly influences how clients feel about the organization's products or services, leading to purchase intentions. Humorous advertisements have been found to

positively influence customers by cutting through the noise of advertisements. These advertisements often employ humor in various styles, ranging from lighthearted and affiliative to witty and aggressive. Aggressive and humorous memes and posts on social media platforms are particularly popular among users, who widely share them (Baltezarevic & Baltezarevic, 2023).

2) *Effect of Memes' Dimension on Positive Customer Attitude*

a. *Dimension of Memes*

In this study, the dimensions of memes are classified into three categories: content-related, customer-related, and media-related factors. These factors were derived from the study conducted by Bilgihan *et al.* (2022). (1) Content-related factors are qualities of memes that give them the potential to become viral that helps brands build strong awareness, engagement and recall. In order to be effective, the meme content must be popular, familiar and relatable; memes that fit the audience's mental schema, or their existing knowledge and cultural context. In addition, these contents evoke amusement and positive emotion, which increase the likelihood of sharing. Humor plays a significant role in triggering social contagion, where audiences mimic and spread meme contents through liking, sharing and commenting. (2) Customer-related factors such as Escapism, Social Gratification, and Content Gratification impact the audience's traits, including their interests, personal experiences, cultural identity, and social groups, that influence the spread of memes. Memes that are well-suited to the values and experiences of a specific community have a higher chance of being shared and adopted. (3) Lastly, Media-related factors are the external components utilized to distribute memes and increase their chances of becoming viral. These include a seeding method, which is about deciding which platforms are best to share the meme, and the distribution strategy, which is how the meme is spread across social media. These factors interplay to determine meme virality, which explains how content spreads via social networks in a ripple effect (Bilgihan *et al.*, 2022).

These three factors affect the viral potential of memes and were analyzed using Frederic Bartlett's Schema Theory, which suggests that individuals interpret new information based on their existing knowledge structures. According to Meylani (2024), the schema provides aid to an individual's memory process by encoding and retrieving information, which enables them to remember details relevant to their existing knowledge. Schema theory places a strong emphasis on the value of general knowledge in facilitating the creation of mental images. The social contagion theory of Gustave Le Bon was also applied in the aforementioned study. It suggests that behaviors can spread rapidly within a group, influencing the behavior of others, and claims that the radiating influence of the crowds in which individuals find themselves leads to irrational collective behavior (University of Minnesota Libraries, 2016).

The conceptual framework produced by Bilgihan *et al.* (2022) tries to explain the virality of the meme phenomenon as a natural and constant behavioral response among customers who receive such and actively engage in spreading them. In their study, content-related factors such as relevance, language structure, humor, and shareability determine the overall virality

of memes, as well as the customer-related factors like escapism, social satisfaction, and content gratification, and media-related factors such as seeding and distribution tactics. In line with this, various studies claim that memes play a significant role in shaping customer behavior. As indicated by the Value-Attitude-Behavior (VAB) model, which was applied in the study of (Lee *et al.*, 2019), it suggests that the values conveyed through utilitarian or hedonic memes can shape customer attitudes, thereby influencing purchasing behavior.

b. *Effect of Memes on Positive Customer Attitude*

Memes, as a form of digital marketing content strategy, possess unique characteristics or dimensions that set them apart from other marketing content. They are often humorous, employing satire, irony, and relatable scenarios to connect with a broad audience, thereby offering a powerful tool for marketers to reach a wide range of customers (Milner, 2016). Memes are inherently participatory, inviting users to create, modify, and share content, fostering a collaborative culture (Miller, 2016). Their viral nature is another standout feature; memes spread rapidly across social networks due to their easily understandable and shareable format (Bauckhage, 2021). Moreover, memes often serve as cultural and social commentaries, reflecting and sometimes shaping public discourse and societal trends (Rivers & Ross, 2017).

When brands effectively utilize memes, they can significantly enhance brand recall and positively influence purchase intentions by aligning themselves with popular digital culture, as noted by (Zulli & Zulli, 2020). The participatory nature of memes also plays a crucial role. By encouraging sharing and interaction, memes create a sense of community and deepen customer engagement with a brand, offering a unique opportunity for brands to connect with their target audience on a deeper level (Lee *et al.*, 2019). This engagement often translates to increased customer interest and purchase intentions, as customers perceive the brand as more approachable and in tune with popular culture (Huntington, 2017).

However, Dharmmesta & Primanto (2019) argued that while humorous advertisements can have a significant positive impact on customer attitudes toward the advertisement itself and encourage word-of-mouth intentions, they do not necessarily lead to a crucial impact on attitudes toward the brand or customers' purchase intentions. The effect of humorous advertisements appears to be limited to entertaining customers and stimulating word-of-mouth without directly influencing brand attitudes or purchase decisions. In other words, humor impacts marketing by generating engagement and buzz around the advertisement more effectively than directly driving brand value or sales. Sense of humor positively influences how the humor in an advertisement is perceived. Trust positively impacts attitudes towards advertising, and perceiving an advertisement as humorous also positively influences attitudes towards ads (Altıntaş *et al.*, 2022).

A customer's behavior when purchasing a product or service is influenced by several factors that affect their purchasing decision, and it goes beyond the varying price and quality of each product. That is why marketers are eager to develop

strategies to differentiate their brand from the rest (Hanaysha, 2018). The progression of technology has brought the emergence of many different marketing strategies, allowing brands to differentiate themselves. With the presence of social media, marketing content creation has become more accessible and can reach more customers. The different marketing strategies conducted by brands through digital media, especially on social media consumed by internet users, play an important role in affecting their attitude towards a brand. According to Anupama & Shastry (2021), social media and digital marketing impact customers, and their purchasing intention is influenced by customer attitude, which is affected by what customers see on social media, which has proven more effective than traditional media.

The younger generation, specifically Generation Z, witnessed the rise of electronic devices such as smartphones and was immersed in using them to source information. According to Duffett (2017), customers from this generation have a positive attitude regarding social media marketing communication. The information they consume from digital marketing strategies by brands affects their attitude. Customers engage more in posts on social media that they find relatable, such as humorous content like memes or viral trends, which affects their emotions and attitudes.

3) *Influence of Positive Customer Attitude on Reuse Intention*

Customer attitude comprises customers' beliefs, feelings, and behavior regarding the products and services they have learned. These components are seen together, considering they are highly interdependent and collectively describe forces that influence how customers react to the thing (Perner, 2019). According to National Public Research (2019), it comprises three components: (1) cognitive information, (2) affective information, and (3) information conveying the prospective intention and previous behavior of a customer. Attitude involves a reaction that is constant with the likes and dislikes of an individual towards an object; in simpler terms, it is a manifestation of their degree of preference for a certain thing (Afira & Yuliati, 2019). Susanto et al. (2023) found that positive customer experience significantly shapes consumer attitudes, which in turn directly reinforces repeat purchase intentions. Responsive customer service, personalized product recommendations, and a sense of shared value creation between customer and company were all identified as factors that foster positive attitudes and, consequently, increase the likelihood of repurchase. The research highlights that satisfaction derived from a seamless and rewarding shopping experience builds trust and convenience, both of which are critical in motivating customers to return and buy again.

The study has found that factors including attitude, subjective norm, and image influence the reuse intention of public transport passengers. However, it was found that perceived behavioral control and perceived value do not significantly affect the reuse intention of public transportation passengers (Astrini et al., 2016). Factors such as service quality, loyalty, perceived ease of use, perceived usefulness, attitude, performance expectancy, and other factors can be related to understanding and success in reuse intention (Dwi & Raka,

2022). Based on the results of a study by Wang et al. (2020) about the interrelationship among service quality, satisfaction, and reuse intention, it was found that service quality has a significant impact on satisfaction which positively influences a customer's intention to reuse the service. Additionally, customers' attitude toward using a product or service affects their intention to reuse it (Amoroso & Lim, 2017). Customers who report positive experiences are more likely to engage with the brand through repeat purchases, positive feedback, and recommendations, which further strengthens their positive attitude and increases repurchase intention (Susanto et al., 2023).

Reuse intention is having the intention to buy a product twice or more. When a product reaches the point where customers want to repurchase it, it indicates that the provider has to live up to customer expectations. Reuse intention is the desire of customers to repurchase goods or services after experiencing the advantages and quality of the product the first time around (Gon & Pidada, 2024). Moreover, Ali & Bhasin (2019) stated that reuse intention refers to a customer's decision to make another purchase based on previous engagement experiences related to the satisfaction and expectations of the customer who has an experience with your product or service. However, this contradicts the results from a study by Ilyas et al. (2020), wherein they found that brand awareness and customer satisfaction have no significant effect on repurchase intention through an indirect relationship. Kaul & Srivastava (2016) found that building loyalty is based on successfully managing customer experiences based on brand engagement. If done successfully, it can cause a repurchase or reuse intention toward the brand.

A study on chatbot services revealed that attitude is a primary determinant of behavioral intention. Particularly, perceived usefulness was found to have a positive correlation with attitude, which, in turn, positively influences reuse intention for chatbot services (Barbosa et al., 2023). Furthermore, according to Kasamani & Mostafa (2020), experiential brands build customer loyalty by creating dynamic bonds with customers through brand connection and self-brand passion; in addition, emotional factors can establish satisfaction that leads customers to be loyal to the brand.

Memes shared online on any social media platform or combining creative material with current events is a great way to attract customers. It may be a surprise that customers are more interested in online meme marketing than traditional commercials. Research has indicated that customers' attitudes, perceptions, and behavioral intentions can be influenced by memes (Chuchu et al., 2021). In today's time, memes have emerged as one of the most effective marketing advertising communications, and they are also considered to be one of the easiest methods when interacting with the target audience. Marketers can convert an advertisement into a meme to perceive the target audience's interest. If it goes viral, it can produce an immediate response and organically drive customer engagement (Bury, 2016). With mobile phone brands, the researchers found that low-aggressive humor promotes customer engagement behavioral intention more than high-

aggressive humor. This conclusion is consistent with the research conclusions of scholars such as Fowler & Thomas (2021). Schema theory proposes that messages with an initial level of perceived relevance are likely to fit the mental schema of the receiver and, hence, capture the receiver's attention when it comes to the humorous advertising they saw (i.e., contraction; Fox & Lind, 2020).

For instance, the video "Gangnam Style" went viral globally but was not perceived as relevant in Japan because it did not fit the mental schema of Japanese culture (Fox & Lind, 2020; Lie, 2014). On the other hand, an advertisement meme intended to appeal to the target audience and match their perspective is more likely to go viral. To build high customer engagement when utilizing humorous advertising, companies must also pay attention to customer equity and behavior to simultaneously increase repurchase decisions among groups. Previous studies have confirmed customer engagement with mobile applications benefits customer equity and increase customer reuse intentions (Chung & Ho, 2020; An-dreew et al., 2021; Megatari, 2021).

It was found that humorous advertisements juxtaposed with non-humorous ads improve memory effects. It was additionally discovered that humorous commercials had a greater impact on product advertising than those without humor (Dharmmesta & Primanto, 2019; Chang & Chang, 2014). Humor generates memorability through the processes of attention (cognitive mechanism) and mood (mechanism of affect). Both attention mediates the effect of humor directly and its relationship to the message and effect through a dual process.

4) *Mediating Effect of Positive Customer Attitude Towards*

a. *Memes' Dimension and Reuse Intention*

As a mediator, a positive customer attitude plays a significant role in meme exposure and reuse intentions. Jain & Rath (2023) revealed that customer engagement, an essential aspect of customer attitude, mediates the effect of meme marketing on purchase intentions. Moreover, studies show that memes positively influence customer purchase intentions, both directly and indirectly, through customer engagement. This indicates that memes shape customers' attitudes and engagement toward a brand before influencing their reuse intentions. The entertainment value of memes can positively affect attitudes toward them (Dalgiç et al., 2023). Studies show how the social influence significantly impacts brand engagement, with meme-sharing communities creating network effects that amplify reuse intentions. (Vasile et al., 2021)

Furthermore, Internet memes' hedonic and utilitarian values can influence purchase intentions through associated attitudes (Lee et al., 2019). A study by Herath & Koththagoda (2018) also shows that customer attitude mediates the relationship between perceived usefulness and ease of use, source of credibility, and online purchase intent. These findings suggest that memes and positive customer attitudes can remarkably affect customer behavior and purchase intentions across various contexts.

Understanding customer purchase intentions is essential in the contemporary era of rapid technological advancement, enabling businesses to stay competitive globally (Bolos et al., 2016). Additionally, Grady et al. (2019) compared the

emotional content of storybooks representing different ethnic and racial groups, suggesting that using memes with diverse representations can influence customer attitudes and reuse intention. Pandey (2024) found that humorous and creative memes significantly enhance customer attention and engagement. Brands can better connect with customers in the digital landscape, indicating that the effectiveness of meme marketing is closely tied to its ability to resonate emotionally with audiences and persuade them to reuse their product or service.

Social media has long been used as a form of communication; anyone can express their views with many varying opinions, and instantly, it connects people through the existence of the internet (Beltran et al., 2022). It has brought attention to issues of social, moral, and ethical, which are oftentimes used as content for memes. In a study by Carrington (2023), memes are part of the digital culture and are used to communicate and convey a message to people on social media by way of teasing an issue or promoting something. The best content would always potentially go viral, catching the attention of many social media users, and with its popularity, they may apply these trends to their lives. According to Quach et al. (2024), a meme's characteristics affect their attitude toward the advertisement; social media users can easily identify the meme used to advertise when it contains the brand's elements, making it easy for them to distinguish and associate it, giving a positive impression or attitude towards the brand.

In a study by Forbus & Snyder (2024), purchase intentions are influenced by customers' interaction with a brand's humorous marketing content on social media. Aside from humorous marketing promotions of brands to influence the customers' attitude, a factor in making customers reuse the service is affected by the satisfaction they receive from their previous customer experience. A customer's attitude toward the brand is affected by the satisfaction they have experienced, which influences the customer to reuse the brand (Liu et al., 2023). Therefore, it positively impacts the purchase intention of the customer toward the brand (Hung & Loan, 2018). This also aligns with the results of the study conducted by Crisilia & Widagda (2023), wherein the authors revealed that customer attitudes positively and significantly influence repurchase; customer attitude is a mediating variable affecting customer satisfaction and perceived value.

5) *Angkas in Metro Manila*

a. *Motorcycle Ride-hailing Services in the Philippines*

In the remote rural areas of the Philippines, more prominently in the Visayan and Mindanaoan regions, "Habal-habal," or motorcycle public transportation, is widely used in mountainous areas to transport residents and tourists since four-wheeled vehicles do not have access in the area. Motorcycles have long existed in the world; although Filipinos were the ones that first used "Habal-habal" transportation, it was commonly used in the provinces or far-flung places, and through the years, it has reached the urban areas of the country, diversifying the modes of transportation for commuters (Lasco, 2015). Furthermore, according to the Beltran et al. (2022) study, the majority of respondents (more than 55%) were between the

ages of 18 and 27; the remaining 23% were older, indicating that the majority of Angkas users were from Generation Z. Golingco et al. (2023), found that female students were more likely to use ride-hailing services than male students.

According to Avendaño et al. (2017), the motorcycle mode of transportation is popular in rural areas due to their terrain and unpaved roads, which are impassable for four or even three-wheeled vehicles, whereas in urban areas such as in the cities of Pasig and Taguig in Metro Manila, the poor road conditions which cause traffic congestions became the reason for motorcycle taxis to become known in urbanized places. In the Philippines, motorcycle taxis are classified into two (2): conventional and non-conventional. Conventional motorcycle taxis are those operated by the owners of the vehicle, while non-conventional motorcycle taxis are application-based services or the Transport Network Vehicle Service (TNVs) such as Angkas and JoyRide, which are the now popular motorcycle taxi services in the metro (Kamid et al., 2024).

The first motorcycle ride-hailing service was introduced to the masses in 2016, *Angkas*; its presence was first felt in the concrete jungle of Metro Manila as its launching locale. It gives commuters more alternatives for going around the city at a lower price, and not only that, but it also provides job opportunities to a million Filipinos. It became an alternative for commuters to avoid breakdowns and traffic congestion in public transportation. Along with Angkas' dominance in the motorcycle taxi industry, JoyRide and Move It were established in 2019 (Dangaran et al., 2024). In addition, a growing number of female passengers have a higher level of trust in the brand, indicating an ideal match between their personal tastes and the company's principles (Al-Farichi et al., 2024).

The rise of these transportation platforms gave commuters a cheaper alternative for reaching their destination on the congested roads of Metro Manila and helped reduce unemployment rates by providing opportunities (Ibrahim, 2024). However, the factors affecting ride-hailing choices among customers indicated that lower-income groups are more likely to use such services due to affordability and convenience (Guo et al., 2022). With the existence of growing demand for convenient transportation methods, the competition of motorcycle taxis in marketing themselves to commuters has been a challenge, resulting in various marketing strategies to better differentiate themselves from one another. Traditional and digital marketing promotions of motorcycle taxi services have been more prevalent in recent years, such as Angkas' humorous take on reaching out to their target customers, particularly Generation Z and Millennials (Marallag, 2023).

However, while marketing promotions attract customers to use the service and bring awareness, satisfaction with service usage retains or makes them reuse the service. Customer loyalty in a particular brand or company relies on the satisfaction they receive while using the product or service, from their experience with the convenience of their applications to the post-service they offer. In a comparative study of the Transport Network Vehicle Service (TNVs) applications of Grab, Angkas, and JoyRide by Deinla et al. (2023), customer preference in the usage of motorcycle taxis is based on the

five (5) factors of satisfaction, namely functionality, accessibility, design, content, and organization, wherein Angkas was surpassed by Grab but is a front runner among the existing motorcycle taxi services. It is shown that considering these factors has a significant effect on a customer experience, which affects their intention to reuse the service.

6) *Synthesis of Review of Related Literature*

Parallel to the growing utilization of motorcycle ride-hailing services, humor in marketing has grown to be a significant tool affecting the behavior and attitude of customers. Humor creates an atmosphere that is positive in nature and makes the target audience resonate or feel connected to a brand, thereby creating entertainment that makes the marketing message more receptive. Study results frequently indicated that humorous ads are more successful than their non-humorous counterparts, although the ad's success may depend on the product or context. Humorous ads, whether light or aggressive, make their way into the noise of competitive ads, making them memorable and more shareable. Memes have become a popular form of humor in digital marketing lately, and they come in the form of irony, satire, and relatable situations that most people can relate to, therefore being an excellent source for marketers. They are inherently participatory; users make, modify, and circulate content that is supposed to develop a deep sense of community for customer engagement. Previous studies suggest that the use of memes or humorous content has a significant effect on positive customer attitudes and behavior.

As technology is being transferred from one generation to another, digital marketing, especially through social media, has become a priority for changing attitudes and influencing the attitude of people toward brands. Younger generations, especially Generation Z, are more approachable through social media, affecting their attitudes and behavior toward a brand. Effective engagement with the help of posts on social media, especially those that are funny through memes, can engage positive emotions and enhance positive customer attitudes. In summary, the rise of motorcycle ride-hailing services in the Philippines and the use of memes or humor in digital marketing underscore the importance of generating creative and engaging marketing strategies in facing the current challenges and opportunities in the competitive digital business landscape. While previous studies have looked at user demographics, behaviors, preferences, and perceptions in general, it has not been thoroughly explored how the specific variables mentioned in this study influence the reuse intention of customers.

B. *Theoretical Framework*

1) *Meme Virality Framework*

The Meme Virality Framework developed by Bilgihan et al. (2022) is determined by three key factors such as content-related, customer-related, and media-related, that can significantly influence the virality of memes and result in brand recall and engagement. Meme virality is greatly influenced by media-related variables (seeding and distribution tactics), which play a crucial role in increasing meme virality. Customer-related aspects (escapism, social gratification, and content gratification) have a significant impact on the

widespread sharing of memes, while Content-related factors (e.g., humor) drive engagement and brand performance (Bilgihan et al., 2022).

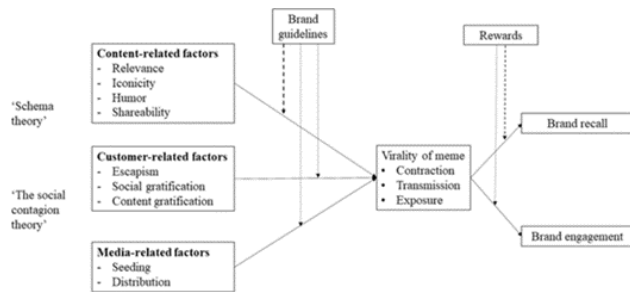


Fig. 1. Meme virality framework

One of the theories used to support this framework is the schema theory, which states that schema is a mental structure that helps influence how people encode, store, and retrieve information and understand how things work, which was first introduced by Jean Piaget in 1923 (Baba, 2021). The framework underlines that viral memes influence customer perception and emotions, significantly affecting brand engagement. It supports the study's inclusion of customer attitude as a mediating variable between the dimension of memes and the intention of customers to reuse Angkas' service.

2) Theory of Planned Behavior

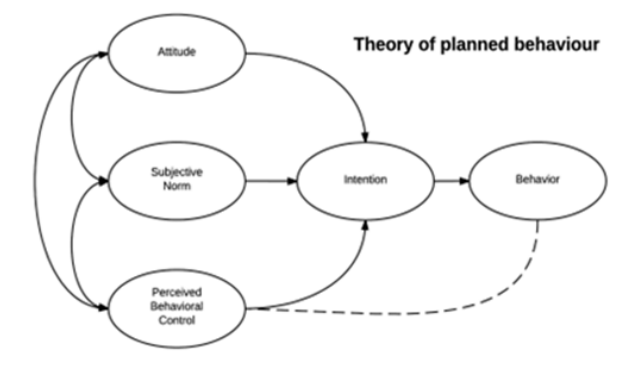


Fig. 2. The theory of planned behavior

The theory of planned behavior (Boucif et al., 2025; Ajzen, 1991) holds that attitudes, subjective norms, and perceived behavioral control are the three components that determine the intentions that drive behaviors (attitude, subjective norm, and perceived behavioral control). The TPB is typically preferred over other models because of its universal application across areas and cultures and its straightforward structure (Li et al., 2019; Klöckner & Oppedal, 2011).

This theory supports the idea that memes can be an effective persuasion tool for marketing purposes. This theory explains the dynamics of a customer's attitude toward the advertised behavior of the target audience (e.g., reuse of the Angkas service), whether the humorous ad would influence them, and whether it is appealing or not. Additionally, it reinforces the idea that memes can drive reuse intention through the formation of a positive customer attitude.

C. Research Objectives

This study aims to:

- 1) Determine if memes' dimensions significantly influence positive customer attitudes towards Angkas.
- 2) Analyze whether positive customer attitude significantly influences Angkas users' reuse intention.
- 3) Determine if memes' dimensions significantly influence Angkas users' reuse intention.
- 4) Determine if positive customer attitude mediates the effect of memes' dimension on Angkas users' reuse intention.

D. Hypotheses of the Study

To address the aforementioned objectives, this study proposes the following hypotheses:

H1a: Content-related dimension of memes significantly influences positive customer attitude.

H1b: Customer-related dimension of memes significantly influences positive customer attitude.

H1c: Media-related dimension of memes significantly influences positive customer attitude.

H2: Positive customer attitude has a significant influence on reuse intention.

H3a: Content-related dimension of memes significantly influences Angkas users' reuse intention.

H3b: Customer-related dimension of memes significantly influences Angkas users' reuse intention.

H3c: Media-related dimension of memes significantly influences Angkas users' reuse intention.

H4a: Positive customer attitude mediates the effect of content-related dimension of memes on Angkas users' reuse intention.

H4b: Positive customer attitude mediates the effect of customer-related dimension of memes on Angkas users' reuse intention.

H4c: Positive customer attitude mediates the effect of media-related dimension of memes on Angkas users' reuse intention.

E. Conceptual Framework

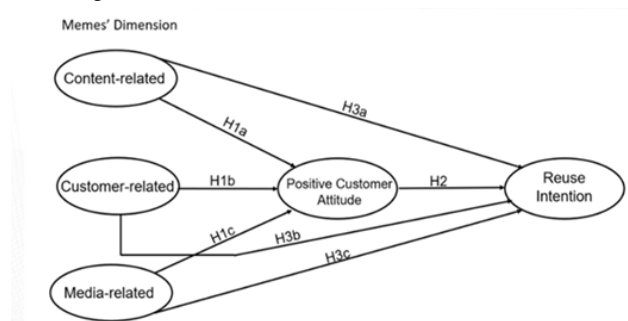


Fig. 3. Conceptual framework

The overall framework illustrates how the dimension of memes - specifically content-related, customer-related, and media-related factors, through their viral potential, influence positive customer attitude, subsequently leading to the reuse intention of Angkas users in Metro Manila. Grounded in the Meme Virality Framework of Bilgihan et al. (2022) and Icek Ajzen's Theory of Planned Behavior (TPB), the framework

suggests that the way memes are developed and shared can influence customer attitude, thus shaping their probability of returning to the brand in the future. The conceptual framework was developed by integrating the fundamental components of these two theories. The Meme Virality Framework is based on the idea that specific attributes of a meme contribute to its tendency to go viral and resonate with audiences, which is important in influencing how customers perceive and respond to the message conveyed through memes. Meanwhile, the Theory of Planned Behavior served as the foundation for the second and third components of the model, explaining how an individual's behavioral intention is influenced by their attitude.

In this study, the exogenous variable is the memes' dimension, specifically the aforementioned factors. These are adapted from Bilgihan *et al.* (2022), which is supported by Frederic Bartlett's Schema Theory and Gustave LeBon's Social Contagion Theory. On the other hand, the endogenous variable is the reuse intention, induced by the study of Ilyas *et al.* (2020). This study also incorporated positive customer attitude as a mediating variable to better substantiate the relationship between the endogenous and exogenous variables. The mediating variable in this study was derived from the study of Crisilia & Widagda in 2023.

3. The Research Methods

This chapter presents the research design, subjects, study sites, ethical considerations, data gathering, and statistical treatment of data.

A. Research Design

This study explored the effects of the memes' dimension (exogenous variable) on positive customer attitudes (mediating variable), influencing the reuse intention of Angkas users (endogenous variable). A quantitative research method is employed to achieve this objective, explicitly utilizing a descriptive-correlational analysis. In this research design, the researchers did not manipulate the primary area of interest under investigation. The variables to be measured include dimensions of memes, such as content-related, customer-related, and media-related factors, and how they affect positive customer attitudes, influencing the reuse intention of the target audience. Conversely, correlation research aims to identify connections between variables and make predictions based on widely available information (Hash *et al.*, 2023).

To thoroughly test the research hypotheses and investigate the mediating role of positive customer attitude on the impact of memes' dimensions towards customer reuse intention, the researchers utilized a robust statistical tool—modeling with structural equations (SEM). A vital component of this study's confirmatory factor analysis will be SEM. This tool will help determine the validity and reliability of the latent constructs by analyzing the measurement model. SEM will offer essential insights into the noteworthy impacts of each latent variable on the study's endogenous variable, reuse intention, by examining the effects of humor marketing on the audience.

B. Subjects and Study Sites

1) Subject of the Study

The researchers restricted the study's participants to individuals who live in Metro Manila and are aged at least eighteen (18) and above. Additionally, the researchers considered both male and female respondents. These individuals were the primary data source for this study to know the effect of memes' dimension when it comes to the reuse intention of the customers. Listed down below are the criteria for the qualified respondents of the study:

- eighteen (18) years old and above
- Currently residing in NCR or Metro Manila
- Must be an Angkas user
- Engaged in various digital platforms
- Aware of the memes or humorous content posted by Angkas

2) Locale of the Study

Data collection took place within the sixteen (16) cities and one (1) municipality in the National Capital Region (NCR), consisting of Caloocan, Las Pinas, Malabon, Makati, Mandaluyong, Manila, Marikina, Muntinlupa, Navotas, Paranaque, Pasay, Pasig, Quezon City, San Juan, Taguig, Valenzuela, Pateros (Department of Trade and Industries, 2022). According to Angkas (2025), the latest report indicates that over eight million (8,000,000) aged eighteen (18) and above are using the Angkas app. The researchers gathered three hundred eighty-eight (388) respondents from sixteen (16) cities and one (1) municipality in the NCR or Metro Manila, which is thought to be the center of the Philippine economy and has the best economic performance.

C. Ethical Considerations

In compliance with the Republic Act 10173, or the Data Privacy Act of 2012, along with the guidelines provided by the Research Ethics Committee in conducting ethical research practices, the data gathered for this research study greatly value the privacy and safety of its participants. Ethical practices in gathering data from respondents are enforced to ensure the standards for attaining the desired results are met without jeopardizing the confidentiality of responses and causing potential harm to participants (Calaca *et al.*, 2023).

1) Informed Consent

The researchers ensured that the full consent of the participants was obtained to gather their data for the study. The purpose and procedure of the study shall be explained to the participants with regard to their comprehension level. The participants had the free will to ask questions and the right to withdraw anytime from the data-gathering process. This is to obtain authentic and unbiased information.

2) Vulnerability of Participants

Participants who lack the ability to consent fully, such as minors or persons with diminished mental capacity, are ineligible to participate in the study.

3) Benefits, Risks, and Safety

The study is beneficial for companies in the emerging motorcycle industry as it may give them a better understanding of how to properly implement and improve their marketing

strategies in communicating with customers. Additionally, some of the respondents may be compensated for their time spent participating in the study. Some of the risks that the researchers considered in conducting the study are focused on the social risk of the participants, which the researchers had minimized by preserving their anonymity and ensuring open communication toward participants who are encouraged to contact the researchers if they are in need of assistance or for possible queries about the study. Following the guidelines of the Research Ethics Committee and the Data Privacy Act ensured the safety of the participants of this study.

4) Confidentiality

The privacy of the participants was imperative in gathering data for the study, and the personal information of the participants had been treated with the utmost confidentiality to protect their integrity from any possible harm or social stigma.

5) Transparency

The researchers properly disclosed their affiliations with the participants and the intended purpose of the gathered data.

6) Abide with the Data Privacy Act

As a measure of remaining consistent with legal and ethical standards, the researchers adhered to the applicable provisions of the Data Privacy Act and observed the rights of the participants.

- *Right to Be Informed* – the participants of this study had been informed of their rights as participants, and the contact and identity of the researchers, as well as those who will handle the information, shall be disclosed.
- *Right to Erasure or Blocking* – the participants had the right to request the withdrawal of their personal information.
- *Right to Rectify* – if there is an error in the personal information, the participants may request that the researchers correct it within a reasonable period of time.
- *Right to Data Portability* – the participants received a copy of their submitted personal data through the email they used to respond to the survey.

In summary, ethical practices are critical in keeping the participant's information away from irresponsible handling that might impact the participants negatively. These considerations ensure that the research study will remain within legal and ethical standards.

D. Research Instruments

1) Sample Size and Sampling Technique

The purposive sampling and snowball sampling techniques were employed in the study to support its goals firmly. Given the expanding population in the National Capital Region, the sampling standard is relevant since the survey participants met the researchers' established criteria.

According to Angkas (2025), the latest report indicates that over eight million (8,000,000) aged eighteen (18) and above are using the Angkas app. The researchers utilized the Raosoft Sample Size Calculator to calculate the minimum sample size of the study, which resulted in three hundred eighty-five (385)

respondents. Since a larger sample size might aid in more accurately representing the limit on the total study, researchers will not impose a limit or maximum number of respondents when it comes to the survey. Since there is a probability that every potential representative will be included in the study's valid population parameter, the confidence level will be 95%. Since these would just be the given percentage points representing the other distinct outcomes of the study's true population number, a margin of error of 5% will be imposed (Raosoft, 2024).

2) Instrumentation

The research instrument obtained primary data sources from a survey questionnaire, which had been disseminated online through Google Forms. Qualifiers have been used to screen the participants of this study to ensure that respondents met the required qualifications to proceed with the questionnaire. The survey is divided into five (5) parts: Part Zero (0) is for Screening, Part One (1) is the Demographic Profile, Part Two (2) is the Memes Dimension, Part Three (3) is the Positive Customer Attitude, and lastly, Part Four (4) is the Reuse Intention. 6-point Likert-type scale was used to evaluate the respondents' level of agreement regarding the statements presented: 1 - strongly disagree, 2 - disagree, 3 - slightly disagree, 4 - slightly agree, 5 - agree, and 6 - strongly agree, assessing how each variable influences the reuse intention of Angkas users.

E. Data Gathering Procedure

1) Questionnaire Development

The questionnaire was researchers-made and formulated based on various articles, including the studies of Bilgihan et al. (2022), Arsalani et al. (2021), Beltran et al. (2022), and Al Mamun et al. (2024). The questionnaire is divided into five (5) parts: Part 0 - Screening, Part I - Demographic Profile, Part II - Meme's Dimension, Part III - Positive Customer Attitude, and Part IV - Reuse Intention. It had undergone face and content validity in order to ensure that questions accurately and thoroughly define the concept being measured (Hamzah et al., 2024).

2) Pilot Testing

Pilot testing is one of the most suitable tools and plays an integral role in conducting large-scale surveys. It improves the questionnaire's reliability, validity, and practicality, especially in management, educational studies, and social sciences (Akbar et al., 2021). A pilot test had been executed before conducting the actual study or survey. The initial phase involves administering the questionnaire to a small sample of participants, and responses or feedback was then analyzed. The objective of pilot testing is to ascertain the ambiguities of the questionnaire. The feedback from these pilot test participants was instrumental in enhancing the overall clarity and comprehensibility of the instrument before its broader deployment (Asim et al., 2022; Fraser et al., 2018).

The pilot test was conducted by thirty (30) randomly selected samples to assess the questionnaire in terms of clarity, relevance, and comprehensiveness. Additionally, four (4) professionals were subjected to enhance the validation process

of the questionnaire. Their feedback was instrumental in ensuring that the questionnaire aligned and suited the research objectives.

3) Sample Selection

The study employed purposive sampling in which the participants were selected based on specific criteria or qualifiers to respond to the study. Purposive sampling is a deliberate and strategic selection process that uses samples to investigate their unique qualities (Bisht, 2024). In addition, the study utilized snowball sampling, a non-probability sampling method in which enrolled participants assist in recruiting future subjects for the investigation (Simkus, 2023). The sample consists of individuals eighteen (18) and above who have utilized the Angkas service application.

4) Administering the Questionnaire

The researchers disseminated the questionnaire through Google Forms to the selected respondents in the NCR. Google Forms is a cloud-based data management tool that creates and constructs web-based surveys. It is a freely available tool provided by Google to construct questionnaires (Harinarayana & Raju, 2016). Each respondent had a formal consent form presenting the study's goal and requesting their consent to participate. The form provided precise information about the survey, its objectives, and the voluntary nature of participation. Researchers emphasized the confidentiality and anonymity of the responses to encourage honest and unbiased answers (Israel, 2015).

5) Data Collection

Respondents were given a questionnaire through Google Forms, an online survey tool. Online surveys are a promising method for efficiently gathering vast amounts of data with less error, inexpensive, and within relatively short time frames (Epidemiol, 2016). It will automatically compile the results of the responses into a structured format, including the sentiments of Angkas users regarding how humor marketing affects their intention to reuse. The data collection happened from January to March 2025.

F. Mathematical or Statistical Treatment of Data

Partial Least Squares Structural Equation Modeling (PLS-SEM) aims to determine essential success factors and sources of competitive advantage, including behavioral intentions, customer satisfaction, customer loyalty, and user behavior (Hair et al., 2021). PLS-SEM is a statistical analysis method used in various research contexts, including marketing and business, to determine satisfaction and purchase intention by modeling complex relationships between latent and observed relationships. It shows how PLS-SEM can be used for complex relationships and is especially valuable for exploratory and predictive modeling (Hair et al., 2022).

PLS-SEM was employed in the study to investigate several hypotheses. These hypotheses assert that memes' dimensions, such as content-related, customer-related, and media-related, significantly influence positive customer attitude, subsequently influencing the reuse intention of Angkas users. It is used to estimate complex cause-and-effect relationships, especially when latent variables exist; additionally, PLS-SEM enables

estimating the case values for latent variables within the modeling process.

4. Results and Discussions

This chapter provides an in-depth analysis of data gathered from three hundred eighty-eight (388) Angkas users in Metro Manila. It investigates the effect of memes' dimension on the reuse intention of Angkas users and the mediating role of positive customer attitude. The statistical results are presented in tables and figures clearly and concisely. Moreover, the research problem and objectives presented in Chapter 1 are addressed in this chapter, providing a comprehensive understanding of how the dimension of memes, through their viral potential, shapes positive customer attitude, and how it can subsequently lead to reuse intention, particularly emphasizing the mediating role of positive customer attitude.

A. Demographic Characteristics of the Respondents

Table 1 shows the demographic characteristics of the three hundred eighty-eight (388) research respondents, and it focuses on key variables such as gender, age, group, civil status, employment status, monthly income, and location within the National Capital Region (NCR).

Regarding gender distribution, the sample comprises two hundred fifteen (215) females (55.4%), one hundred sixty (160) males (41.2%), and thirteen (13) individuals (3.4%) who preferred not to disclose their gender. This reflects a slightly higher female participation, which may suggest greater engagement or interest among women in the subject matter of the study.

Regarding age, most respondents belong to the 18–27 age group, classified as Generation Z, with three hundred forty-five (346) individuals or 89.2% of the total sample. This is followed by Millennials aged 28–43 (36 respondents or 9.3%) and Generation X aged 44–59 (6 respondents or 1.5%). The age distribution emphasizes a predominantly young population, consistent with research targeting digital-native, consumer-driven cohorts.

As for civil status, an overwhelming majority identified as single (368 respondents or 94.8%), while married individuals and those who preferred not to say were equally represented, each accounting for 10 respondents or 2.6%. This profile further reinforces the prevalence of younger adults in the sample.

Regarding employment status, a substantial proportion of the respondents are students, totaling three hundred twelve (312) individuals or 80.4% of the sample. Other occupational categories include full-time employees (13.4%), self-employed individuals (2.3%), unemployed individuals (2.3%), part-time employees (1.3%), and one retired respondent (0.3%). The dominance of student respondents aligns with the observed age range and is relevant for studies examining youth-related behaviors or consumption trends.

Regarding monthly income, the largest group reported earning below ₱10,957, representing two hundred two (202) respondents or 52.1%. This is followed by those earning ₱10,957 to ₱21,193 (19.6%), ₱21,194 to ₱43,827 (13.1%), and ₱43,828 to ₱76,668 (5.7%). Smaller proportions earn ₱76,669

to ₱131,483 (3.6%), ₱131,484 to ₱219,139 (2.3%), and ₱219,140 and above (3.6%). These figures indicate a predominantly low-income population, consistent with a student-majority sample, and reflect varying levels of economic access that may influence spending patterns.

Table 1
Demographic characteristics of the respondents (n = 388)

Demographic	Category	Frequency	Percentage
Gender	Female	215	55.4%
	Male	160	41.2%
	Prefer not to say	13	3.4%
	Total	388	100%
Age	18-27 (Generation Z)	346	89.2%
	28-43 (Millennials)	36	9.3%
	44 – 59 (Generation X)	6	1.5%
	Others	0	0.0%
	Total	388	100%
Civil Status	Single	368	94.8%
	Married	10	2.6%
	Prefer not to say	10	2.6%
	Total	388	100%
Employment Status	Full-Time Employee	52	13.4%
	Part-Time Employee	5	1.3%
	Self-Employed	9	2.3%
	Unemployed	9	2.3%
	Retired	1	0.3%
	Student	312	80.4%
	Total	388	100%
Monthly Income	Below Php 10,957	202	52.1%
	Php10,957- 21,193	76	19.6%
	Php 21,194 - 43,827	51	13.1%
	Php 43,828 - 76,668	22	5.7%
	Php 76,669 - 131,483	14	3.6%
	Php 131,484 - P219,139	9	2.3%
	Php P219,140 and above	14	3.6%
	Total	388	100%
Location in NCR	Municipality of Pateros	2	0.5%
	Caloocan	11	2.8%
	Marikina	19	4.9%
	Makati	22	5.7%
	Mandaluyong	13	3.4%
	Muntinlupa	6	1.5%
	Manila	153	39.4%
	Navotas	3	0.8%
	Malabon	3	0.8%
	Valenzuela	10	2.6%
	Pasay	8	2.1%
	Pasig	18	4.6%
	Parañaque	9	2.3%
	Quezon City	87	22.4%
	San Juan	5	1.3%
	Las Piñas	6	1.5%
	Taguig	13	3.4%
	Total	388	100%

All three hundred eighty-eight (388) respondents are residents of the NCR. The highest concentration comes from Manila City, with one hundred fifty-three (153) respondents (39.4%), followed by Quezon City (87 respondents or 22.4%),

Makati (5.7%), and Marikina (4.9%). Other represented locations include Pasig (4.6%), Taguig and Mandaluyong (3.4% each), and Caloocan (2.8%), while areas such as Pateros (0.5%), Navotas (0.8%), and Malabon (0.8%) show minimal representation. This urban-centric spread provides a diversified yet concentrated view of NCR-based youth demographics.

Thus, the respondent profile is characterized by young, predominantly single female students residing across various NCR cities, with income levels primarily within lower brackets. These demographic insights provide essential context for analyzing behaviors, attitudes, or consumption patterns relevant to the study's objectives.

This is supported by the study conducted by Golingo et al. (2023), which found that female students were more inclined to use ride-hailing services than male respondents. Furthermore, many female passengers increasingly trust the brand, reflecting a strong alignment between the company's values and personal preferences (Al-Farichi et al., 2024). Moreover, based on the study of Beltran et al. (2022), most respondents were 18 to 27 years old, with over 55%. On the other hand, the remaining 23% came from the older generation, which shows that most of the users of Angkas came from Generation Z (Beltran et al., 2022). However, the factors influencing ride-hailing preferences among users found that lower-income groups are more likely to use such services due to affordability and convenience (Guo et al., 2022).

B. Behavioristic/Psychographic Characteristics of the Respondents

Table 2 outlines the behavioristic and psychographic characteristics of the three hundred eighty-eight (388) respondents, focusing on two key aspects relevant to the study: frequency of Angkas usage over the past six (6) months and preferred platform for viewing Angkas memes.

Regarding usage behavior, the data show that one hundred forty-nine (149) respondents (38.4%) reported using Angkas seven or more times within the past six months, indicating a segment of frequent users. This is followed by one hundred thirty-eight (138) respondents (35.6%) who used the service 3 to 6 times and one hundred one (101) respondents (26.0%) who used it 1 to 2 times. These findings suggest a relatively active user base, with most respondents (74%) engaging with the platform more than twice during the reference period. This usage pattern may reflect Angkas' integration into the daily mobility needs of urban commuters, particularly within Metro Manila.

Concerning meme engagement, Facebook emerged as the dominant platform, with three hundred (300) respondents (77.3%) identifying it as their primary medium for viewing Angkas memes. TikTok followed with seventy (70) respondents (18.0%), while Instagram (1.8%) and X, formerly Twitter (2.8%), showed minimal preference. This strong inclination toward Facebook underscores the platform's continued relevance among Filipino Generation Z and Millennial audiences for accessing localized, brand-driven humor and content. Additionally, TikTok's notable share highlights the platform's rising influence among younger

Table 2
Behavioristic/Psychographic profile of the respondents (n = 388)

Behavioristic Profile	Group	Frequency	Percentage
In the past 6 months, how many times did you use Angkas?	1-2 times	101	26.0%
	3-6 times	138	35.6%
	7 or more times	149	38.4%
	Total	388	100%
What is your preferred platform for viewing the memes posted by Angkas?	Facebook	300	77.3%
	TikTok	70	18.0%
	Instagram	7	1.8%
	X (Twitter)	11	2.8%
	Total	388	100%

Table 3
Latent variable coefficients

Construct	Items	Factor Loading	p-value	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
Content-related Dimension				0.886	0.917	0.688
	ConRD1	0.857	<0.001			
	ConRD2	0.869	<0.001			
	ConRD3	0.818	<0.001			
	ConRD4	0.818	<0.001			
	ConRD5	0.782	<0.001			
Customer-related Dimension				0.883	0.915	0.683
	CusRD1	0.841	<0.001			
	CusRD2	0.831	<0.001			
	CusRD3	0.856	<0.001			
	CusRD4	0.828	<0.001			
	CusRD5	0.772	<0.001			
Media-related Dimension				0.878	0.911	0.673
	MedRD1	0.77	<0.001			
	MedRD2	0.821	<0.001			
	MedRD3	0.884	<0.001			
	MedRD4	0.816	<0.001			
	MedRD5	0.807	<0.001			
Positive Customer Attitude				0.902	0.931	0.772
	PoCA1	0.781	<0.001			
	PoCA2	0.883	<0.001			
	PoCA3	0.873	<0.001			
	PoCA4	0.872	<0.001			
	PoCA5	0.887	<0.001			
Reuse Intention				0.932	0.949	0.787
	ReI1	0.888	<0.001			
	ReI2	0.861	<0.001			
	ReI3	0.879	<0.001			
	ReI4	0.9	<0.001			
	ReI5	0.907	<0.001			

audiences, although it still lags behind Facebook in this context.

Thus, these results suggest a respondent profile that engages regularly with the Angkas ride-hailing service and actively consumes its meme-based content, primarily through Facebook. These behavioristic insights are crucial in contextualizing user-brand interaction patterns and inform potential strategies for digital engagement, branding, and user retention.

A study by Beltran et al. (2022) found that most Angkas users knew about the brand through social media, and the internet environment plays a vital role in making information travel fast, increasing users' means of expressing thoughts by sharing and influencing others. Moreover, this study supports the relevance of Facebook as the younger generation's preferred online platform for viewing advertisements, which brands use for their viral marketing strategies.

C. Evaluation of Measurement Model

Table 3 illustrates the Latent Variable Coefficients, which calculate the instrument's convergent validity, construct reliability, and internal consistency.

1) Reliability Assessment

To assess the internal consistency of the constructs, Cronbach's Alpha (CA) and Composite Reliability (CR) were employed, following established guidelines in structural equation modeling (Hair et al., 2019). The minimum acceptable threshold of 0.70 (Bernstein & Nunnally, 1994) was adopted as the benchmark for reliability. Results indicate that all latent constructs in the model demonstrate strong internal consistency.

Among the five (5) constructs, reuse intention reported the highest reliability metrics, with a CA of 0.932 and a CR of 0.949. Item loadings for this construct ranged from 0.861 to 0.907, reflecting high internal coherence. Similarly, a positive customer attitude displayed excellent reliability, with a CA of 0.902 and CR of 0.931. All five items in this construct loaded well above the standard threshold, from 0.781 to 0.887, indicating a consistent measurement structure.

The three dimensions of relationship dynamics—content-related, customer-related, and media-related—also met the reliability criteria. The content-related dimension recorded a CA of 0.886 and CR of 0.917, supported by strong loadings

Table 4
Square roots of average variance extracted (AVE) coefficients and inter-construct correlation

Latent Variables	Content-related	Customer-related	Media-related	Positive Customer Attitude	Reuse Intention
Content-related	0.790	0.438	0.557	0.360	0.492
Customer-related	0.438	0.737	0.513	0.429	0.425
Media-related	0.557	0.513	0.735	0.600	0.618
Positive Customer Attitude	0.360	0.429	0.600	0.744	0.511
Reuse Intention	0.492	0.425	0.618	0.511	0.745

Table 5
Model fit and quality indices of the emerging model

Measure	Estimate	Threshold	Interpretation
Average path coefficient (APC)	0.276, $p < 0.001$	$p < .05$	Significant
Average R-squared (ARS)	0.735, $p < 0.001$	$p < .05$	Significant
Average adjusted R-squared (AARS)	0.733, $p < 0.001$	$p < .05$	Significant
Average block VIF (AVIF)	3.251	≤ 3.3	Acceptable
Average full collinearity VIF (AFVIF)	3.489	≤ 3.3	Ideally
Tenenhaus GOF (GoF)	0.728	$\geq .36$	Large
Simpson's paradox ratio (SPR)	1.000	$= 1.00$	Ideally
R-squared contribution ratio (RSCR)	1.000	$= 1.00$	Ideally
Statistical suppression ratio (SSR)	1.000	$= 1.00$	Ideally

ranging from 0.782 to 0.869. The customer-related dimension yielded a CA of 0.883 and CR of 0.915, with item loadings between 0.772 and 0.856, confirming the internal stability of the construct. Likewise, the media-related dimension showed a CA of 0.878 and CR of 0.911, with factor loadings ranging from 0.770 to 0.884, demonstrating satisfactory consistency.

In sum, all constructs exceeded the accepted thresholds for CA and CR, thereby establishing that the scale items reliably measured their corresponding latent variables.

2) Convergent Validity Assessment

Convergent validity was evaluated using standardized factor loadings and Average Variance Extracted (AVE), based on the criterion Fornell and Larcker (1981) set. A minimum AVE value of 0.50 was used to determine acceptable levels of convergent validity.

All constructs surpassed this benchmark. Reuse intention achieved the highest AVE at 0.787, with all items loading above 0.86. positive customer attitude also demonstrated robust convergent validity with an AVE of 0.772 and high loadings across all items, further confirming the cohesion of the construct.

The content-related, customer-related, and media-related dimensions reported AVEs of 0.688, 0.683, and 0.673, respectively. While these values are relatively lower than the other constructs, they still exceed the 0.50 threshold, indicating that each construct explains more than half of the variance in its respective indicators. Moreover, item loadings for these constructs consistently ranged above 0.77, reinforcing the adequacy of convergence.

Overall, these results confirm that all constructs exhibit satisfactory convergent validity. The indicators represent their underlying latent variables meaningfully, affirming the measurement model's structural integrity. These findings underscore the robustness and validity of the instrument in capturing the effect of memes' dimension on the reuse intention of Angkas users in Metro Manila.

D. Discriminant Validity

Diagonal values are the square roots of AVE, and off-diagonals are inter-construct correlations

Discriminant validity is utilized to ensure that one construct

is empirically distinct from the other within a model (Hair et al., 2019). Fornell-Larcker criterion was applied to assess the discriminant validity, which declares that the square root of the Average Variance Extracted (AVE) for each construct within the model should be more significant than any other construct (Fornell & Larcker, 1981).

As shown in Table 4, the square roots of AVE (represented by the diagonal elements) for all latent constructs are consistently higher than their respective inter-construct correlation coefficients (off-diagonal elements). For instance, the square root of AVE for content-related factors is 0.790, which exceeds its correlations with customer-related (0.438), media-related (0.557), positive customer attitude (0.360), and reuse intention (0.492). Similarly, customer-related factors have a square root of AVE of 0.737, which is higher than all its correlations, including media-related (0.513) and positive customer attitude (0.429).

Other constructs such as media-related ($\sqrt{\text{AVE}} = 0.735$), positive customer attitude ($\sqrt{\text{AVE}} = 0.744$), and reuse intention ($\sqrt{\text{AVE}}$ not shown, but presumed adequate) also fulfill the Fornell-Larcker criterion. Although moderate inter-construct correlations exist—such as between media-related and reuse intention (0.618), and between media-related and positive customer attitude (0.600)—each construct maintains discriminant validity as their respective $\sqrt{\text{AVE}}$ values remain higher than these correlations.

These results confirm that the constructs in the model are empirically distinct and do not suffer from excessive multicollinearity or conceptual overlap. Therefore, the measurement model demonstrates robust discriminant validity, supporting the structural integrity and theoretical distinctiveness of the memes' dimension, particularly the content-related, customer-related, and media-related dimensions, positive customer attitude, and reuse intention.

E. Evaluation of Structural Model and Hypothesis

Table 5 illustrates the model fit and quality indices of the emerging model. To evaluate the overall fit and predictive quality of the structural model, several global model fit indices were analyzed, including the Average Path Coefficient (APC), Average R-squared (ARS), Average Adjusted R-squared

(AARS), and Tenenhaus Goodness-of-Fit (GoF). These measures offer a comprehensive assessment of model adequacy, following the recommendations of Kock (2015) for evaluating predictive and explanatory capabilities in PLS-SEM models.

The APC was 0.276 ($p < 0.001$), indicating statistically significant average path coefficients across the model. Both the ARS and AARS were found to be 0.735 and 0.733, respectively ($p < 0.001$), demonstrating that the model explains a substantial proportion of variance in the endogenous constructs. These values exceed the minimum threshold of $p < 0.05$, supporting the model's explanatory strength.

The Tenenhaus GoF index reported a value of 0.728, which is well above the recommended threshold of 0.36 for large effect sizes (Wetzels, Odekerken-Schröder, & Van Oppen, 2009), thus affirming a high overall goodness-of-fit for the model.

Collinearity diagnostics were also assessed using the Average Block VIF (AVIF = 3.251) and Average Full Collinearity VIF (AFVIF = 3.489). While AFVIF slightly exceeded the ideal threshold of 3.3, it is still within acceptable ranges and does not indicate problematic multicollinearity. This suggests that the predictors in the model do not introduce significant redundancy or bias due to collinearity.

Further, the model demonstrated optimal performance on advanced quality indices. The Simpson's Paradox Ratio (SPR), R-squared Contribution Ratio (RSCR), and Statistical Suppression Ratio (SSR) all scored 1.000, meeting their ideal values of 1.00. These results confirm that the model is free from suppression effects, exhibits consistent R-squared contributions across paths, and avoids paradoxical relationships, thereby enhancing the interpretability and reliability of the structural paths.

Taken together, the fit and quality indices affirm that the emerging structural model has seen a strong explanatory power, acceptable collinearity levels, and exceptional overall model quality, reinforcing the robustness of the conceptual framework developed to examine the effect of meme's dimensions on reuse intention and the mediating effect of positive customer attitude.

F. Emerging Model

Figure 4 depicts the emerging structural model illustrating the influence of content-related dimension (ConRD), customer-related dimensions (CusRD), and media-related dimension (MedRD) on positive customer attitude (PoCA), which subsequently affects reuse intention (ReI). ConRD ($\beta = 0.08$, $p = 0.05$), CusRD ($\beta = 0.56$, $p < 0.01$), and MedRD ($\beta = 0.26$, p

< 0.01) significantly predict PoCA, which in turn significantly predicts ReI ($\beta = 0.56$, $p < 0.01$). Additionally, MedRD ($\beta = 0.17$, $p < 0.01$) and CusRD ($\beta = 0.21$, $p < 0.01$) also have direct effects on ReI. The model explains 70% of the variance in PoCA and 77% in ReI, highlighting PoCA's mediating role in enhancing users' intention to reuse the platform.

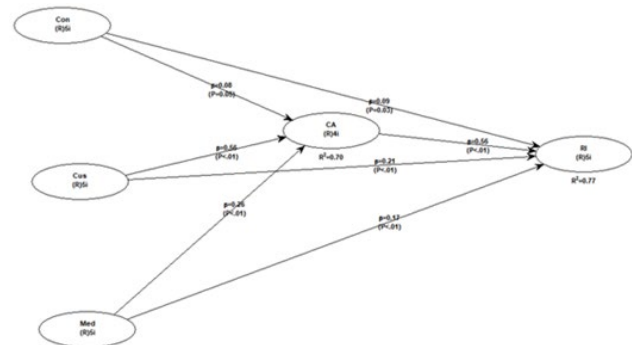


Fig. 4. The emerging model

The emergence of humorous content from brands on social media made strategies more diverse, and the dimensions of meme content influence customers' positive attitudes toward their intention to reuse a brand's product/service. To support this model that highlights the mediating role of positive customer attitudes in leveraging the reuse intention of the brand, a study by Liu et al. (2023) found that customer attitude mediates a positive influence on the customers' purchase intention.

G. Path Analysis and Hypothesis Testing

Table 6 presents the structural path analysis results examining the effect of memes' dimension—content-related, customer-related, and media-related—on positive customer attitude (PoCA) and reuse intention (ReI) of Angkas users in Metro Manila.

H1a tested whether the content-related dimension (ConRD) significantly influences PoCA. The analysis yielded a path coefficient of $\beta = 0.082$ ($p = 0.049$, $f^2 = 0.057$), indicating a statistically significant but modest positive relationship. Thus, H1a is supported. This suggests that relevant, informative, and presented content contributes to shaping favorable customer attitudes, although its impact is relatively small. For Angkas users, content alone may not be the primary driver of attitude formation, but it nonetheless plays a supporting role in enhancing user perception.

H1b assessed the effect of the customer-related dimension (CusRD) on PoCA. Results revealed a positive, substantial, and

Table 6
Hypothesis testing - with one segment analysis (DIRECT EFFECT)

Path	Path Coefficients (β)	P-values	Effect Sizes (f^2)	Effect Size Interpretation (Cohen, 1988)**	Description	Decision
H1a: ConRD \rightarrow PoCA	0.082	0.049	0.057	Small	Significant	H1a is supported
H1b: CusRD \rightarrow PoCA	0.559	<0.001	0.453	Large	Significant	H1b is supported
H1c: MedRD \rightarrow PoCA	0.256	<0.001	0.190	Medium	Significant	H1c is supported
H2: PoCA \rightarrow ReI	0.560	<0.001	0.445	Large	Significant	H2 is supported
H3a: ConRD \rightarrow ReI	0.092	0.033	0.054	Small	Significant	H3a is supported
H3b: CusRD \rightarrow ReI	0.213	<0.001	0.155	Medium	Significant	H3b is supported
H3c: MedRD \rightarrow ReI	0.173	<0.001	0.116	Small	Significant	H3c is supported

Note: Content-related Dimension (ConRD); Customer-related Dimensions (CusRD); Media-related Dimension (MedRD); =.604.60.604 Positive Customer Attitude (PoCA); Reuse Intention (ReI), Cohen Effect size: **.02 – small, 0.15 – medium, 0.35 – large

Table 7
Effect for the path with two segments (Mediation analysis)

Path	Total Effect	P-value	Direct Effect	P-value	Indirect Effect	P-value	Description	Interpretation	Remark
H4a: ConRD → PoCA → ReI	0.590	<0.001	0.073	<0.074	0.517	<0.001	Significant	Full Mediation	H4a is supported
H4b: CusRD → PoCA → ReI	0.730	<0.001	0.247	<0.001	0.483	<0.001	Significant	Partial Mediation	H4b is supported
H4c: MedRD → PoCA → ReI	0.675	<0.001	0.187	<0.001	0.488	<0.001	Significant	Partial Mediation	H4c is supported

Note: (ConRD); Customer-related Dimensions (CusRD); Media-related Dimension (MedRD); Positive Customer Attitude (PoCA); Reuse Intention (ReI)

significant path coefficient of $\beta = 0.559$ ($p < 0.001$, $f^2 = 0.453$), supporting H1b. This indicates that personalized service features, appropriate communication tone, and emotional resonance have a substantial impact on fostering positive attitudes. Among the three experiential dimensions, customer-related attributes emerged as the most influential predictor of favorable user sentiment toward Angkas.

H1c examined the impact of the media-related dimension (MedRD) on PoCA. The relationship was statistically significant, with $\beta = 0.256$ ($p < 0.001$, $f^2 = 0.190$), confirming H1c. This medium effect size highlights the relevance of multimedia components—platform interactivity, visual presentation, and channel suitability—in shaping positive user perceptions of the service.

H2 explored whether positive customer attitude (PoCA) significantly influences reuse intention (ReI). The analysis produced a path coefficient of $\beta = 0.560$ ($p < 0.001$, $f^2 = 0.445$), indicating a strong and significant relationship. Thus, H2 is supported. This finding confirms that favorable attitudes toward Angkas substantially enhance users' willingness to continue using the platform. This aligns with the results of the study conducted by Astrini *et al.* (2016), which found that attitude is one of the factors that influence the reuse intention of public transport passengers. PoCA is a critical mediating construct, bridging experiential factors with behavioral outcomes.

H3a tested the direct effect of ConRD on ReI. The result was significant, with $\beta = 0.092$ ($p = 0.033$, $f^2 = 0.054$), supporting H3a. While the effect size is small, it suggests that the perceived quality of content contributes to reuse intention, although in a limited capacity. Users may appreciate the content quality, but its standalone influence on continued usage appears to be secondary.

H3b evaluated the effect of CusRD on ReI, yielding $\beta = 0.213$ ($p < 0.001$, $f^2 = 0.155$). This medium effect supports H3b and underscores the importance of user-centric features in promoting reuse intention. Personalized and emotionally intelligent interactions not only shape user attitudes but also enhance the likelihood of repeat usage.

H3c examined the influence of MedRD on ReI, producing a significant path coefficient of $\beta = 0.173$ ($p < 0.001$, $f^2 = 0.116$). Thus, H3c is supported. Although the effect size is smaller than that of customer-related features, media richness, and interactive elements still contribute positively to reuse decisions.

In summary, all hypothesized relationships were supported. The customer-related dimension (CusRD) demonstrated the strongest effect on both PoCA and ReI, positioning it as the most critical experiential factor in the model. PoCA emerged as a key mediator, translating positive user experiences into sustained platform engagement. While content- and media-

related dimensions also significantly influenced outcomes, their effects were comparatively smaller, reinforcing their roles as complementary elements.

These findings suggest that for ride-hailing platforms like Angkas, success in cultivating long-term user engagement hinges on delivering emotionally resonant, personalized, and user-centered service experiences. Content quality contributes meaningfully but is most effective when embedded within a service approach that prioritizes customer empathy and interactivity (Lee *et al.*, 2019).

Experiential brands build customer loyalty by creating dynamic bonds with customers through brand connection and self-brand passion, in addition, emotional factors can establish satisfaction that leads customers to be loyal to the brand (Kasamani & Mostafa, 2020).

Table 7 summarizes the results for three hypothesized mediation paths (H4a–H4c), reporting total, direct, and indirect effects along with their statistical significance. The interpretation of mediation follows the conventional difference between full and partial mediation, based on the importance of the direct path in the presence of a significant indirect effect (Chen *et al.*, 2010).

1) Mediation Analysis

To further explore the underlying mechanisms between the relationship of memes' dimension and reuse intention (ReI), mediation analysis was conducted using positive customer attitude (PoCA) as the mediating variable.

Hypothesis 4a (H4a) tested the indirect influence of content-related dimension (ConRD) on reuse intention (ReI) through positive customer attitude (PoCA). The total effect was strong and significant ($\beta = 0.590$, $p < 0.001$), while the direct effect ($\beta = 0.073$, $p = 0.074$) was statistically non-significant. However, the indirect effect remained substantial and significant ($\beta = 0.517$, $p < 0.001$), confirming full mediation. This suggests that the content-related dimension of memes—such as relevance, iconicity, humor, and shareability—do not directly influence reuse intention behaviors but operate entirely through the enhancement of positive customer attitude. Thus, fostering a favorable user mindset is key to content quality driving a key pathway through which content quality drives behavioral intentions.

Hypothesis 4b (H4b) examined the mediating role of PoCA between customer-related dimension (CusRD) and reuse intention (ReI). A significant total effect was observed ($\beta = 0.730$, $p < 0.001$), alongside a non-significant direct effect ($\beta = 0.247$, $p = 0.074$) and a significant indirect effect ($\beta = 0.483$, $p < 0.001$). While the direct effect borders on the significance threshold, the results support partial mediation. This indicates that customer-related dimensions—such as escapism, social gratification, and content gratification—affect reuse intention

both directly and indirectly through their impact on customer attitudes. Enhancing these relational elements can thus significantly affect the customer attitude and directly have a reuse intention.

Hypothesis 4c (H4c) assessed the mediation effect of PoCA in the relationship between the media-related dimension (MedRD) and reuse intention (ReI). All paths were significant: the total effect ($\beta = 0.675$, $p < 0.001$), the direct effect ($\beta = 0.187$, $p < 0.001$), and the indirect effect ($\beta = 0.488$, $p < 0.001$). These findings also support partial mediation, suggesting that media-related dimensions—such as introduction and distribution of content exert direct and attitude-mediated influences on reuse intentions. This underscores the dual role of media-related dimensions in shaping positive customer attitudes and prompting reuse intention.

Therefore, the results reveal that positive customer attitude is a key mediating variable in the relationship between memes' dimensions and reuse intention. The analysis demonstrates that content-related factors operate entirely through attitudinal enhancement, whereas customer-related and media-related features exert direct and indirect effects. These insights suggest that the memes' dimension evokes positive customer attitudes, significantly influencing the intention to reuse.

In line with the findings, a study by Koththagoda & Herath (2018) also revealed that customer attitude mediates the relationship between perceived usefulness and ease of use, source of credibility, and online purchase intent. This implies that customer attitude can significantly affect customer behavior and purchase intentions across different contexts.

Additionally, Quach *et al.* (2024) argued that the characteristics of a meme influence customers' attitudes toward advertisements; if a meme contains elements of a brand, social media users can quickly recognize it and associate it with the brand, resulting in a favorable attitude toward a brand. The level of satisfaction that customers experience also impacts their attitude toward the brand, which, in turn, influences their likelihood of purchasing (Hung & Loan, 2018).

Moreover, studies show that memes positively influence customer purchase intentions, both directly and indirectly, through customer engagement. According to Dalgıç *et al.* (2023), this signifies that memes shape customers' attitudes and engagement toward a brand prior to influencing their reuse intentions. Moreover, Rathi & Jain (2024) claimed that meme marketing activities directly influence customer purchase intentions. Brand managers and companies remain attentive regarding the importance of memes and meme-based marketing on social media platforms, recognizing their capacity to significantly influence and shape customer purchasing decisions.

5. Conclusions, Recommendations, and Directions for Future Research

This chapter unveils the major findings and conclusions of the study, emphasizing the mediating role of positive customer attitude in the relationship between the memes' dimension and reuse intention. It provides significant recommendations based on the results and insights and discusses the possible areas that

future researchers can further explore.

A. Conclusions

This study's findings emphasized the significant effect of factors that make up a meme in molding positive customer attitudes and influencing customer behavior. As supplemental information, results also revealed that more females are using ride-hailing services, and the majority belong to Generation Z (18–27 age group), indicating a predominantly young and digitally active customer base. From a behavioral perspective, Angkas services are normally used multiple times a week, emphasizing its role as one of the primary modes of transportation in Metro Manila.

1. Memes have a multi-dimensional effect on positive customer attitudes, but customer-related factors have emerged as the most influential component in shaping customers' attitudes toward a brand. This suggests that memes that reflect personal experiences and emotions resonate more profoundly with customers, fostering brand connection. Although content-related and media-related factors alone may not be the key drivers, they act as support in enhancing customers' perceptions. These findings support H1a, H1b, and H1c, indicating that memes are an effective marketing tool in establishing positive customer attitude, underlining that content-related factors alone are not enough for meme-based humor marketing to be successful in shaping customer attitude rather, it depends on how well the material fits consumer expectations and is distributed through the appropriate media channels.
2. In line with this, the results also show that positive customer attitude significantly affects reuse intention, which supports H2. Customers are most likely to continue using Angkas' services once they develop a favorable perception of the brand due to exposure to memes. In general, this implies the importance of producing memes that foster a positive attitude toward a brand, as it subsequently affects customer behavior and encourages repeat usage.
3. Furthermore, the study found that the customer-related dimension of memes still remained to have demonstrated the most substantial impact on reuse intention, signifying that how well a meme resonates with customers also plays a crucial role in increasing the likelihood of repeat usage from customers. On the other hand, while content-related and media-related dimensions have a minor effect, they still positively contribute to the reuse of service, indicating that these two factors are most effective when paired with other components and are supplementary to customer-related factors. The results indicate that H3a, H3b, and H3c are all supported. Collectively, this insinuates that a holistic approach integrating high-quality and user-centric memes and effective media distribution is essential for fostering reuse intention.
4. Lastly, it can be concluded that a positive customer

attitude is a key mediator in the relationship between meme dimensions and reuse intention. It has a full mediating effect on content-related dimensions, acting solely through attitudinal enhancement. On the other hand, it partially mediates customer-related and media-related dimensions, signifying both direct and indirect effects on reuse intention. Overall, this indicates that H4a, H4b, and H4c are all supported, conveying that memes do not directly drive reuse intention; instead, they primarily influence customers' attitudes, which subsequently evoke reuse intention.

Overall, the findings prove that memes are an effective marketing tool in shaping reuse intention, with positive customer attitude providing a substantial mediating effect. Furthermore, the customer-related dimension demonstrated the strongest effect on positive customer attitude and reuse intention, positioning it as the most significant factor, indicating that customers respond more positively to memes that they can resonate with and establish emotional connections. A customer-centric meme fosters a positive attitude toward a brand, increasing the likelihood of customers returning to use the service.

B. Recommendations

The study highlights that when used as a marketing strategy, memes could be very effective in positively influencing customer attitudes toward their brand reuse if they are well-planned and consistent with the brand's messaging. With humor as the core of communicating services to customers, Angkas and other related businesses may create a stronger brand presence and increase customer reuse rates through constant innovation and customer interaction.

1. The customer-related factors of meme content are the most influential among other dimensions. With that, brands that use meme marketing as their strategy, like Angkas, should produce amusing and appropriate memes depicting Metro Manila's commuter experience by incorporating humor into current affairs and cultural allusions. Highlighting the convenience of motorcycle taxi services with relatable customer challenges may also be used as memes to draw attention. Brands can leverage engagement by using a variety of content formats. Creating memes from testimonies encourages content interaction, making it more relatable to customers. Meme content designs must be clear and eye-catching, as most users consume online content on mobile devices.
2. Consistency in posting relatable and brand-aligned content can help leverage customers' positive attitudes to entice service reuse and maintain and enhance the brand's social media presence.
3. Generating engaging memes that subtly promote the brand's services may induce reuse. Content with call-to-action components like promo codes might promote instant bookings while pointing out the brand's offered solutions to relatable daily scenarios can emphasize its advantages. Interactive content, animation, and short-

form meme videos can improve user engagement.

4. The brand should produce relatable and engaging memes to evoke pleasant emotions and encourage customer reuse. Launching a recurring meme series may help maintain user interest and create anticipation.
5. Based on the results of this study, the researchers recommend that businesses within the motorcycle industry explore and incorporate meme-based or humorous content as it induces positive customer attitudes and keeps them engaged in reusing the brand. The government should support this mode of transportation to help combat the ongoing transportation crisis within urban areas. Moreover, future researchers should further explore the effects of using memes as a marketing strategy in other industries.

C. Directions for Future Research

The primary objective of this study is to determine the impact of meme dimensions on the customer's positive attitude towards Angkas users. The aim is to fill the gap by examining how the dimension of memes, through their viral potential, influences positive customer attitudes and how it can influence reuse intention. The study's respondents are actively engaged with different digital platforms and have seen meme content for the past 6 months. The researchers recommend exploring the study about using different meme content formats such as image macros, GIFs, and video memes to determine what best resonates with users and could influence positive customer attitudes that lead to reuse intention. While meme content may be compelling and effective in engaging customers, their ethical use is critical. Some meme content posted on the internet is insensitive and contentious and could potentially affect and damage the brand's image. The researchers can assess whether the said controversial post will affect the response attitude of the users and whether they will take it as a positive or negative one.

Furthermore, it is recommended that future researchers explore the study in more detail with the other ride-hailing services to have a comparative analysis when it comes to the effectiveness of each ride-hailing service to know who has a significant influence when it comes to strategically executing the strategy that drives the reuse intention of the customers, the future researchers can extend this research by comparing the effectiveness of memes dimensions across the different ride-hailing services. This can help them identify which brand is more successful when driving customers to reuse. Furthermore, future researchers may also explore what platforms would be the most effective for executing the meme dimension strategy and how different social media platforms assess whether they have distinct user engagement patterns that could greatly influence the impact of meme dimensions toward the positive customer attitude.

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Appendix A

Research Instrument

“Examining the Effect of Memes’ Dimension on the Reuse Intention of Angkas Users in Metro Manila: The Mediating Role of Positive Customer Attitude”

Greetings in the name of St. Thomas Aquinas! We are fourth-year students from the University of Santo Tomas, College of Commerce and Business Administration, majoring in Marketing Management. We are currently conducting an online survey to gather data for our research titled “Examining the Effect of Memes’ Dimension on the Reuse Intention of Angkas Users in Metro Manila: The Mediating Role of Positive Customer Attitude.”

All information you provide through this survey shall remain anonymous, and adequate efforts shall be made to maintain its privacy and confidentiality. Note that when the study results are reported through the research paper, only group results will be described, not the individual results.

The researchers will answer any relevant inquiry you may have regarding the study before you agree to participate. For questions you may have after the study, feel free to contact the researchers listed below via their respective email addresses:

Cruz, Mikhail Benjamin: mikhailbenjamin.cruz.comm@ust.edu.ph

Dimacali, Rizson Azriel Iain: rizonazriel.dimacali.comm@ust.edu.ph

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Torrefranca, Jana Mereille: janamereille.torrefranca.comm@ust.edu.ph

Please do not hesitate to contact us should you have any questions or need clarification regarding the study. Your time and cooperation are much appreciated.

Consent:

In accordance with Republic Act No. 10173, also known as the Data Privacy Act, all data collected from the survey of the research titled “**Examining the Effect of Memes’ Dimension on the Reuse Intention of Angkas Users in Metro Manila: The Mediating Role of Positive Customer Attitude**” will be kept entirely confidential and will solely be used for academic purposes.

- I understand and agree with the terms.

Part 0: Screening:

1. Are you at least 18 years of age?
2. Are you currently residing in Metro Manila?
3. Are you actively engaged on various digital platforms (Facebook, TikTok, Instagram, etc.)?
4. Have you used Angkas for the past 6 months?
5. In the past 6 months, how many times did you use Angkas?
6. Have you seen any humorous content/meme posted by Angkas for the past 6 months?
7. What is your preferred platform for viewing the memes posted by Angkas?

Instructions: Kindly tick (✓) the circle representing the answers that apply to you. Please answer all items truthfully and do not leave anything unmarked.

Part 1: Demographic Profile

Gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Age:

- ☐ 18 – 27
- ☐ 28 – 43
- ☐ 44 – 59
- ☐ Others: _____

Civil Status:

- ☐ Single
- ☐ Married
- ☐ Prefer not to say

Employment Status:

- ☐ Full-Time Employee
- ☐ Part-Time Employee
- ☐ Self-Employed
- ☐ Unemployed
- ☐ Retired
- ☐ Student

Monthly Income:

- ☐ Below Php 10,957
- ☐ Php 10,957 - 21,193
- ☐ Php 21,194 - 43,827
- ☐ Php 43,828 - 76,668
- ☐ Php 76,669 - 131,483
- ☐ Php 131,484 - P219,139
- ☐ Php P219,140 and above

Location:

- ☐ Municipality of Pateros
- ☐ Caloocan
- ☐ Marikina

- Makati
- Mandaluyong
- Muntinlupa
- Manila
- Navotas
- Malabon
- Valenzuela
- Pasay
- Pasig
- Parañaque
- Quezon City
- San Juan
- Las Piñas
- Taguig

Part 2. Memes' Dimension (Independent Variable)

This section focuses on the dimension of memes.

Instruction: Kindly rate the following factors that best describe your answer, with **1 being the lowest and 6 being the highest**.

The following is its definition:

6 - Strongly Agree 3 - Slightly Disagree

5 - Agree 2 - Disagree

4 - Slightly Agree 1 - Strongly Disagree

Code	Memes' Dimension	1	2	3	4	5	6
	Content-related Dimension						
ConRD1	1. I find the humorous content or memes posted by Angkas entertaining.						
ConRD2	2. I find the humorous content or memes posted by Angkas relevant.						
ConRD3	3. I clearly understand the message of the humorous content or memes posted by Angkas.						
ConRD4	4. I find the humorous content or memes posted by Angkas often timely.						
ConRD5	5. I find the memes created by Angkas to be highly creative and original.						
	Customer-related Dimension						
CusRD1	1. I can relate to the situations portrayed in the memes posted by Angkas.						
CusRD2	2. Seeing the memes posted by Angkas makes me feel like I am part of a community.						
CusRD3	3. The humorous content or memes posted by Angkas reflect my personality and preferences.						
CusRD4	4. The memes posted by Angkas make me feel that the brand knows its customers well and understands our needs.						
CusRD5	5. I automatically engage with the memes posted by Angkas by liking, commenting, or sharing it with others when I find them interesting.						
	Media-related Dimension						
MedRD1	1. Appropriate timing is important when posting memes on social media.						
MedRD2	2. I find it easy to engage with memes posted by Angkas on social media.						
MedRD3	3. The platforms used by Angkas to post memes are effective in grabbing my attention.						

MedRD4	4. The kind of media used (e.g., image, GIF, short video) affects the effectiveness of memes.						
MedRD5	5. I often see the memes posted by Angkas on social media channels that I actively follow.						

Part 3. Positive Customer Attitude (Mediator)

This section focuses on Attitude Towards Memes

The following is its definition:

6 - Strongly Agree 3 - Slightly Disagree

5 - Agree 2 - Disagree

4 - Slightly Agree 1 - Strongly Disagree

Code	Positive Customer Attitude Items	1	2	3	4	5	6
PoCA1	1. The memes posted by Angkas have positively influenced my overall perception of the brand over time.						
PoCA2	2. The memes posted by Angkas make me feel more favorable towards the brand because of its humor.						
PoCA3	3. The memes posted by Angkas make the brand more likable.						
PoCA4	4. I enjoy interacting with Angkas because of the memes they post.						
PoCA5	5. The memes posted by Angkas make me feel connected to the brand.						

Part 4. Reuse Intention (Dependent Variable)

This section focuses on the Reuse Intention of Angkas users. (to answer Objective 3)

On a scale of 1 to 6, please rate your level of agreement with the following statements, where 1 indicates strongly disagree, and 6 indicates strongly agree.

The following is its definition:

6 - Strongly Agree 3 - Slightly Disagree

5 - Agree 2 - Disagree

4 - Slightly Agree 1 - Strongly Disagree

Code	Reuse Intention Items Beltran et al. (2022); Al Mamun et al. (2024)	1	2	3	4	5	6
Rel1	1. I am likely to use Angkas again because the memes enhance my overall experience with the brand.						
Rel2	2. The effort of Angkas to connect with their customers makes me more likely to reuse their service.						
Rel3	3. The kind of humor in memes posted by Angkas motivates me to continue using the brand's services.						
Rel4	4. I would prefer using Angkas over other motorcycle ride-hailing services because of their creative and engaging memes.						
Rel5	5. I intend to use Angkas as my go-to motorcycle ride-hailing service in the future because of the entertaining and relatable memes they post.						

Thank you so much for your Time!

Appendix B

Reliability Test Results

Results of Pilot Testing

CONTENT-RELATED DIMENSION

- Cronbach's α : .793

Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.793	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ConRD2	15.533	6.257	.711	.700
ConRD3	15.400	5.903	.775	.666
ConRD4	15.567	5.426	.582	.763
ConRD5	15.800	6.579	.426	.831

CUSTOMER-RELATED DIMENSION

- Cronbach's α : .924

Reliability Statistics

Cronbach's Alpha	N of Items
.924	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CusRD1	18.900	23.266	.809	.906
CusRD2	18.933	23.168	.897	.888
CusRD3	19.167	22.075	.854	.897
CusRD4	18.200	27.614	.729	.924
CusRD5	18.667	23.678	.761	.916

Results of Pilot Testing

CONTENT-RELATED DIMENSION

- Cronbach's α : .793

Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.793	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ConRD2	15.533	6.257	.711	.700
ConRD3	15.400	5.903	.775	.666
ConRD4	15.567	5.426	.582	.763
ConRD5	15.800	6.579	.426	.831

CUSTOMER-RELATED DIMENSION

- Cronbach's α : .924

Reliability Statistics

Cronbach's Alpha	N of Items
.924	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CusRD1	18.900	23.266	.809	.906
CusRD2	18.933	23.168	.897	.888
CusRD3	19.167	22.075	.854	.897
CusRD4	18.200	27.614	.729	.924
CusRD5	18.667	23.678	.761	.916

REUSE INTENTION

- Cronbach's α : .940

Reliability Statistics

Cronbach's Alpha	N of Items
.940	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Rei1	19.000	22.276	.853	.923
Rei2	18.500	25.362	.797	.934
Rei3	18.667	24.575	.928	.915
Rei4	19.167	21.868	.893	.915
Rei5	18.933	22.340	.779	.940

The results of the pilot testing indicate that the Cronbach's Alpha (α) values for all constructs exceed the threshold of 0.70, demonstrating good internal consistency and reliability (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). This strong reliability provides confidence in the measurement instruments, supporting the validity of the constructs. Therefore, the researchers are well-positioned to advance to the data collection phase.

Signed by:


Assoc. Prof. Agnes Jocelyn Bundja, DBA
Statistician