

Project Dissertation Report on
A STUDY ON MARKETING
THROUGH MEMES

*Submitted in partial fulfilment of the requirements for the
award of the degree of*

Masters of Business Administration

Submitted By:

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2K20/DMBA/90

Under The Guidance of

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CERTIFICATE

This is to certify that **Prashant Kumar Verma**, Roll No. 2K20/DMBA/90 has submitted the project report titled “**A STUDY ON MARKETING THROUGH MEMES**” in the partial fulfilment of the requirement for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2021-2022.

Dr. Sonal Thukral

Assistant Professor

DECLARATION

This is to certify that I Prashant Kumar Verma have completed the Project titled “**A STUDY ON MARKETING THROUGH MEMES**” under the supervision of **Dr. Sonal Thukral** in partial fulfilment of the requirement for award of degree of Masters of Business Administration (MBA) at Delhi School of Management (DTU). This is an original piece of work and hasn't been submitted elsewhere.

PRASHANT KUMAR VERMA

(2K20/DMBA/90)

ACKNOWLEDGEMENT

I am humbled and grateful to everyone who helped me in taking my concepts beyond the level of simplicity and turning them into something tangible. I'd like to offer my heartfelt gratitude in particular to my Faculty Guide **Dr. Sonal Thukral**, for without her guidance and supervision, I wouldn't have been able to complete this research on **“A STUDY ON MARKETING THROUGH MEMES”**.

I would also like to thank my friends, who despite their busy schedule, helped me put together some of the ideas, gathering information, collecting the data and finalizing the project within the limited time frame.

Prashant Kumar Verma

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EXECUTIVE SUMMARY

This study focuses on studying the role of meme culture used in marketing in the Indian market. This study provides a step towards a huge research opportunity as meme marketing plays a vital role in a company's strategy in market penetration and customer engagement.

The motive of this study is to figure out how the meme marketing affect the company as well as the consumer. This study helps in analysing the effects of critical use of memes in the current economic scenario. The study focuses majorly on studying the influence of advertisements on consumer behaviour and company policy formation accordingly.

The study was conducted using the Conclusive and Casual research approach because the variables had to be reserved for careful consideration and the data collection was qualitative, using only primary data.

It was concluded that the marketing through memes play a vital role in tapping the customers. This study studied the data collected from the subjects and concluded that the general public or consumers are aware of their existence in the Indian market. It was also found that the subjects were aware of the various advertisement strategies that are taken up by various companies to lure the customers. Memes are a constant part of the online experience, particularly on social media platforms. Along with the video characteristics of social media and web, this internet phenomena have risen in popularity. They're fascinating and have become an important component of our online society. Memes are designed to be hilarious or sarcastic for the most part, but because they do catch viewers'

attention, company can use them to their benefit if done in a smart or intelligent way.

"An element of a culture or system of behaviour that may be believed to be conveyed from one individual to another by non-genetic processes, especially imitation," according to the definition of meme. "A hilarious image, video, piece of writing, etc. that is copied (sometimes with tiny alterations) and circulated swiftly by Internet users," according to the amended definition. Many famous visual memes (including the bulk of the ones shown in this page) are really referred to as Macros. The first chapter introduces the topic and explains what it is all about. The second chapter is devoted to a literature review on the chosen topic. Literature review is the research papers presented and written by journals on particular subject matter. And in case of my project review of literature is done on topics related to marketing in insurance scenario. Chapter 3 is about research methodology i.e. what all has been the process of collecting the resource material, whether it is through primary research or secondary research. Chapter 4 is about data collection. What all data is collected in the project regarding the topic chosen. Chapter 5 is about data analysis.

In data analysis a thorough research has been made and the data which has been collected has been analysed and summarized here. Chapter 6 is conclusion and suggestion. All the relevant conclusion and observations have been made in this chapter and few suggestions have been suggested to the company.

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CHAPTER 1
INTRODUCTION

INTRODUCTION

1.1. Memes and Marketing

Memes are a constant element of the online experience, particularly on social media platforms. Along with the video characteristics of the social media and web, this internet phenomena have risen in popularity. They're fascinating and have become an important component of our online society. For the most part, memes are intended to be entertaining or sarcastic, yet because they capture viewers' attention, businesses can gain from them if done correctly.

What is Meme?

"An element of a culture or system of behaviour that may be deemed to be conveyed from one individual to another by non-genetic means, notably imitation," according to the original, pre-internet definition of a meme. According to the new definition, "a hilarious image, video, piece of text, or other items that are quickly reproduced (sometimes with minor changes) and shared by Internet users." Many well-known graphic memes (including the majority of those on this page) are actually called Macros.

How to Make an Efficient Meme for Your Business

Finding the ideal image to use in a meme for your company is critical. It may be a snapshot you took, a depiction of a product/service you offer, or a spoof of a famous meme. Search the internet for prominent memes; numerous sites will offer meme-based photos that have been viral for a long time as well as those that are presently trending.

Include that feature in your meme to help it go viral. Memes are also expected to be intelligent, funny, or humorous.

The smart answer to the inquisitive infant is "no," but a viral meme that can help your cause. As a general guideline, if you want a meme to go viral, it should be

- Easy to create
- Shareable
- Relatable to target audience
- Amusing, witty, brilliant, or astute
- Familiar

Consider your objectives and the reaction you want your audience to have when they see the meme and think of your organisation. After you've decided on a theme, you may choose a picture and last, a font develop the text.

Widely used themes:

- Dialogues from popular television shows or movies.
- Famous or classic quotes.
- Babies are acts like adults
- Most Interesting Man in the World.

When it comes to popular memes that may contain risqué or off-color remarks. To avoid the meme being hijacked or duplicated in a negative way, make sure you understand it.

Another thing to be wary of are memes that are grammatically incorrect. [A person or group of people] act like [anything] is a popular meme type. Because "be like" is not grammatically proper yet popular in pop culture, you must consider whether or not you wish to utilise it.

Consider your audience's reaction and whether they will grasp what you're saying. This, like any other marketing campaign, maybe assessed for efficacy and reaction.

It's time to share your meme on social media once you've discovered the proper image for it and come up with a hilarious or creative statement for it.

You should disseminate the meme throughout all of your social media channels, and you should do so frequently enough to ensure that the bulk of your audience sees it.

Memes Creation Tools

There are a few websites that allow us to create memes without any costs, but they all attach their watermark at the bottom.

You make your own and add your own watermark if you have a graphic designer, a designing team, or if you know how to use Photoshop. This would be excellent for your own branding.

1.2. Objectives of the Project:

The objectives of the project for marketing through memes are as listed below:

1. To study about **Brand Awareness** through meme marketing.
2. To study about **Enhancing Public Relations.**
3. To study about **Building Community of Advocates**
4. To study about **Social Media Marketing to Grow Business.**

1.3. Scope of the Project:

Analysing and studying the effects of marketing through memes towards the companies and their customers. The study is confined to consumer penetration by getting affected by meme marketing. The project's constraints include both legal and ethical restrictions. Future research should duplicate our research with people from other demographic groups.

1.4 Limitations of the Project:

There's always a positive and negative aspect to anything, including memes. Hopefully, this post has helped you decide whether or not memes could be useful in your social media marketing effort.

1. Legal rights

If a memejacking is done without thoroughly researching the legal process or the meme's rights, the memejacker may be in for a world of trouble. Litigation for damages is a very real possibility, even if it isn't usual. This is why it's critical to thoroughly investigate the rights of all social memes before using them in advertising or branding campaigns. A single blunder here could jeopardise the entire marketing campaign and cost the company or group more money than they can afford. The key is to constantly complete your homework.

2. Unwanted negativity

It's also feasible that the meme will alienate or lead the brand to be shunned by some groups. If the purpose of branding is to reach as many people as possible with the least amount of controversy, very controversial memes should be avoided. Even something as innocent as a cherub in a cradle might be considered controversial by some. Always consider who would like or despise the meme you're using for your leverage programme or campaign. The meme below may be amusing to some, but it may be offensive to others.

CHAPTER – 2
LITERATURE REVIEW

Cyert T. (1956), Marketing theories of the West (Vol. 1, page 146)

As corporate communications continue to follow the audience's consumption patterns, and corporations have recently shown an increased interest in maximising the channel's economic worth, memes are becoming increasingly intriguing for corporate marketing (communications) activities. The most difficult component of this is keeping control because Internet users' "creations" may not convey the same message intended by firm officials during strategic planning. Even still, these online memes represent a fresh and genuine way of talking about brands and products. Indeed, memes are a possible expression of customer experience that exist outside of the core service and totally inside the consumer's domain, ingrained in their surrounds, behaviours, and experiences. Audiences attach diverse meanings to communications depending on their own situations, according to the meaning-based approach (Mick, Buhl 1992). (Interest, cultural background, etc.). Memes, as mass personal representations, are perfect tools for tracking people' impressions of current societal concerns as well as brands. Memes are genuine expressions of the artists' feelings, as they are based on captured, spontaneous, and uninvited moments. Because "many things' consumers value do not inhere in real objects but rather emanate from pictures, cultural texts, and mediated experiences," this embedding is all the more significant (Fisher, Smith 2011, p. 332). Cultural artefacts, at least in small-scale consumer tribes, are therefore assumed channels for transferring brand-related user manifestations, since consumption is acknowledged as a form of self-expression in postmodern culture.

Memes can also be considered cultural artefacts. First, users devote a significant amount of time to generating, propagating, or merely consulting these cultural products, so imbuing them with their sense of self (Gehl 2014). In order to apply a cultural strategy model to branding, you must first my popular memes. Consumers' associative memory networks and, as a result, the meaning they hold about a brand, can be investigated through these cultural representations. In the eyes of consumers, how their brands are perceived ("semantic DNA") (Marsden 2002). Because of the large number of available Internet memes, identifying and sequencing how companies are positioned in customers' brains is a big data analysis challenge.

As a qualitative tool, meme mapping can be used to identify second- or third-order meanings associated with a brand (eg. through intertextual references) and thus to identify market niches and/or brand stretching opportunities (Marsden 2002).

Russell Williams, (2000). The business of memes: memetic possibilities for marketing and management, Management Decision, (Vol. 38 Issue: 4)

Introduces the emerging science of memes to the business community. The origins of the meme notion are traced from Richard Dawkins' original work in biology to the social (commercial) realm, with the benefit of memetics research offered. One claim made by memetics is that it can aid in the comprehension of the human mind. In the framework of advertising and management theory, this claim is investigated. However, the results of this initiative to operationalize the meme concept for a commercial audience are varied. While memetics has an intuitive appeal, much more work is required before advertising and management thinkers can use a memetic knowledge to understand, "fill," and manipulate mankind's thinking.

Banerjee, Bagchi, Mehta K. (2014), A Study on Attributes, Management Decision, (Vol. 37 Issue: 2)

This report examines the concept of the meme in relation to branding. The meme is the cultural analogue of the gene in evolutionary biology. Memes are thought to be self-replicating entities that jump from one human host to the next. There is a complicated evolving corporate environment where some memes are successful and others are not, comparable to the gene in biology. This study proposes that brands are meme-like entities that follow evolutionary theory's rules. A critical question is also addressed about the best method for studying the meme phenomena. According to a large body of existing branding research, success is driven by the increasing complexity of brand management and strategy. However, the memetic approach offers a unique perspective on brand success. Memetics does not advocate for intricacy or complexity as a means of achieving success. Natural selection is only dependent on the meme's fitness. The latter's ability to survive is determined by its reproductive fitness in a hazardous environment. This idea is investigated, as well as its study applicability to branding. Finally, the concept of mutation, which is another feature of evolution, is briefly discussed. Brand mutations can have both beneficial and bad effects on brand building, according to this argument. Consumers, as hosts of brand memes, could play a key role in the process of mistake copying reproduction.

Anand S., Akelya M. (2017), India previews of Marketing (Page No. 99-100)

Reviewing the Literature In 1976, Richard Dawkins coined the term "meme" in his book *The Selfish Gene*. To describe our own personal growth, he uses the concept of evolution as a gene-to-gene rivalry. The survival of the fittest is the basis of evolution; however, this primarily applies to physical qualities and talents. The term meme refers to the intellectual equivalent of a gene's ability to pass on qualities. Distinct from the many evident abilities, imitation is what has set humans apart from other animals (Blackmore, 1999). Humans learn through imitating other humans, which has given rise to the memetics idea. In theory everything we pick up from culture is considered a meme such as a song, fashion trends, even a handshake is considered as a meme in that it is something we see day to day and it eventually comes to be a part of our own lives (Blackmore, 1999; Yufan & Ardley, 2007).

Memes are self-replicating entities that hop from person to person as they circulate through culture. Memes are worth studying because they play such a major role in society without receiving much attention. "Memes are said to resemble genes in that they produce cultural change through a process similar to natural selection: those memes that are passed on by imitation and learning tend to dominate social life," (Coker, 2008). Memes could be regarded as parasitic or viral in this sense; after all, the term "viral" comes from viral videos, which can be viewed as using individuals as hosts and spreading from one person to the next. Other notions, such as mutation, can be applied to the hypothesis as a result of memes going viral. A meme, like DNA, may come into contact with a host (human), who would subsequently change the meme's original meaning to fit their needs. While most of the current focus on memes is on culture and behaviour repetition, this article examines the current trend of online memes in the Web 2.0 age, as well as their impact on internet users' opinions of products and organisations. Online the term meme is used mainly to describe the rapid uptake and spread of a concept presented as written text, image, move, or some other variety of cultural thing (Shifman, 2013). While this meaning may apply to memes in general the difference here is that online memes are also a form of self-expression (Christodoulides, Jevon, & Bonhomme, 2012). Although the concept of memes is difficult to quantify because there are no specified units to measure, it is clear that they exist everywhere. Three memes have taken over the internet on an unprecedented

scale, allowing people to express themselves as they see fit via social networks, community-based sites, and picture aggregators. Simply put, a meme is something that has been highly copied by many users with varying messages but with a consistent intrinsic meaning in terms of web use. Although films like planking and the Harlem Shake are memes, it is the photographs and descriptions that allow users to express their individual perspectives on the world while maintaining a common understanding. As a result of the easily understood images mixed with user-generated written language, popular memes such as a toddler's fist grasped in victory, a condescending Willy Wonka, and a cat with a less than ecstatic facial expression have swept the internet.

Mulugeta Girma S. (2016), The World of Memes, (Vol.3, 44-45)

The invention is a tailored advertising system and approach based on memes found in content sources. Content from content sources that matches keywords-defining subjects is found and processed to extract memes. The ad networks associated with the material are also identified, and their reach for each meme is computed. The system and approach also extract viral dynamics from meme-related material and aggregate viral dynamics as a gauge of meme engagement. A Marketer can use the technique and process to choose a meme based on its level of interaction and execute an ad campaign against it. When the material housing the meme is accessed, the advertising is sent through an Ad network and put at the meme page level, with the Ad network chosen based on its reach.

CHAPTER - 3
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

A brief survey of related literature was offered in the previous chapter. The evaluation of related literature provided the investigator with a comprehensive understanding of the study's issue as well as the method and procedures used in the current study. A rational and systematic framework for directing a research endeavour is known as research design. It's a search for knowledge. By using scientific procedures to a natural or social phenomenon, research can be expressed as a process of learning new facts and validating existing ones.

Meaning – The term "research design" or "methodology" refers to a study strategy. To carry out the investigation, it is referred to as a blue print. It's similar to an architect's blueprint for constructing a house; if research is undertaken without one, the end outcome is likely to differ from what was anticipated at the outset. It outlines the study's objectives as well as the methods that will be used to attain them. It is a description of the methods and procedures for obtaining the data required to solve the challenges. It comprises creating settings for data collection and analysis that attempt to balance relevance to the research purpose with procedural efficiency.

The nature of the problem, as well as the technique of data collection and analysis, determine the suitability of a research design for a certain study.

The details of types of research designs are as follows: -

SENTIMENTAL RESEARCH

The extraction and extensive investigation of opinions and attitudes from any kind of text is known as sentiment analysis or opinion mining. Sentiment analysis is a popular way for expressing the views of a large group or mass. This sentiment may be based on the author's attitude or affective state at the time the material was written. Tweets, blogs, postings, and other types of unstructured data abound on social media and other internet platforms.

CONCLUSIVE RESEARCH DESIGN

This research design is utilised to give results that are practically useful in reaching conclusions or taking decisions. Conclusive study findings are often used for specialised purposes. The verification and quantification of exploratory study findings is possible with a conclusive research design. It comprises the use of quantitative data collection and analysis approaches in general. Furthermore, compelling investigations are frequently deductive in character, with research objectives met through the testing of hypotheses. The two varieties of conclusive research design are descriptive research design and causal or experimental research design.

CAUSAL RESEARCH

The purpose of causal research is to establish a link between cause and effect. It usually takes the shape of an experiment. In a causal research design, the influence of changes to independent factors (such as price, products, advertising and selling activities, or marketing tactics in general) on dependent variables is attempted to be quantified (like sales volume, profits, and brand image and brand loyalty). It is more effective at dealing with marketing problems. Test marketing is the best example of experimental marketing, in which independent variables like pricing, product, promotional activities, and so on are altered to determine how they affect dependent variables like sales, profitability, brand loyalty, competitive strengths, and product differentiation.

Both of these research approaches are complementary; exploratory research is typically employed when no previous study on the issue has been conducted.

TESTING METHODS:

- TEST OF CHI-SQUARE

The Chi-Square test allows to do statistical procedure for the difference between observed and expected data. It also determines whether it correlates to the categorical variables in our data. It aids in determining if a variation between two categorical variables is due to chance or to a relation between them.

- ANOVA

The ANOVA test evaluates more than two groups at the same time to determine if there is a relationship between them. The ANOVA formula is used to calculate the F statistic (F-ratio), which allows for the investigation of numerous groups of data to analyse the variability between and within samples.

CHAPTER - 4

DATA COLLECTION

DATA COLLECTION

Methods of data collecting: The data collection and analysis are critical to the success of any project or market survey. In order to meet the research objectives, it is critical that the data collected is accurate. Data sources can be divided into 2 categories:

Primary research- It is done directly or data collected by the researcher. It is obtained for a specific purpose from the field of investigation and is original. Primary data for the study mainly were gathered using the survey approach, employing the tool survey.

Secondary Research- are ones that have already been acquired by others for a reason and are then used in various situations—the available information on an incident that the researchers have not personally tested. Secondary data can help you save time and money. The goal is to improve the precision of the analysis.

Sample Procedure: Sampling is a miniature picture or the cross sectional of the entire group from which the sample is taken. The important factor in evaluating the general ability of research results is the selection of sample used in collecting of data, so after finalising the variables, the population should be made the subject of data gathering, or a small target should be chosen as representative of the whole population.

Non-probability sampling is employed in the sample design. For primary data, random customers who utilise social media sites, particularly those in the Delhi city area, were chosen.

Sample: A sample of 200 individuals from Delhi, both male and female, returned the completed questionnaire. A total of 104 respondents were chosen as the sample size from the overall population of customers in Delhi. Data collection tools include: A research tool is essential in any useful study because it is the sole factor in identifying quality data and reaching flawless conclusions about the problem or study at hand, which, in turn, aids in the development of appropriate solutions to the difficulties at hand.

Questionnaire

The questionnaire is used to collect data from respondents for this research. In a statistical investigation, the necessary data is frequently gathered via a provided Performa in the form of a questions. The Researcher aims to implement a tool to examine perception about Meme sharing frequency among customers. It has five summarized rating scale choices. It comprises a set of questions that the researcher is intended to ask.

Limitations

- The sample size is limited to conduct an appropriate customer research.
- Some respondents may have provided bias responses, which may have influenced the study's findings.
- Due to a lack of prior research experience on this issue, respondents do not have time to check the entire questionnaire and instead fill it out arbitrarily.
- Due to the small sample of population, it is difficult to discover meaningful customer relationships.
- Respondents attempted to avoid some statements by simply answering them.

A Google form has been floated for the Data Collection:

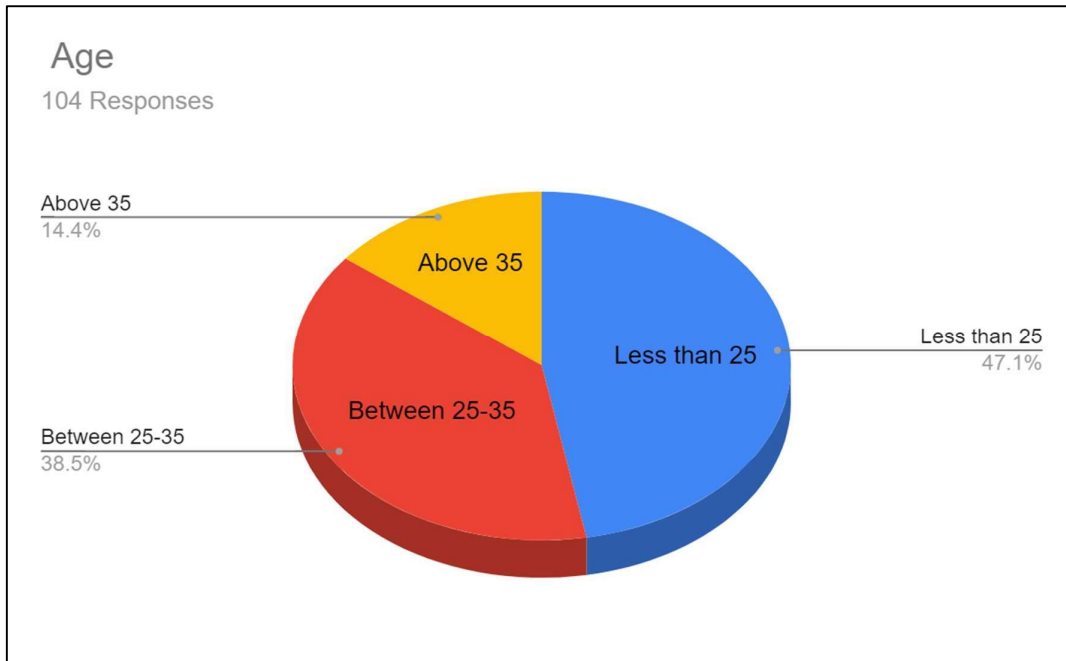
- 200 people were targeted for the survey
- 114 responses were recorded from the survey, and responses were used to analyse the data. The questionnaire has been attached in the Annexure.

CHAPTER - 5
DATA ANALYSIS

DATA ANALYSIS

1. AGE

S. No.	AGE	Count
1	Less than 25 Years	49
2	25-35 Years	40
3	Above 35 Years	15

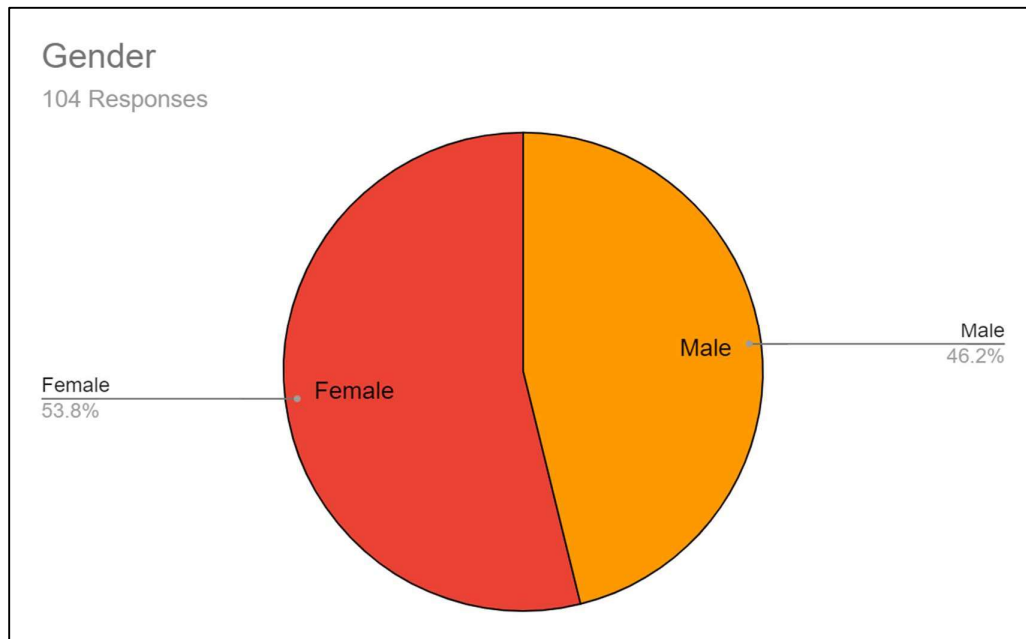


INTERPRETATION:

The 104 respondents were majorly of the less than 25 age group i.e., 47.1% with the total count of 49 and 38.5% were in the group of Between 25-35 age group.

2. GENDER

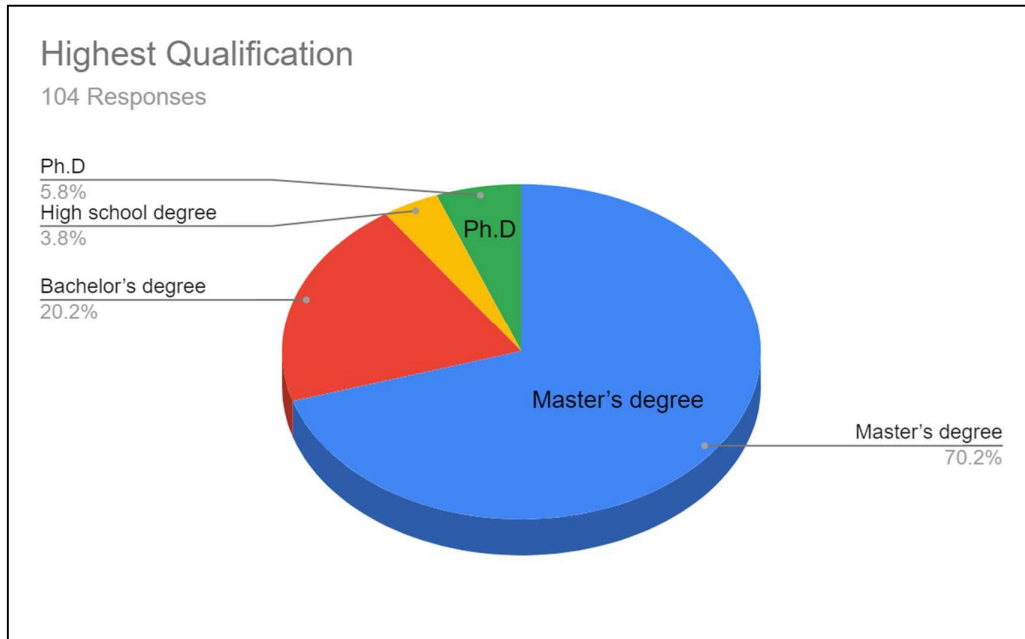
S. No.	Gender	Count
1	Male	48
2	Female	56



INTERPRETATION: The 104 respondents were majorly of the age group of below 35 amongst who the majority is of females with 53.8% i.e. 56 females and 48 males and no other gender.

3. HIGHEST QUALIFICATION

S No.	Highest Qualification	Count
1	High school Degree	04
2	Bachelor's Degree	21
3	Master's Degree	73
4	Ph.D	06

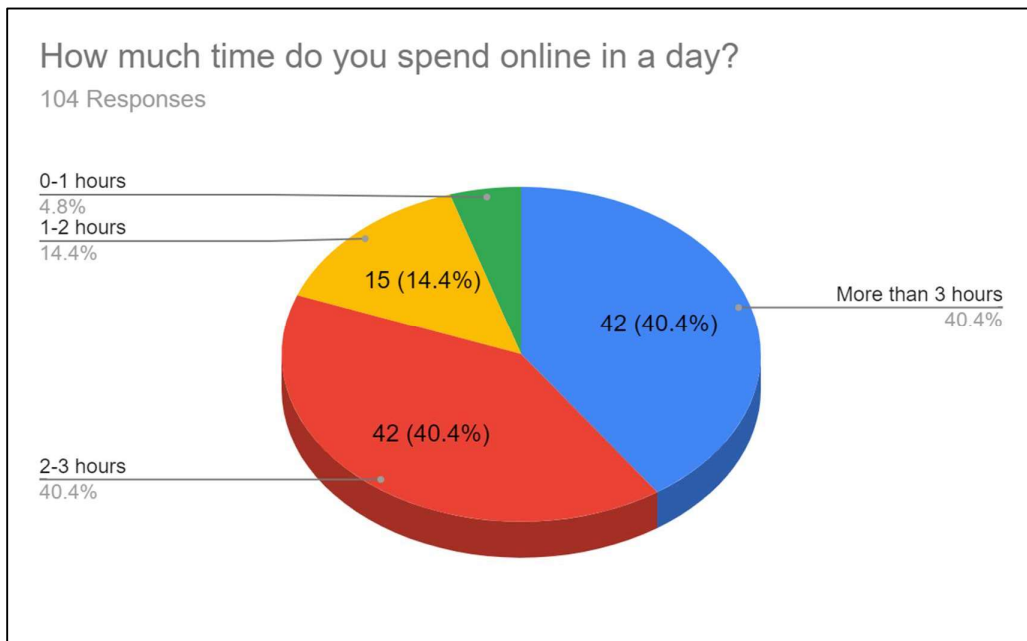


INTERPRETATION:

Out of 104 respondents, 70.2% have the Master's degree as their Highest Qualification. 20.2% have the Bachelor's degree.

4. How much time do you spend on social media in a day?

S No.	Time Spent	Count
1	0-1 hours	5
2	1-2 hours	15
3	2-3 hours	42
4	More than 3 hours	42

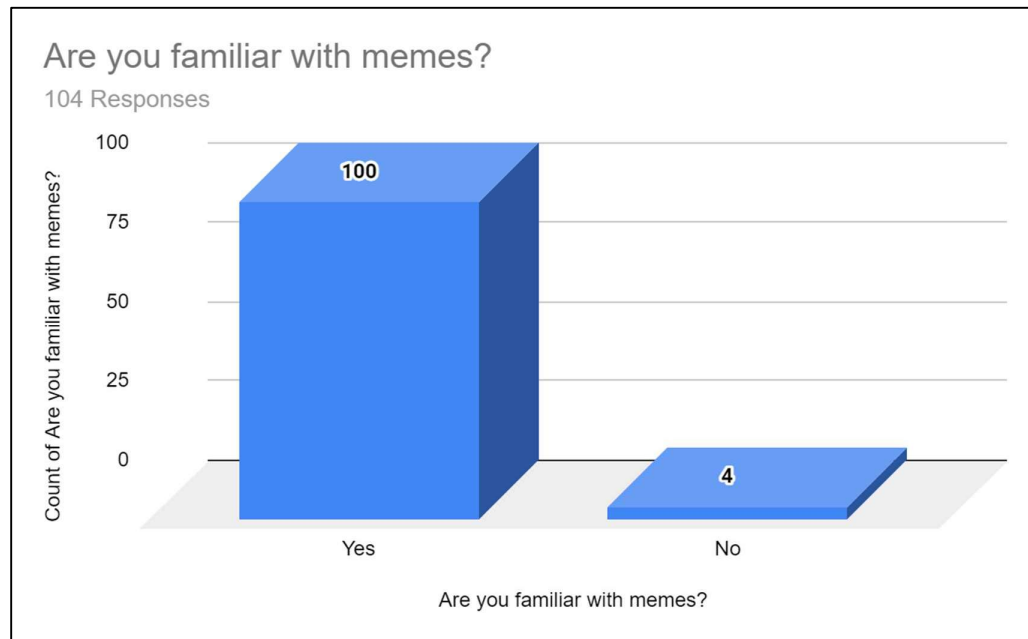


INTERPRETATION:

About 40% of the 104 respondents are spending More than 3 hours and between 2-3 hours on the Internet.

5. FAMILIARITY WITH MEMES

S No.	Familiarity with Memes	Count
1	YES	100
2	NO	4

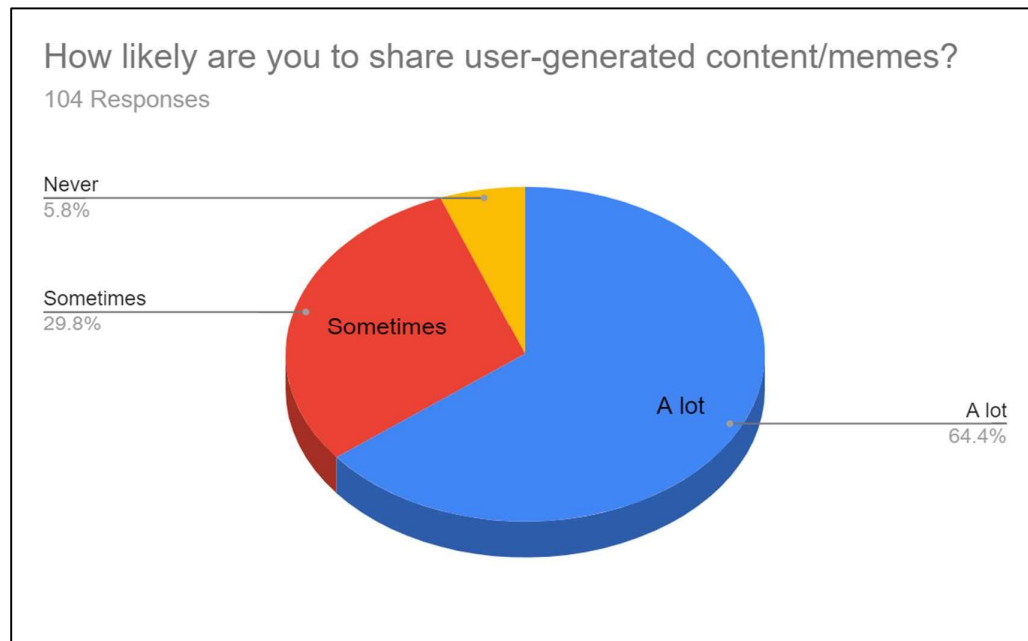


INTERPRETATION:

About 100 respondents i.e., 96.15% are familiar with the memes. This means that they are regularly watching memes on the different social media sites.

6. How likely do you to share user-created content/memes?

S No.	CATEGORIES	Count
1	A lot	67
2	Never	06
3	Sometimes	31

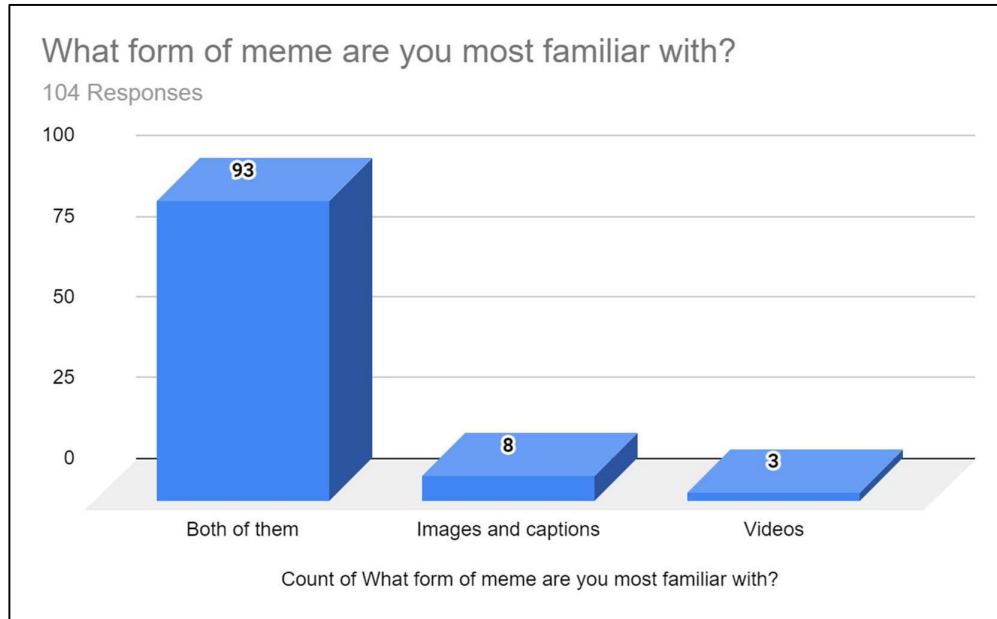


INTERPRETATION:

Out of 104 respondents, 64.4% respondents are sharing memes /user generated content on the different social media sites and about 30% of the respondents have shared it occasionally.

7. What types of meme are you most familiar with?

S No.	Category	Count
1	Images and Captions	8
2	Videos	3
3	Both of them	93

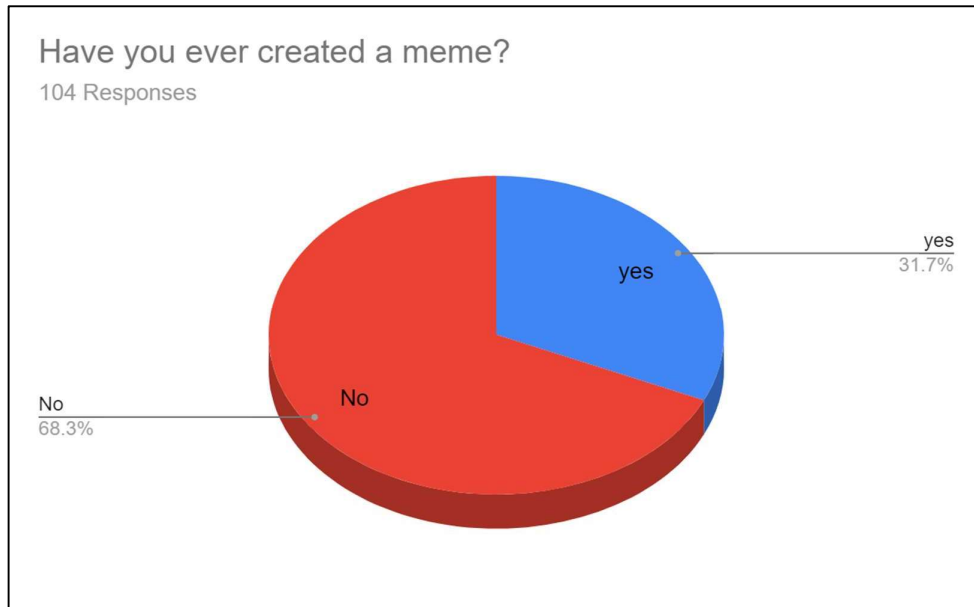


INTERPRETATION:

About 93 respondents i.e., 89% are familiar with the both types of memes i.e., Image, Captions and Videos. There is small percentage of respondents that are familiar with only one type of meme.

8. Have you ever created a meme?

S No.	Created Memes	Count
1	Yes	33
2	No	71

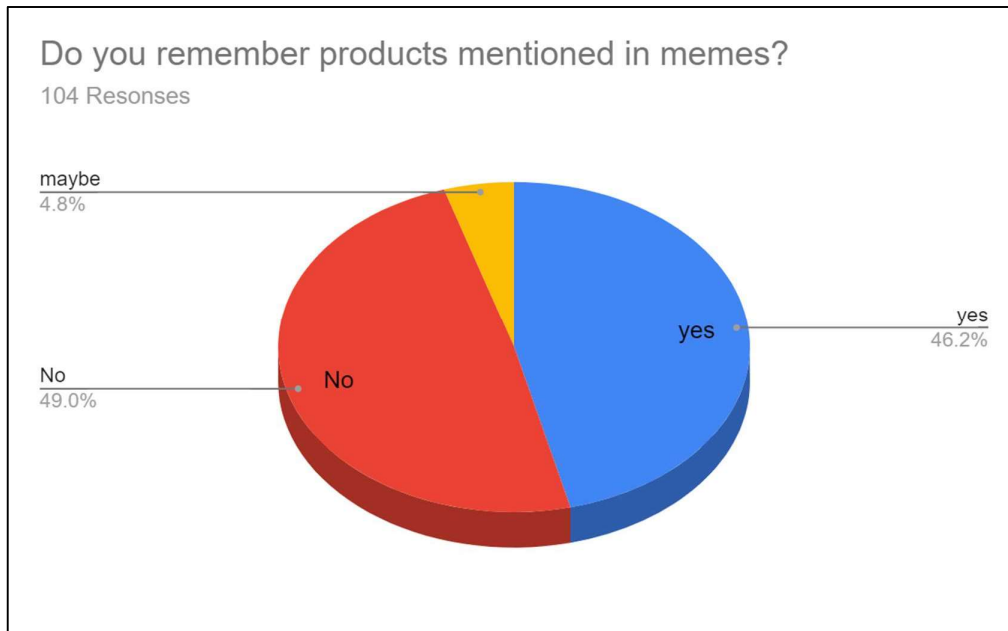


INTERPRETATION:

Out of 104 respondents 71 respondents i.e., 68% have not created any type of meme. This means they just sharing the meme. Rest 33 respondents have created meme.

9. Do you remember products/Services mentioned in the memes?

S No.	Category	Count
1	Yes	48
2	No	51
3	Maybe	05

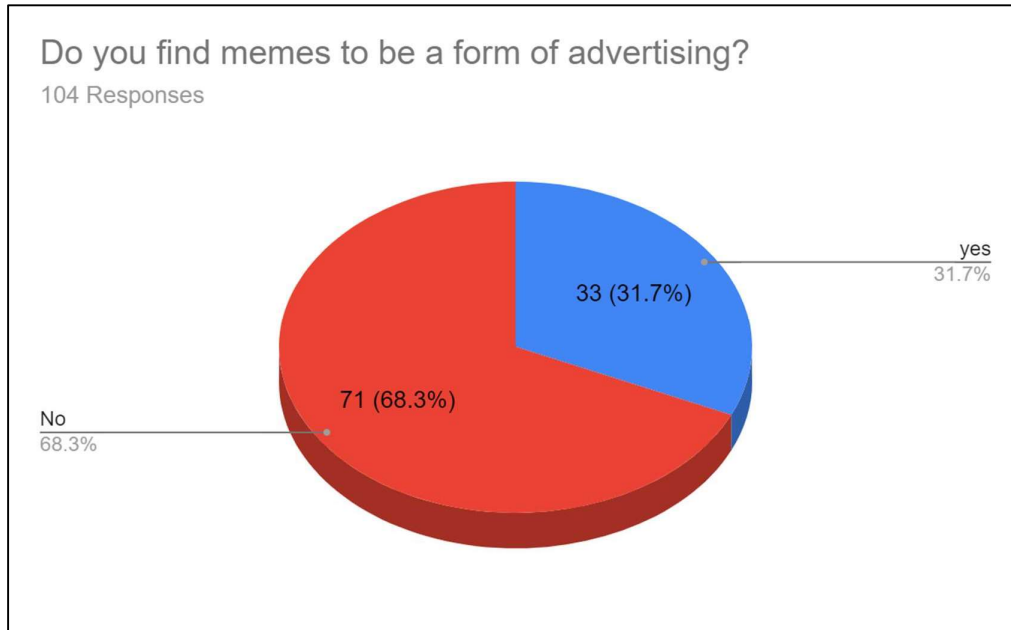


INTERPRETATION:

Out of 104 respondents, About 51 respondents does not remember the products mentioned in the meme and 48 respondents have said that they have remembered the products mentioned in the meme.

10. Do you find memes to be a form of advertisement?

S No.	Category	Count
1	YES	33
2	NO	71

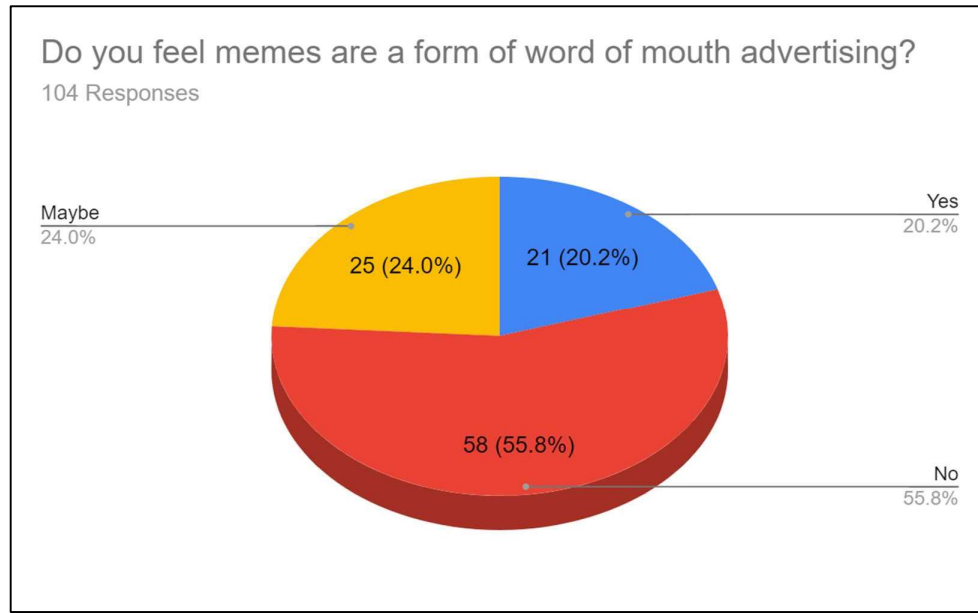


INTERPRETATION:

About 71 respondents i.e., 68% have said that they didn't find any kind of meme in the advertising and about 33 respondents have found meme as a form of advertising.

11. Do you think Memes are a form of WOM advertising?

S No.	Category	Count
1	Yes	21
2	No	58
3	Maybe	25

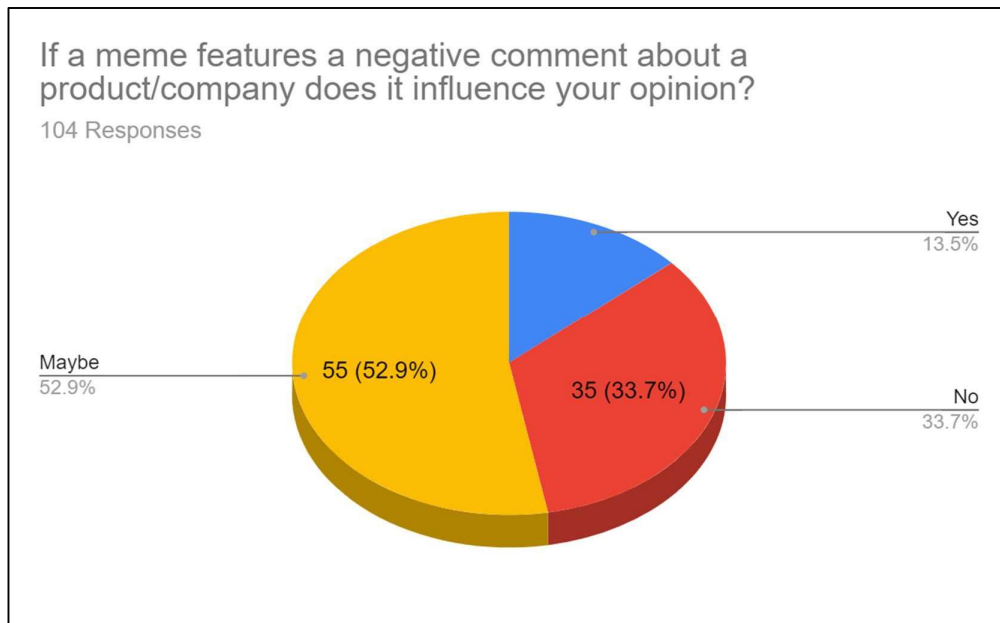


INTERPRETATION:

Out of 104 respondents, 58 Respondents i.e., 59% have said that the memes are not the form of word-of-mouth advertising. While rest 41% are in the category of Yes and Maybe.

12. If a meme present a negative comment about a product/company, does it influence your decision?

S No.	Category	Count
1	Yes	10
2	No	35
3	Maybe	55

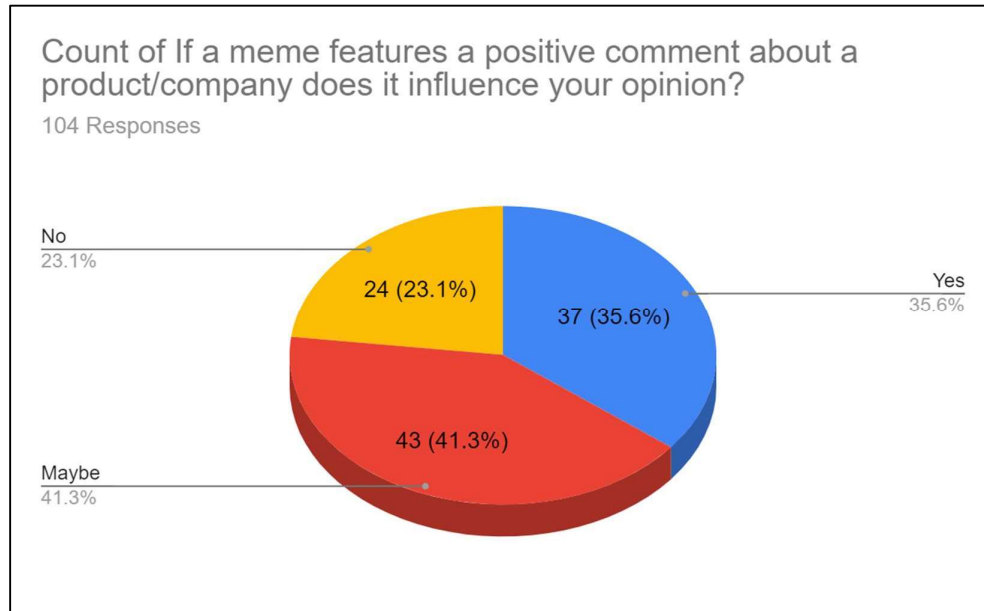


INTERPRETATION:

About 55 respondents have said that their opinions may influence if any meme presents a negative comment about a product/company and about 38% respondents said that their opinions aren't influenced if any negative comment about product/company is presented by the meme.

13. If a meme present a positive comment about a product/company, does it influence your decision?

S No.	Category	Count
1	Yes	37
2	No	24
3	Maybe	43

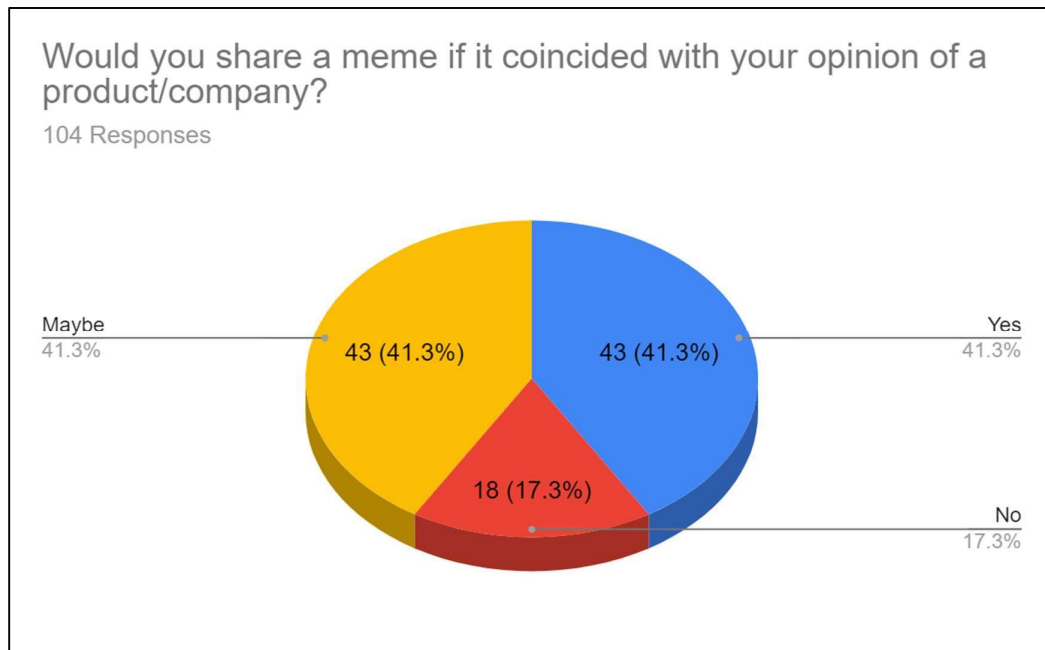


INTERPRETATION:

Out of 104 respondents, 43 respondents said that their opinions aren't influenced if any positive comment is presented by a meme. 37 respondents said that their opinions are influenced.

14. Would you like to share a meme if it coincided with your opinion of a product/Company?

S No.	Category	Count
1	Yes	43
2	No	18
3	Maybe	43



INTERPRETATION:

86 respondents have said that they will or maybe share the meme if their opinions are coincided with the meme. Rest 18 respondents said that they will not share a meme.

CHI SQUARE TEST

HYPOTHESIS

Ho: (Null Hypothesis) There is No Relationship Between Variables

H1: (Alternative Hypothesis) There is a Relationship Between Variables

Reject null hypothesis if P-value $< \alpha$ (0.05)

Fails to Reject null hypothesis if P-value $\geq \alpha$ (0.05)

Gender v/s Time spend online per day?

Count		Crosstab				
		How much time do you spend online in a day?				Total
		0-1 hours	1-2 hours	2-3 hours	More than 3 hours	
gender	Female	2	6	24	24	56
	Male	3	9	18	18	48
Total		5	15	42	42	104

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.910 ^a	3	.591
Likelihood Ratio	1.910	3	.591
N of Valid Cases	104		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.31.

Significance: The Test compares the observed data to the expected data and determines if there is any association or not. Observed data is in Crosstab table. I have Used Chi-Square test of SPSS to check the relation between Hypothesis. The significance level we defined was 0.05 and table shows the significance level of 0.591, which is greater than 0.05, i.e., $p > \alpha$, so we will accept our null hypothesis, and therefore, there is no relation between Gender and time spend online in a day.

Gender vs How likely are you to share content/memes?

Crosstab					
Count					
		How likely are you to share user-generated content/memes?			Total
		A lot	Never	Sometimes	
gender	Female	38	2	16	56
	Male	29	4	15	48
Total		67	6	31	104

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.300 ^a	2	.522
Likelihood Ratio	1.308	2	.520
Linear-by-Linear Association	.319	1	.572
N of Valid Cases	104		
a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.77.			

Significance: I have Used Chi-Square test of SPSS to check the relation between Hypothesis. The significance level we defined was 0.05 and table shows the significance level of 0.591, which is greater than 0.05, i.e., $p > \alpha$, so we will accept our null hypothesis, so there is an insignificant relationship between gender and the frequency of shared memes.

ANOVA TEST

Gender as a Factor And these two as a Dependents

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
How likely are you to share user-generated content/memes?	Between Groups	.265	1	.265	.317	.575
	Within Groups	85.274	102	.836		
	Total	85.538	103			
Have you ever created a meme?	Between Groups	.059	1	.059	.266	.607
	Within Groups	22.470	102	.220		
	Total	22.529	103			

INTERPRETATION:

The value of F is .317 and .266, which reaches significance with a p -value of .575 and 0.607, which is more than the .05 alpha level. There is no statistically significant difference between the means of the different levels of the two independent variables taken.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
How likely are you to share user-generated content/memes?	Between Groups	44.129	3	14.710	35.522	.000
	Within Groups	41.410	100	.414		
	Total	85.538	103			
Have you ever created a meme?	Between Groups	15.457	3	5.152	72.863	.000
	Within Groups	7.071	100	.071		
	Total	22.529	103			

INTERPRETATION:

The value of F is 35.522 and 72.863, which reaches significance with a p -value of .000, which is less than the .05 alpha level. There is a statistically significant difference between the means of the different levels of the two independent variables taken.

Chapter-6

Findings & Suggestions

FINDINGS

- Memes are popular forms of social media. As per Responses 95% Respondents are familiar with memes and their impacts.
- Most of the 18-30years age population share memes.
- Instagram and Facebook are best platforms for marketing through memes because youngsters are actively sharing memes as per their interest and choice.
- Memes may be effective for company, but only if the main parts of employing a meme are correctly implemented. If you attempt to employ a meme and fail, you will appear dumb and out of touch at best, and you may also insult someone severely.
- Chi- square test indicates no relation between gender and time they spent on social media in a day. In Chi-square test we reject hypothesis on the basis of Significance levels which was set as 5%.
- ANOVA test Represents the relations between more factors and dependents (more than three variables). As per our Test results there is no relations among those variables because of diversified choice in memes and sense of humour differ person to person.
- They have intrinsic virility and a wide appeal due to their basic form and hilarity. You're not alone if you've considered utilising memes to promote your business on social media.
- As memes get more famous, marketers become more interested in capitalising on their inescapable and appeal.
- Memes appear to condense our thoughts, feelings, and actions into a simple and transferrable format, creating them ideal for the ideal age.
- It is easier for them to portray complicated topics like your brand identity and corporate culture, and they have been shown to increase audience engagement.
- They expand the probability that consumers will recall your brand if they see the meme elsewhere.

While few businesses have been successful in using memes to revitalise their brands, not everyone who has stepped into meme terrain has come out victorious. For example, Internshala and Zomato.

SUGGESTIONS:

Although there is no foolproof way to use them, there are a few things you can do to avoid having a meme rebound on your product:

- Examine the image's rights: Examine the image's rights: Even though the odds of getting in trouble with the law are remote.
- Create a clear policy: Determine the acceptable degree of risk for your brand and set instructions that everyone on your team comprehends and adheres to.
- Make certain you're not indirect recommendation: That's what got Duane Reade into trouble in the first place.
- Consider the substitute: If you want to utilise a specific picture but are worried about the consequences, look into other options. You may, for example, consider licencing an image that you wish to use as the centrepiece of a marketing campaign.

Also, Make sure that you:

Know Who You're Talking to Begin by ensuring that using memes in your social media marketing will resonate with your target demographic. Find out who your brand's fans are and what they're interested in.

Your brand personality can reveal a lot about the types of audience that follow you on online and what they anticipate from you. Memes, Like, are an excellent bet if you're a big business that caters to millennials. A meme, on the other hand, may fall flat on its face if you're trying to present a more refined, high-brow image.

- Use an Appropriate Tone

Brands' success on social media is primarily reliant on the tone and voice they adopt, and memes are a big part of that. Tone and voice are important since they ensure that your brand's personality remains consistent. Memes seem to be a perfect fit for certain firms' existing content. Finding the correct tone, on the other hand, can mean the difference between a successful and a total fail for more serious or professional firms.

- Develop a Great Taste for Using Humour

Because all memes rely on comedy, knowing how much to include in a meme for your company is critical. The simplest method to personalise your business and create an emotional connection with your audience is to use humour.

Making fun of your clients is obviously inappropriate, but making fun of your brand could backfire.

- Embed Your Brand in a Meme

Some firms strive to develop their own meme in which the brand takes centre stage, going beyond the established cliches. Few people are fortunate enough to be the subject of memes, but not everyone has the foresight to seize the opportunity.

In either instance, a viral meme featuring your business is beneficial to brand recognition.

Chapter-7

Conclusion

CONCLUSION:

Meme marketing, when done appropriately, can be highly effective. It goes beyond the gag-inducing branded material and gives the audience something useful. Memes are effective for marketers because they are created expressly for social media platforms and give entertainment value. Memes aren't overtly promotional; they simply make people chuckle while mentioning your company.

Memes are easy for your audience to spread since they are entertaining. Consider this: Would you either share a funny McDonald's burger meme or a few words McDonald's blog about their newly or updated menu addition? You'll probably choose entertainment over information, and your audience will do the same.

Memes that already exist

Memes can live for a short time or a long time. Brands must have listening ability to the ground to know what's happening in order to effectively exploit an existing meme.

You must also guarantee that your content is unique, that it is truly funny, and that you fully comprehend a meme before employing it. Meme definitions evolve over time, and you may inadvertently employ a potentially offending meme. Pepe the Frog is the epitome of a harmless meme gone wrong.

Creating Your Own

Create memes yourself if you don't want to share one that already exists. This is harder to accomplish, owing to the fact that it isn't a well-known meme among your target demographic. It's a challenge, but not insurmountable.

In fact, if you play your cards well, the advantages of developing your own meme can outweigh those of current memes.

Heinz is a great illustration of how memes are made. The condiment company intended to raise brand awareness and social media engagement. It collaborated through websites to create a media campaign with an aim of million's impressions.

“I have been telling people memes are the future of social marketing for years — I would always get pushback,” said Razvan Romanescu, the founder of Memes.com. “Not anymore. The times have changed and every brand is now adapting ...”

Heinz cleverly capitalised on the age-old controversy over whether tomatoes are a fruit or a vegetable. "If you had to decide right now whether a tomato is a fruit or a vegetable, which would you choose?" they asked with hashtags and shared graphics.”

Heinz obtained more than 4 million impressions, quadrupling their target. On Facebook and Instagram, they received over 80,000 total engagements.

The Bottom Line

Memes aren't only for office employees or college students who are bored. If you follow a few easy criteria, they may be a significant part of your marketing strategy. Use meme marketing to acquire a stronghold in your followers' hearts while also broadening your brand's reach and impact.


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Annexure



Marketing Through Memes

Memes make for great top-of-the-funnel content. They're simple, funny, relatable, and drive traffic. They may not seem as tactical as a blog post or as fancy as a video, but great marketers can and should use memes in their marketing.

This data is collected for research conducted as a part of college project. All data will remain confidential and will be used for this research only.

 prashantkumarverma_2k20dmba90@dtu.ac.in (not shared) 
[Switch account](#)

* Required

Name *

Your answer _____

Age *

18-30

30-40

40-50

above 50

Age *

- 18-30
- 30-40
- 40-50
- above 50

Gender *

- Male
- Female

Highest Qualification *

- High School
- Bachelor's Degree
- Master's Degree
- Ph.D

Marketing Through Memes

How much time do you spend online in a day? *

- 0-1 Hrs
- 1-2 Hrs
- 2-3 Hrs
- More than 3 Hrs

Are you familiar with memes? *

- Yes
- No
- Maybe

How likely are you to share user-generated content/memes? *

- Never
- Sometimes
- A lot

What form of meme are you most familiar with? *

- Image and Caption
- Videos
- Both

In which medium are you more likely to view memes? *

- Mobile
- Computer

Where do you find the memes that interest you the most? *

- Facebook
- Instagram
- YouTube
- Reddit
- Vine
- Other: _____

Have you ever created a meme? *

- Yes
- No

Do you remember products mentioned in memes? *

- Yes
- No

Do you find memes to be a form of advertising? *

- Yes
- No
- Maybe

Do you feel memes are a form of word of mouth advertising? *

- Yes
- No
- Maybe

If a meme features a negative comment about a product/company does it influence your opinion? *

- yes
- no
- maybe

If a meme features a positive comment about a product/company does it influence your opinion? *

- Yes
- No
- Maybe

If a meme features a negative comment about a product/company does it influence your opinion? *

- yes
- no
- maybe

If a meme features a positive comment about a product/company does it influence your opinion? *

- Yes
- No
- Maybe

Would you share a meme if it coincided with your opinion of a product/company? *

- Yes
- No
- Maybe

Back

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