

Major Research Project

ON

A STUDY OF MARKETING THROUGH MEMES

Submitted By

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2K21/DMBA/050

Under the Guidance of

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CERTIFICATE

This is to certify that Ms. **HIMANI KWATRA**, have completed the project titled “**A STUDY OF MARKETING THROUGH MEMES**” under the guidance of **DR. ARACHANA SINGH** as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. This is an original piece of work and has been not submitted elsewhere.

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DECLARATION

I, **Himani Kwatra** solemnly declare that the Major Research Project, is based on my own work carried out during our study under the supervision of **Dr. Archana Singh** I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:

- I. The work contained in the report is original and has been done by me under the supervision of my supervisor.
- II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
- III. We have followed the guidelines provided by the university in writing the report.
- IV. Whenever we have used materials (text, data, theoretical analysis/equations, codes/program, figures, tables, pictures, text etc.) from other sources, we have given due credit to them in the report and have also given their details in the references.

Himani Kwatra

2K21/DMBA/050

Place: Delhi, India

Date: January 26, 2023

ACKNOWLEDGEMENT

I feel happy knowing that I have successfully completed my Major Research Project. This project would have incomplete without mentioning the names of the people who have rightly guided me. It is an honour for me to say thank you to everyone. They have contributed to the project's success.

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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 purpose 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 research has been done using descriptive research method as the variables were required to be reserved for careful deliberation and the data collection has been of qualitative nature, with primary data only.

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 consumer is aware of the that exist 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 an ever-present part of the online experience, especially on social channels. This internet phenomenon has grown in popularity, along with the visual nature of the web and social media. They are a very interesting and now large part of our online culture.

For the most part, memes are meant to be funny of sarcastic but because they do grab our attention, businesses can use them to their advantage as long as it is done in a smart or clever way.

Meme is pronounced with a long E and the last E is silent. The original, pre-internet definition of a meme is, "an element of a culture on system of behaviour that may be considered to be passed from one individual to another by non-genetic means, especially imitation".

The newer definition is, “a humorous image, video, piece of text, etc. that is copied (often with slight variations) and spread rapidly by Internet users.”

Many of the popular image memes you see (and most of the ones we used in this article) are actually called Macros. Our Kermit the Frog meme / Macro at the top of the article is a variation on this popular one where the user will add text on the top.

Chapter 1 is about the introduction of the topic and what it is all about. Chapter 2 is about literature review of the topic chosen. 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 I – INTRODUCTION

1.1 What is Marketing

Discovering, creating, and providing value to meet a target market's demands for goods and services is the process of marketing. Choosing a target audience, selecting specific qualities or themes to emphasise in advertising, launching marketing campaigns, attending trade shows and public events, creating products and packaging that appeal to consumers, and defining the terms of sale, such as the purchase price, discounts, warranties, and return policies are some examples of what may be involved. Typically, the seller is in charge of marketing.

It is one of the main components of commercial and business administration. Marketers can either sell their products directly to consumers or to other businesses (B2C marketing). Regardless of the target demographic, a number of factors are important, including the marketers' mentality. Market orientations are what determine how marketers approach the marketing planning step. The marketing mix, which outlines the specifics of the product and how it will be sold, is affected by the environment in which the product operates, the results of marketing and market research, and the characteristics of the product's target market.

1.2 4 P's of Marketing

The marketing mix, commonly referred to as the 4Ps of marketing, is a framework for creating and putting into practise an effective marketing plan. The 4 Ps are:

Product: The tangible good or service that the company provides to clients is referred to as a "product" in this context. This encompasses the packaging, branding, features, and quality of the design.

Price: The cost at which a product or service is made available to clients is referred to as the price. Cost-plus pricing, value-based pricing, and penetration pricing are some pricing tactics.

Place: Here, we are talking about the methods of delivery that clients use to receive the goods or service. Choosing which merchants, distributors, or online stores to employ to sell the goods is a part of this process.

Promotion: The term "promotion" refers to the different marketing and communication techniques used to advertise the good or service.

Businesses may utilise the 4Ps framework to make sure their marketing plan is thorough and successful. Businesses may create a plan that satisfies client demands and creates income for the company by considering each of the 4Ps. However, as the marketing landscape has developed over time, some contemporary marketers have

broadened the framework to include additional components like people, process, and tangible evidence.

1.3 Traditional Marketing Channels

Before the introduction of digital marketing, clients were initially reached through traditional marketing means. Among these channels are:

- **Television Advertising**

Commercials or product placements during TV shows are two ways that firms can advertise on television, a popular mass media.

- **Radio advertising**

Radio is another mass media that gives companies the chance to advertise to local or national audiences or sponsor shows.

- **Print Advertising**

Newspapers, periodicals, flyers, brochures, and other printed materials are all examples of print advertising and are used by companies to advertise their goods and services.

- **Direct Mail**

Direct mail is the practise of delivering marketing materials to clients' homes or places of business, such as flyers, catalogues, and brochures.

- **Outdoor Advertising**

Billboards, posters, and signage that are put up in public places like streets, malls, and sports arenas are considered outdoor advertising.

- **Event marketing**

To advertise goods or services and raise brand recognition, companies sponsor or take part in events like trade exhibitions, conferences, and concerts.

- **Public Relations**

To get favourable media coverage and advance the brand, public relations entails establishing connections with journalists and media outlets.

Although many businesses are increasingly using digital marketing channels like social media, email marketing, and search engine optimisation (SEO) to reach customers, these traditional marketing channels can still be effective today.

1.4 Modern/Digital Marketing Channels

The introduction of digital technology and the expansion of the internet have given rise to modern marketing channels. Among these channels are:

- **Social media marketing**

Through both free and sponsored posts, social media sites like Facebook, Instagram, Twitter, and LinkedIn provide businesses the chance to connect with a large audience.

- **Search Engine Optimization (SEO)**

The process of search engine optimisation (SEO), which makes it simpler for customers to access a company's website online, including optimising a website to rank higher in search engine results pages (SERPs).

- **Content Marketing**

To draw in and keep consumers, businesses must produce and distribute useful material like blog entries, videos, and podcasts.

- **Email marketing**

To advertise goods or services, raise brand recognition, and increase sales, promotional emails are sent to a specific list of consumers.

- **Influencer marketing**

Partnering with social media influencers to advertise goods or services to their following is known as influencer marketing.

- **Mobile marketing**

Mobile marketing is the practise of interacting with consumers via mobile devices, such as smartphones and tablets, using techniques like mobile applications, responsive websites, and SMS messaging.

- **Video marketing**

To sell goods or services, raise brand recognition, and interact with customers, video marketing entails producing and disseminating video content.

As more and more customers use the internet to research and buy goods and services, modern marketing channels are becoming more and more crucial for businesses. Businesses may establish a strong online presence, attract a larger audience, and promote business growth by utilising these platforms properly.

1.5 Social Media Marketing Channel

Utilising social media sites like Facebook, Instagram, Twitter, LinkedIn, and others to market a product or service, create brand awareness, and interact with customers is known as social media marketing. Social media is becoming an essential component of many people's everyday lives, making it a potent tool for companies to interact with and reach their target market.

Social media marketing comes in a variety of shapes, such as:

- **Organic Posts:** These are made and shared on social networking sites without the use of paid advertising. In order to engage the target audience and raise brand recognition, organic postings may contain text, photographs, videos, and other multimedia material.
- **Paid social media advertising:** In order to reach a larger audience, advertisers pay for space on social media sites. Sponsored posts, display adverts, and promoted content are just a few examples of the various shapes that paid advertising on social media may take.
- **Influencer marketing:** Influencer marketing is the practise of collaborating with prominent social media influencers to market a good or service to their followers. Influencers may assist firms in reaching a highly engaged and specific audience, and they can be particularly successful at pushing goods or services that fit within their specialised market.
- **Social media freebies and contests:** These are held on social media to boost brand exposure and promote user interaction. Social media competitions may be a successful approach to raise awareness and interest in a product or service while also cultivating a devoted following.

As long as social media marketing is done properly, with a clear grasp of the target demographic, and using platform-specific best practises, it can be a very successful tool for businesses to reach their target audience and increase brand recognition.

1.6 Memes and Marketing

Memes are a constant feature of the internet, particularly on social media. Together with the visual nature of the web and social media, this internet phenomenon has become more and more popular. They are a fascinating and important aspect of our internet society today.

Memes are typically intended to be humorous or sarcastic, but because they do catch our attention, businesses might benefit from using them if they do so in a creative or shrewd manner.

1.7 What is an Internet Meme?

Meme is said with a long E and a quiet final E. An part of a culture's behavioural system that may be thought to be conveyed from one person to another through non-genetic means, notably imitation, is what a meme originally meant before the internet. A hilarious image, video, piece of writing, etc. that is quickly reproduced (sometimes with minor alterations) and shared online is referred to by the more recent term.

The majority of the widely used picture memes in this article as well as many others are really referred to as macros. Our Kermit the Frog meme / Macro at the top of the article is a variation on this popular one where the user will add text on the top:

1.7.1 How to Make an Effective Meme for Your Business

The secret to creating a successful meme for your company is selecting the ideal image. It may be a photograph you take, a representation of a good or service you provide, or a parody of a viral trend.

You may locate popular memes by searching the internet; a number of websites will provide meme base pictures that are now trending as well as those that have been popular for a long time.

We will talk more about creating memes and using meme generator tools in a bit.

In a moment, we will go into further detail regarding making memes and using meme generating tools.

The meme you create must in some way relate to your company's branding or logo. To make your meme more likely to go viral, include the aspect of cleverness, wit, or humour since these qualities are also intended for memes.

The simple response to the inquisitive infant is "no," but a meme or macro that has already gone viral can support your campaign. As a general rule, to help your meme be popular it should be:

1. Easy to create.
2. Easy to consume.
3. Relatable to your audience
4. Shareable

5. Familiar
6. Funny, witty, clever, or smart

What's the subject matter of your meme? Are you trying to make them laugh or feel proud?

Consider your objectives and the impression you want your audience to make of your business when they see the meme. Once you've decided on a theme, you can choose an image and then write the text.

Here are some popular themes or text ideas:

1. Animals saying human things.
2. Babies saying or doing adult things.
3. Sayings from popular television shows or movies.
4. Popular images of characters from television shows or movies.
5. Popular or classic quotes.
6. Puns or joke punch lines.
7. That moment when. . .
8. Grumpy Cat.
9. Most Interesting Man in the World.

Be cautious when using famous memes that might be linked to obscene or offensive humour. Make sure you comprehend the meme to avoid it being misappropriated or negatively repurposed.

Another thing to be careful of is grammatically inaccurate memes.

One form of meme that is quite common is "a person or group of people be like [something]". You must determine if you want to use anything similar because "be like" is grammatically incorrect yet popular in pop culture.

Consider your audience's reaction and their comprehension before writing. This may be evaluated to determine its effectiveness and the optimum response, just like any other kind of marketing effort.

It's time to publish your meme on social media once you've selected the ideal image for it and written the amusing or astute statement to go with it.

To guarantee that the bulk of your audience sees the meme, you should push it out frequently enough across all of your social media platforms.

Use your social media platforms as a test audience, and then focus certain advertising efforts on the ones that receive the greatest engagement.

1.7.2 Meme Making Tools

Several websites offer the ability to create memes for free, but they do so with their own watermark at the bottom.

You may create your own and add your own watermark if you have a designer, a design team, or if you are skilled with Photoshop; this would be excellent for your own branding.

Websites like www.MemeGenerator.net assist you in creating and downloading memes as well as displaying the most popular and trending photos online. www.Memesly.com is another such website that enables you to create memes without charge.

On those websites, you can add the top and bottom texts before downloading the royalty-free image. Do not worry about downloading a picture and adding your own text and watermark because the widely shared photographs on the internet are not copied. It becomes yours when you alter an image, especially.

Utilising memes in your marketing campaigns can help you increase user engagement, expand your audience, and strengthen your brand.

For the marketing team, it may also be a fun and engaging assignment. Memes must be well thought out by your social media team in order to maximise their effectiveness and improve their likelihood of becoming viral.

Using a well-known macro that is already viral will surely boost the odds that your meme will get the attention of your target audience, followers, and buyers, even if it doesn't go viral.

1.8 Objectives of the Study:

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

1. To study about **Brand Awareness** through meme marketing.
2. To study the effect of memes on **buying intension of consumers**.

1.9 Scope of the Study:

The study's focus is limited to assessing and examining the impacts of meme marketing on businesses and their clients. The study is limited to how meme marketing affects consumer penetration. The study's shortcomings are caused by ethical and regulatory restrictions. Future research should conduct a similar poll with participants from other demographic groups.

1.10 Limitations of the Study:

Even with memes, there are always positive and negative aspects. This article should help you decide whether using memes in your social media marketing strategy is a good idea.

1. **Legal rights** - Meme jacking may cause a lot of harm for the memejacker if it is done without properly investigating the legal procedure or rights of the meme. Despite being uncommon, lawsuits for damages are definitely a possibility. This is why it's crucial to look into the ownership of any social memes before incorporating them into branding or advertising efforts. One wrong move in this situation might ruin the entire advertising effort and incur costs beyond the means of the company or organisation. The key message is to always do your assignment.
2. **Unwanted negativity** - It's also feasible that the meme may lead the brand to be shunned or alienate certain groups. If the purpose of the branding is to reach as many people as possible with the least amount of controversy, then very contentious memes should be avoided. Some groups may find something as innocent-looking as a cherub in a cradle to be offensive. Determine who would enjoy or despise the meme before using it in a campaign or programme to increase leverage. The meme below may be humorous to some people but may be upsetting to others.

CHAPTER II - LITERATURE REVIEW

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

Internet memes are increasingly becoming an interesting ground for corporate marketing (communications) activities as corporate communications start to follow audience consumption patterns, and businesses have recently shown increased interest in utilising the channel's potential economic value. The main obstacle in achieving this is the issue of control, as the "creations" of Internet users might not exactly match the strategic message that was intended by company representatives. However, these internet memes represent brand and product communication in a fresh and genuine way. Memes are, in fact, a possible expression of consumer experience that exists entirely in the domain of the consumer, integrated into their surroundings, activities, and experiences, and exists beyond the realm of the primary service. According to the meaning-

centred strategy (Mick, Buhl 1992) Messages are interpreted differently by audiences depending on their individual situations (interests, cultural background, etc.). Therefore, mass personal representations through memes are excellent tools for tracking users' opinions of both brands and current social issues. Memes are genuine depictions of the artists' emotions even if they are based on snatched, spontaneous, uninvited events. The fact that "many things consumers value do not inhere in tangible products but increasingly derive from images, cultural texts, and mediated experiences" (Fisher, Smith 2011, p. 332) makes this embeddedness even more significant. When consumption is acknowledged as a form of self-expression in postmodern society, cultural artefacts are then assumed to serve as conduits for user manifestations related to brands, at least within small consumer tribes. Memes are sometimes regarded as cultural artefacts. First, users devote a significant amount of their time to creating, disseminating, or simply consulting these cultural products, imparting their sense of self (Gehl 2014). Applying a cultural strategy model to branding requires mining popular memes. These cultural representations may be used to study consumers' associative networks of memory and the meaning they associate with a brand.

The positioning of their brands in customers' brains (i.e., their "semantic DNA") may then be mapped and audited by marketers using internet memes as a substitute research

technique (Marsden, 2002). The quantity of available Internet memes makes it a large data analytic problem to recognise and order how businesses are positioned in customers' brains. Meme mapping is a qualitative method that may be used to find market niches and/or potential for brand extending by determining second- or third-order meanings connected to a brand (e.g. through intertextual allusions).

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

Introduces the new field of meme science to the corporate sector. The origins of the meme notion are discussed, from Richard Dawkins' initial biological research to the social (commercial) world, and the benefit of its study (memetics) is suggested. Memetics makes the argument that it can aid in comprehending the human mind. The backdrop of advertising and management theory is examined in relation to this assertion. However, there are conflicting results from this project to operationalize the meme concept for a business audience. Even though memetics seems intuitively appealing, much more work needs to be done before advertisers and management thinkers can use a memetic understanding to understand, "fill" and manipulate people's minds.

2.3 Banerjee, Bagchi, Mehta K. (2014), [A Study on Attributes, 21-22]

In this essay, the concept of the meme is examined in relation to branding. According to evolutionary theory, the meme is the gene's cultural counterpart. Memes are thought to be self-replicating organisms that move from one human host to another. A complex, dynamic commercial environment exists where certain memes are successful and others are not, much like the gene in the biological world. This essay contends that brands behave like memetic entities and follow the rules of evolution. The best technique to study the meme phenomenon is another significant issue that is brought up. A significant body of existing research in branding contends that the complexity of brand management and strategy is what leads to success. However, the memetic approach offers an alternative viewpoint on the success of brands. Memetics does not promote complexity and sophistication as a means of success. Natural selection is only dependent on the meme's fitness. The latter's capacity for surviving and reproducing in a hostile environment is dependent. Exploration of this theory's and its research's relevance to branding is done. Finally, the idea of mutation, another aspect of

evolution, is briefly discussed. Here, it is suggested that brand mutations can affect brand creation in both favourable and unfavourable ways. Customers might play a significant role in the replication process when mistake copying happens as the hosts of brand memes.

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

On the basis of memes found in content sources, a targeted advertising system and approach are provided. From content sources, themes that match the keywords that define them are found, and they are then further processed to extract memes. The reach of each meme is also identified for each ad network serving the material. The system and technique additionally extract viral dynamics from the material connected to a meme, and they utilise the aggregate of the viral dynamics as a gauge of meme engagement. With the help of the system and strategy, a marketer may choose a meme based on user involvement and launch an advertising campaign against it. When the material containing the meme is viewed, the advertising are sent through an ad network and embedded at the meme page level. The ad network was chosen based on its reach.

2.5 Anand S., Akelya M. (2017), [India preview of Marketing, 99-100]

Research Review Richard Dawkins initially presented the idea of a "meme" in his 1976 book *The Selfish Gene*. He employs the concept of gene competition in evolution to describe how we develop as individuals in his work. Survival of the fittest is the basis of evolution, however this concept only actually applies to physical characteristics and skills. Memes are intended to be the intellectual equivalent of how features are passed along through genes. In addition to the numerous evident qualities, imitation is what has distinguished humans from other animals (Blackmore, 1999).² The notion of memetics has developed from the observation that humans learn through imitating other people. In principle, anything we adopt from culture is a meme, including songs, fashion trends, and even handshakes since we use them frequently and they eventually become a part of our everyday interactions (Blackmore, 1999; Yufan & Ardley, 2007). Memes are thought to be self-replicating organisms that jump from person to person within a civilization.

Mememes themselves are worth studying since they influence society so significantly but go mostly unnoticed. "Mememes are said to resemble genes in that they produce cultural change through a process similar to natural selection: those mememes that are passed on by imitation and learning tend to dominate social life," (Coker, 2008) remarked. Since

viral videos are thought to use people as hosts and spread from one to another, this understanding of memes allows for the possibility that they may even have a parasitic or viral nature. Other ideas, including mutation, may be applied to the theory because of the idea that memes spread quickly. Similar to how genes are altered by their hosts, memes can change from what they originally meant to suit the needs of the host. This article focuses on the current online meme trend in the Web 2.0 age and its impact on internet users and how they perceive businesses and brands, even if much of the current focus on the research of memes pertains to the study of culture and the replication of behaviours. Online, the word "meme" mostly refers to the quick adoption and dissemination of a notion expressed in written language, an image, a video, or another type of cultural artefact (Shifman, 2013). Online memes are different from traditional memes in that they also serve as a means of self-expression (Christodoulides, Jevon, & Bonhomme, 2012). Memes are difficult to quantify since there are no established units of measurement, yet their prevalence is obvious. Three memes have gained traction on the internet in a level that hasn't been seen before thanks to social networks, other community-based websites, and picture aggregators because they let people express themselves anyway they see suitable. Simply said, a meme is anything that has been widely repeated online by many people with various messages but with a consistent underlying meaning. Young users have taken to internet phenomena like "planking," in which someone takes a photo of themselves lying flat in an unusual location, and "Harlem Shake" videos, in which a group of people suddenly start dancing erratically when the song's hook plays. They have also taken to the more widely recognised meme type online, which is a picture with a caption. Planking and Harlem Shake videos are memes, but it's the pictures and words that let viewers express their own opinions while maintaining a sense of the bigger picture. Because of the readily understandable pictures and user-generated textual language, popular memes like the fist-clenched child, the condescending Willy Wonka, and the unhappy cat have taken over the internet.

CHAPTER III – RESEARCH METHODOLOGY

A research design is a methodical and logical plan created to direct a research project. It outlines the goals of the study and the steps that will be taken to achieve them. It is a description of the methods and processes used to acquire the data necessary to address the issue. It comprises setting up the parameters for data collection and analysis in a way that aims to strike a balance between relevance to the research purpose and procedural effectiveness. Therefore, a research design is the conceptual foundation for doing research.

The chapter before provided a quick overview of related literature. The review of related material gave the researcher a thorough grasp of both the topic under investigation and the approach and procedures to be employed in the current investigation.

The methodology of the relevant study is discussed in the present chapter with regard to the issue statement, operational definitions, sampling procedures, sample size, and tool description.

A research design is a methodical and logical plan created to direct a research project. It is an inquiry into knowing. Research is the process of learning new facts and verifying old ones by using scientific methods to a natural or social phenomenon.

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3.1 Types of Research Designs

A research design is a methodical and logical plan created to direct a research project. It is an inquiry into knowing. Research is the process of learning new facts and verifying old ones by using scientific methods to a natural or social phenomenon.

Exploratory research design and conclusive research design are the two basic categories into which research designs fall. Descriptive and causal/experimental research designs are subsets of conclusive research designs.

The nature of the problem, the technique of data collecting, and the method of data analysis determine whether a study design is appropriate for a certain investigation. Following are specifics on several study design types:

3.1.1 EXPLORATORY RESEARCH DESIGN

Exploratory research is when a researcher employs highly adaptable, unstructured, and qualitative approaches to get insights into the broad nature of the problem and potential solution options. Exploratory research designs are characterised by flexibility in developing hypotheses and gaining new insights. It does not adhere to a predetermined survey or sample. It is based on a review of the literature, an experimental study, and an examination of particular circumstances. Respondents are given a lot of freedom during unstructured interviews. No study is based entirely and solely on this design. It serves as a complimentary design to causal design and descriptive design.

3.1.2 CONCLUSIVE RESEARCH DESIGN

As the name suggests, conclusive research design is used to provide results that are practically useful in drawing conclusions or making decisions. Research goals and data needs must be outlined explicitly for this sort of study. Conclusive research' findings typically have a specific purpose. Exploratory study results can be validated and quantified using conclusive research design. Application of quantitative data collecting and analysis techniques is typically included. Additionally, decisive investigations frequently have a deductive bent, and their study goals are met through testing ideas. Descriptive research design and causal or experimental research design are further categories for conclusive research designs.

3.1.3 DESCRIPTIVE RESEARCH DESIGN

Problems and solutions are frequently described in descriptive research designs. The research is more focused and purposeful. The clearly stated problem must be present before serious attempts at descriptive research are conducted. One or more hypotheses support a descriptive investigation. Clear articulation of the who, what, when, where, and how of the investigation is necessary for descriptive research. These issues are addressed via descriptive design.

3.1.4 CAUSAL RESEARCH DESIGN

The goal of causal study design is to establish cause and effect relationships. Usually, it takes the shape of an experiment. In a causal study design, an effort is made to

quantify the effects of manipulating dependent variables (such as sales volume, profitability, brand image, and brand loyalty) on independent factors (such as pricing, goods, advertising and selling activities, or marketing techniques generally). It is more useful in tackling actual marketing issues.

The best illustration of experimental marketing is test marketing, which involves manipulating the independent variables (price, product, promotional efforts, etc.) to see how they affect the dependent variables (sales, profits, brand loyalty, competitive advantages, product differentiation, etc.).

Both research design approaches are complementary; exploratory research is typically employed when little to no prior study has been conducted on the topic. Any prior research on the topic, including studies, publications in journals and articles, is prohibited. An example would be the debut of a new restaurant chain.

There is no sequence in which to use these designs, but because the major goal of any research is to either discover a consensus or a solution to the problem being addressed, conclusive research is often done after exploratory research.

One form of research design cannot be the only foundation of any study. Exploratory research is useful in conjunction with some types of conclusive study designs.

3.2 Data Collection

Data gathering techniques: The collection and analysis of data are crucial to the success of any project or market study. To accomplish the goals of the research, it is essential that the data obtained be trustworthy. Two categories can be applied to all data sources:

- **Primary data**- primary data is gained by personal data collection or direct observation. It refers to information that is original in character and gathered for a specific purpose from the area of inquiry. Primary data for the study were mostly gathered utilising the survey technique and the tool questionnaire.
- **Secondary data**- Secondary data are those that have previously been gathered by others for a particular reason and are then applied in other situations. It is hearsay on a happening that the researchers have not directly observed. Time and money are saved by using secondary data. The goal is to improve analysis's precision.

Here, secondary data came from a variety of books, records, magazines, and journals. publications, etc. websites for the company.

3.3 Sampling Method

Sampling is the process of taking a sample from a larger group and creating a little representation or cross section of that group. The selection of the sample used to gather the research data is the most crucial factor in determining the general applicability of the research findings, so after deciding on the variables, either the entire population will be the subject of data collection, or a specific group will be chosen as being representative of the entire population.

3.3.1 Sample design:

There is nonprobability sampling. For the primary data, we chose a random sample of consumers who purchase food online, particularly those who reside in Delhi city.

Sample: 100 clients, 100 of each gender, were selected at random from the Delhi district, and they returned the fully completed questionnaire. The sample size was 100 respondents, drawn from the whole customer base in Delhi.

Tools for collecting data: A research tool is essential to doing any good research since it is the only way to gather reliable data and draw accurate findings about the issue at hand. These conclusions then aid in developing appropriate solutions to the challenges at hand.

3.3.2 Questionnaire

Data is gathered from respondents utilising the questionnaire for this project's work. The necessary data is frequently gathered using a given 1Performa in the form of a questionnaire in a statistical investigation. The researcher plans to utilise a tool and a handbook to gauge how Delhi city residents see the city. There are four alternatives for the summed rating scale. This form has a list of questions that the investigators are expected to ask, and the responders are required to click the appropriate box next to each one.

3.4 Limitations

1. For an accurate consumer research, the sample size is too small.
2. The results of the research may have been impacted by certain respondents' skewed responses.
3. There aren't many previous studies on the subject, so respondents don't have time to read the entire questionnaire before filling it out.
4. Because of the sample's modest size, it is challenging to pinpoint important customer relationships.
5. Using straightforward responses, respondents attempted to avoid some claims.

The details of data collection are described in this section of the study. Data collection may be done in a variety of ways; in some circumstances, like our study, the researcher will need to create a test, survey, or other instrument to gather information (primary data). In other cases, however, the data will already be collected (secondary data).

Data collection was done by performing a survey through **Google Forms**.

1. Approximately **200** people were sent the link to fill the survey.
2. **105** responses were recorded.

Questionnaires attached in Annexure I.

CHAPTER IV – DATA ANALYSIS

1. Gender

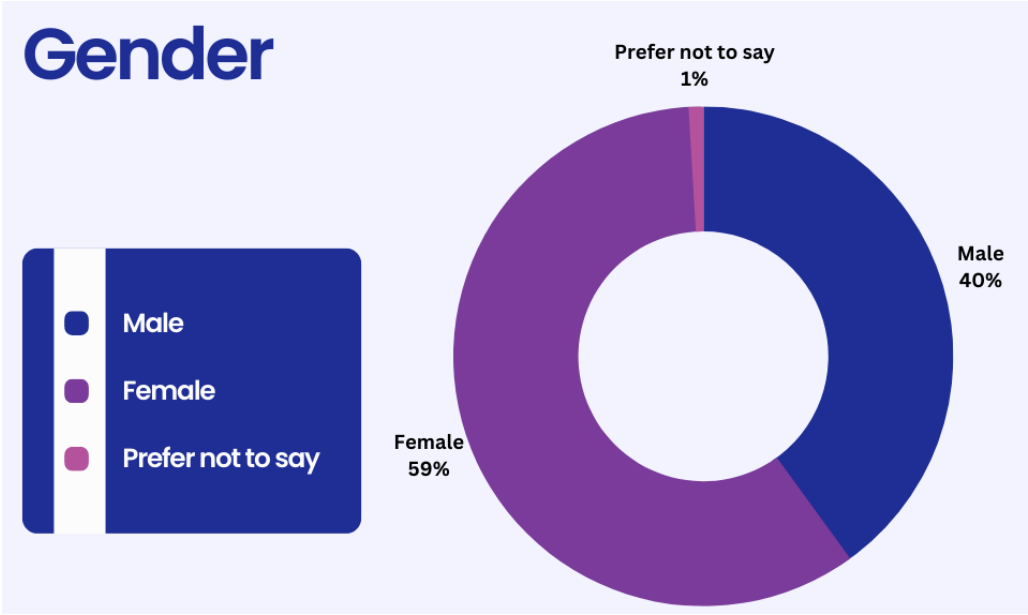


Figure 1- Graph showing Gender Analysis

2. Age Group

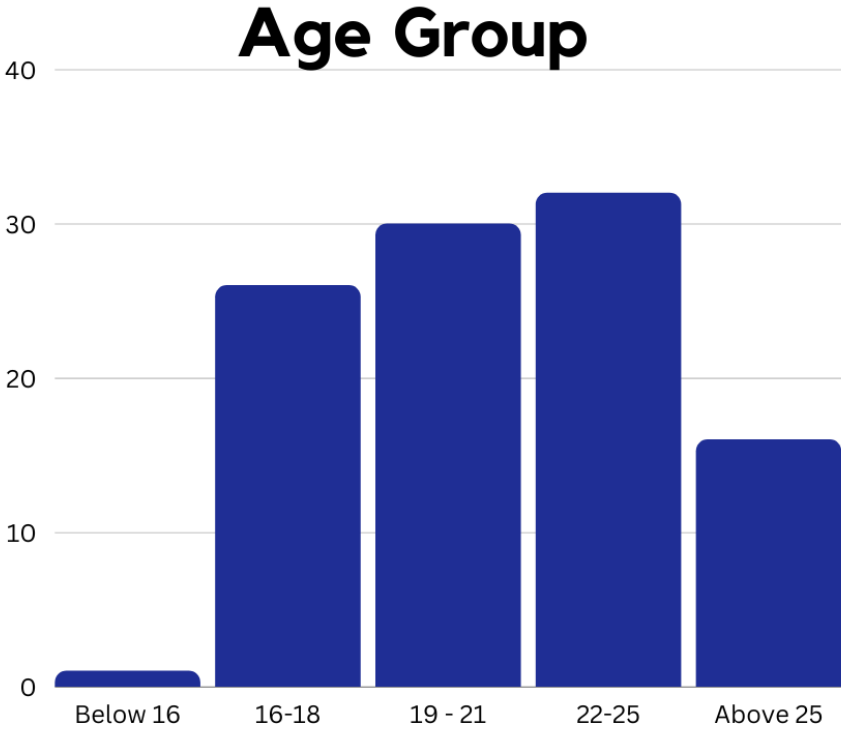


Figure 2- Graph showing Age Group Analysis

3. Are you familiar with Memes?

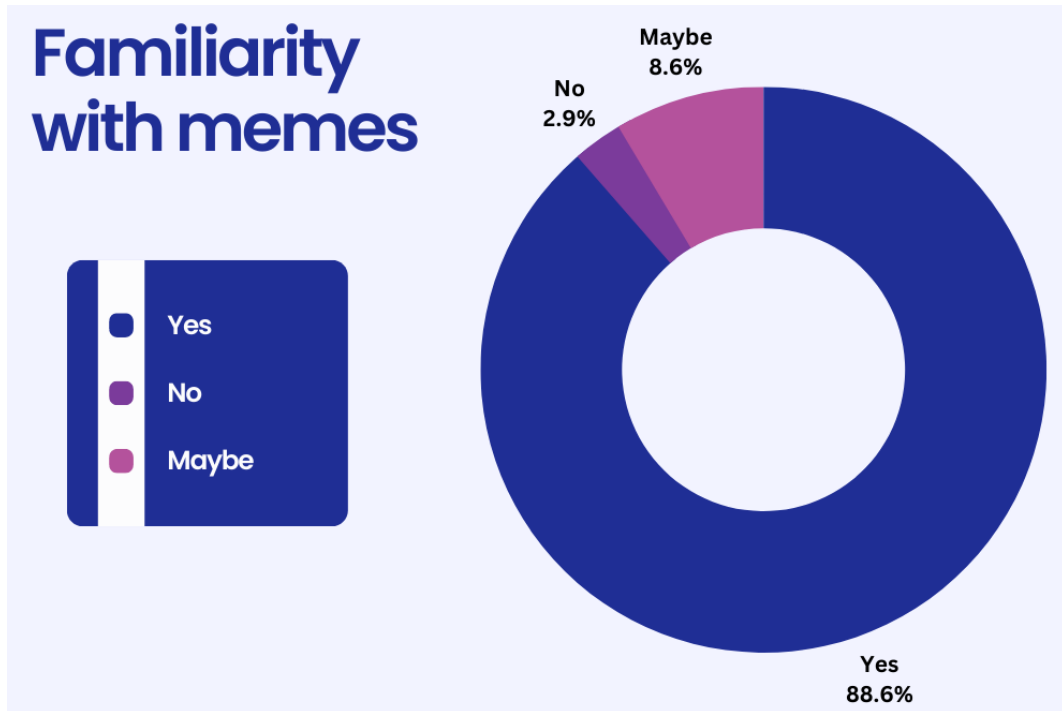


Figure 3- Graph showing Familiarity with Memes

4. How much time do you spend online in a day?

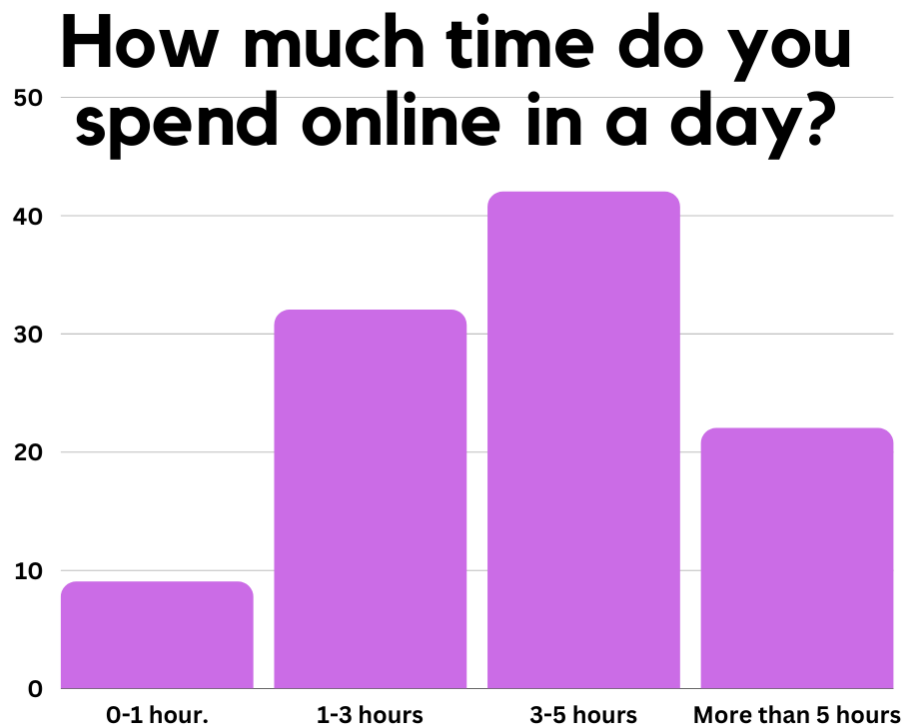


Figure 4- Graph showing Time spent online in a day

5. How likely are you to share memes?

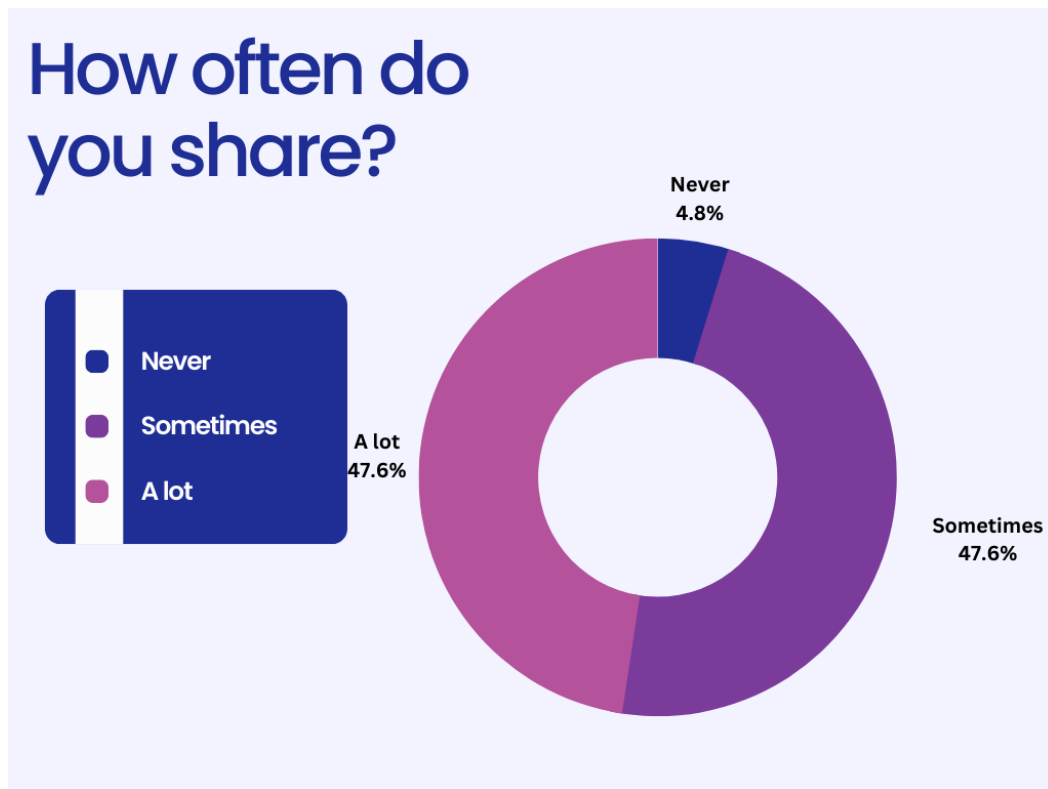


Figure 5- Graph showing Meme Sharing Analysis

6. What form of meme are you most familiar with?

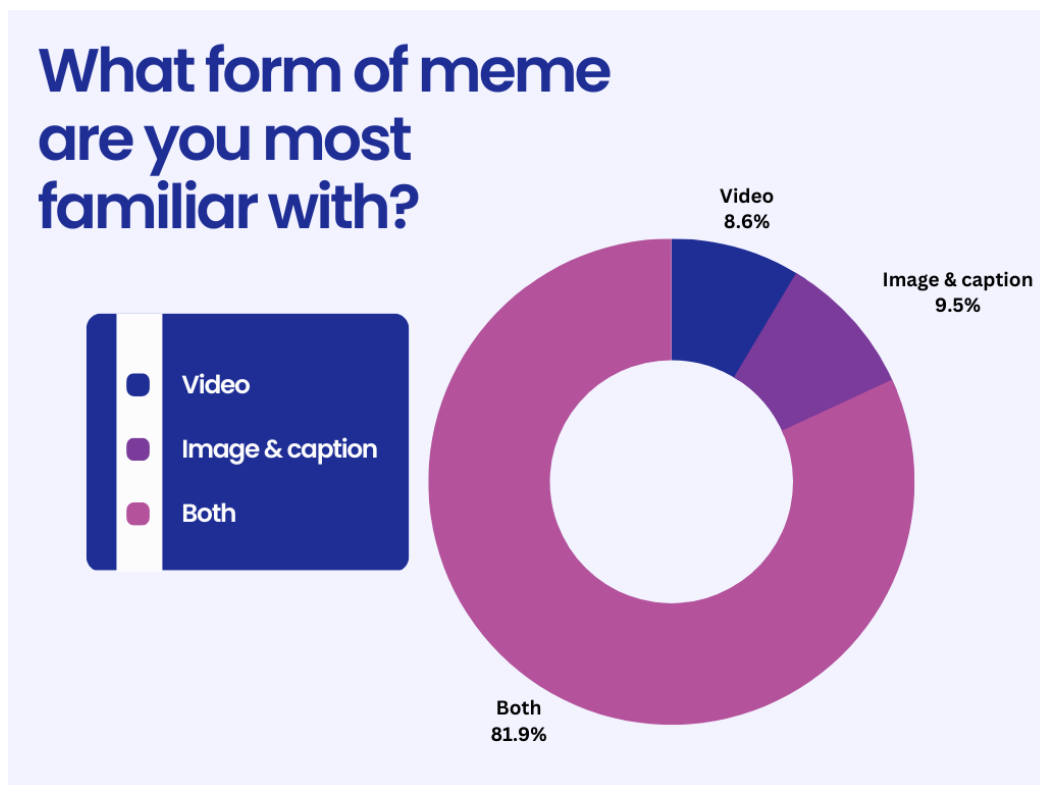


Figure 6- Graph showing form of meme people are most familiar with

7. In which medium are you more likely to view memes?

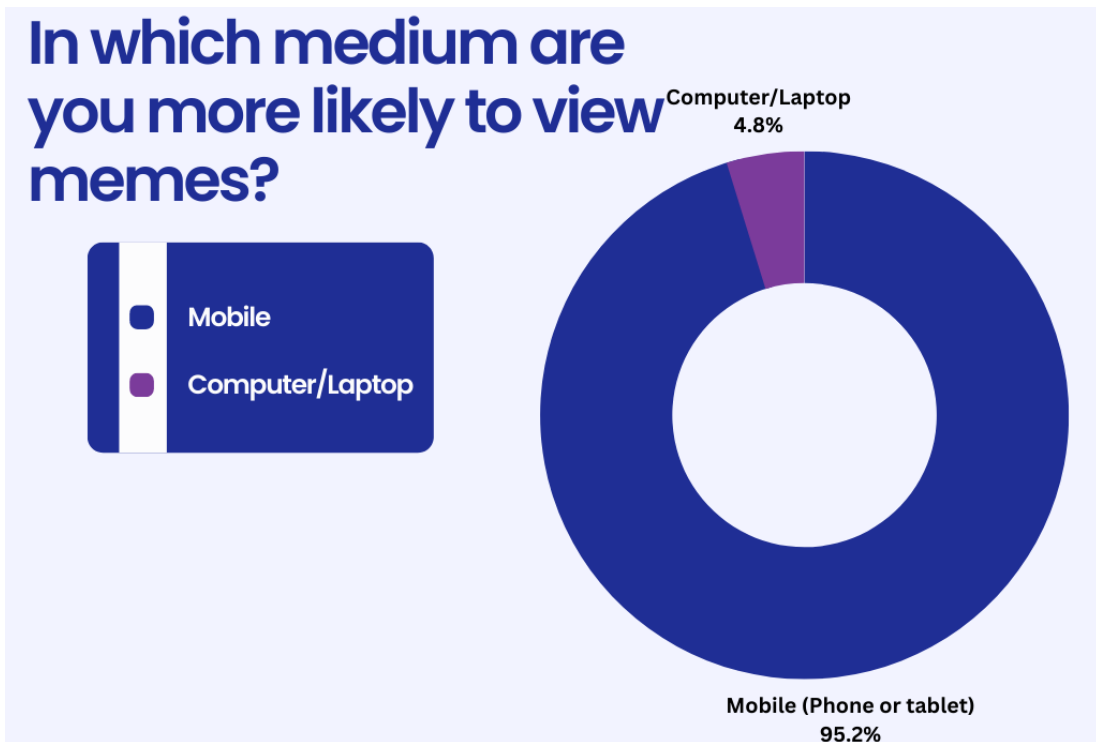


Figure 7- Graph showing which medium people are most familiar with

8. Have you ever created a meme?

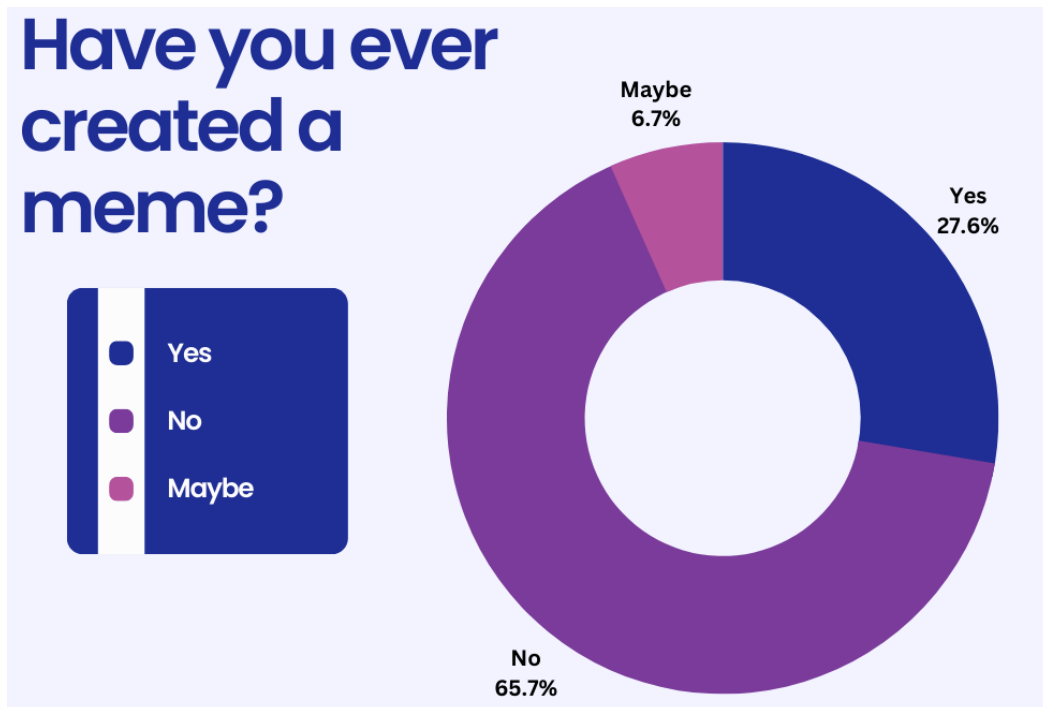


Figure 8- Graph showing Meme Creation by People Analysis

9. Where do you find the memes that interest you the most?

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

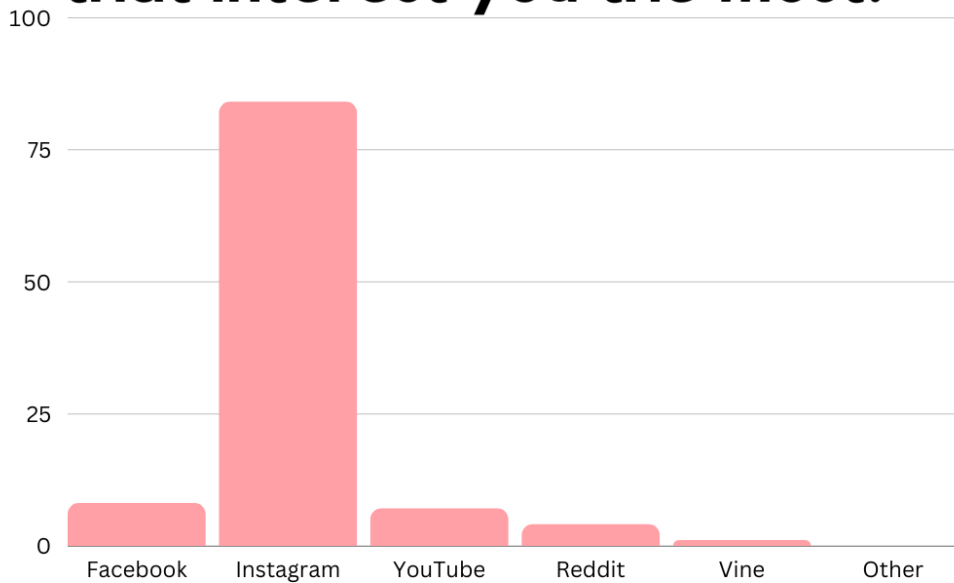


Figure 9- Graph showing platforms of memes that interest people the most

10. Do you remember products mentioned in memes?

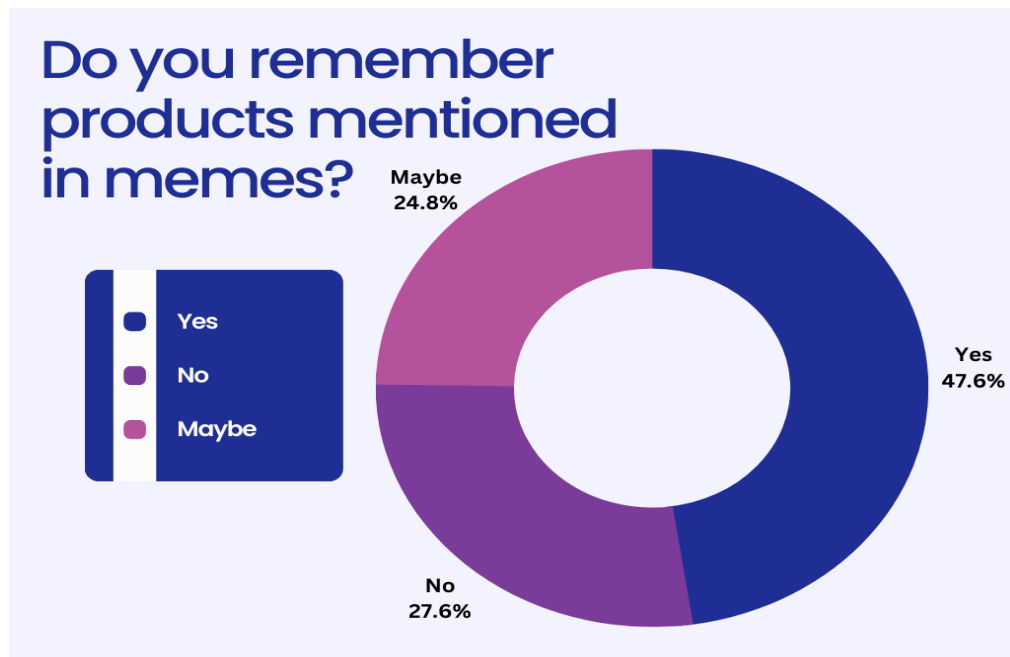


Figure 10- Graph showing products mentioned in memes analysis

11. Do you find memes to be a form of advertising?

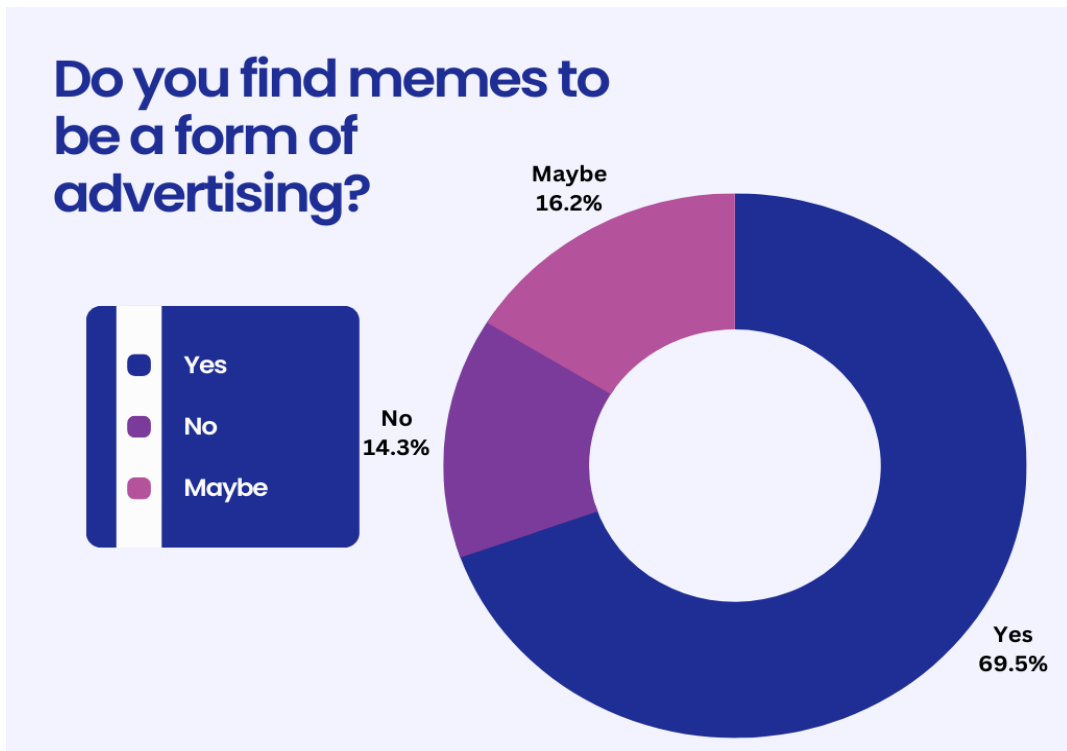


Figure 11- Graph showing if people find memes as a form of advertising

12. Do you feel memes are a form of word-of-mouth advertising?

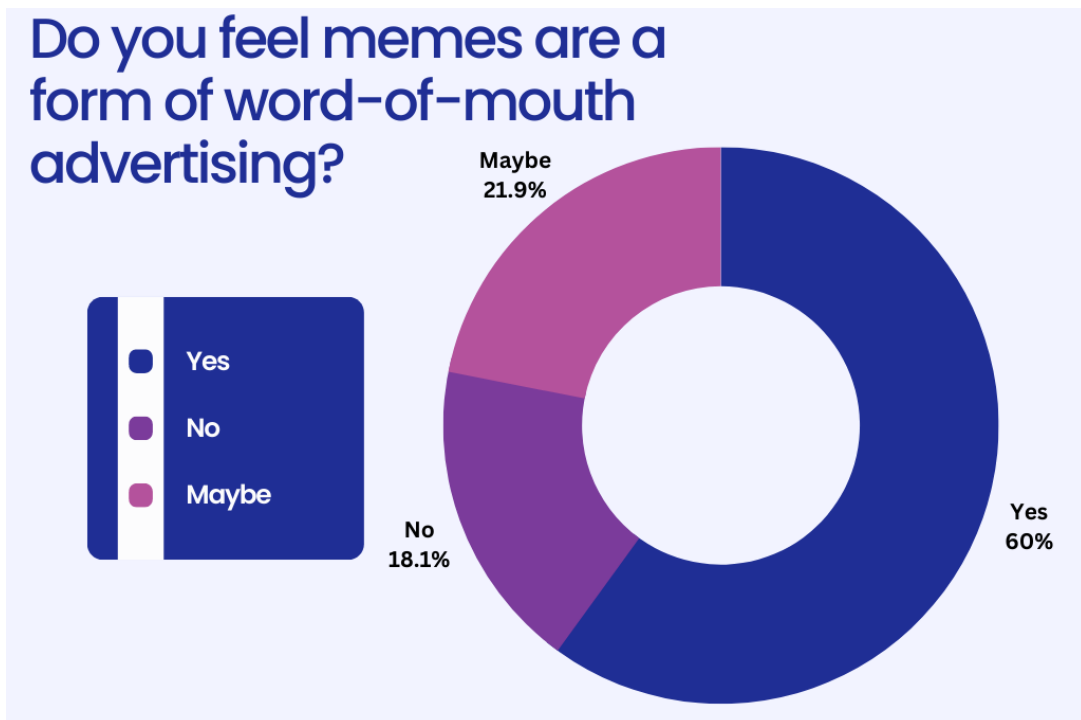


Figure 12- Graph showing if people find memes as a form of word of mouth advertising

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

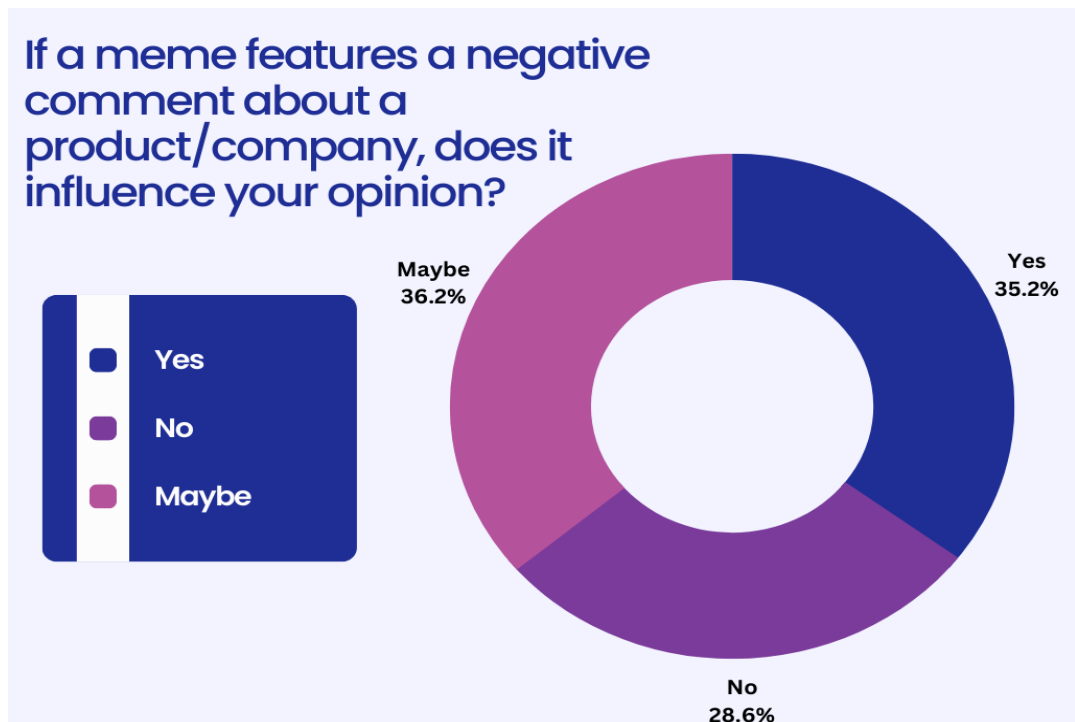


Figure 13- Graph showing if negative comment influence buyer's opinion

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

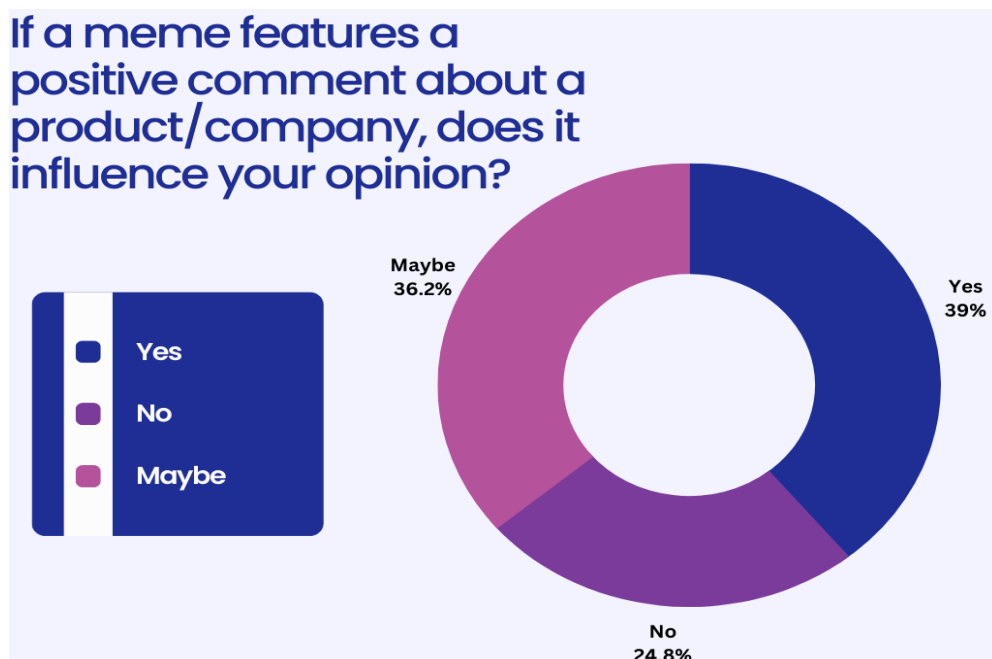


Figure 14- Graph showing if positive comment influence buyer's opinion

15. Would you share a meme if it coincided with your opinion of a product/company?⁵

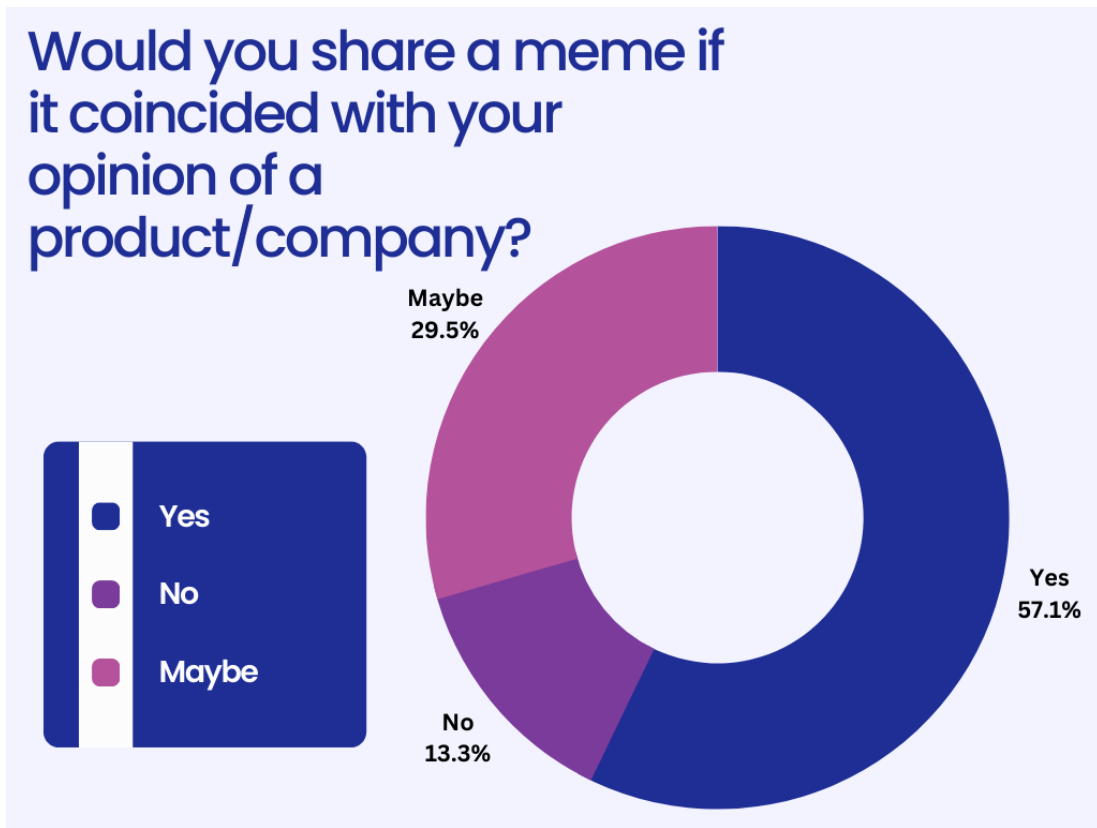


Figure 15- Graph showing whether a person will share a meme if it coincided with his opinion

REGRESSION ANALYSIS

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Inwhichmediumareyoumorelikelytoviewmemes(1)	.396	2.375	.028	1	.868	1.486
	Gender			.931	2	.628	
	Gender(1)	-2.693	47445.610	.000	1	1.000	.068
	Gender(2)	-3.255	47445.610	.000	1	1.000	.039
	Agegroup			1.248	4	.870	
	Agegroup(1)	22.184	40193.312	.000	1	1.000	4307280853.7
	Agegroup(2)	22.724	40193.312	.000	1	1.000	7397286487.3
	Agegroup(3)	22.657	40193.312	.000	1	1.000	6915918406.7
	Agegroup(4)	21.802	40193.312	.000	1	1.000	2941132173.1
	Howmuchtimedoyouspendonlineinaday			4.251	3	.236	
	Howmuchtimedoyouspendonlineinaday(1)	-.919	1.508	.372	1	.542	.399
	Howmuchtimedoyouspendonlineinaday(2)	-1.515	.752	4.058	1	.044	.220
	Howmuchtimedoyouspendonlineinaday(3)	-1.039	.704	2.176	1	.140	.354
	Areyoufamiliarwithmemes			1.310	2	.519	
	Areyoufamiliarwithmemes(1)	-1.792	1.566	1.310	1	.252	.167
	Areyoufamiliarwithmemes(2)	-21.959	25211.499	.000	1	.999	.000
	Howlikelyareyoutosharecontentmemes			1.099	2	.577	
	Howlikelyareyoutosharecontentmemes(1)	.412	.644	.409	1	.523	1.510
	Howlikelyareyoutosharecontentmemes(2)	1.835	2.141	.734	1	.391	6.264
	Whatformofmemeareyoumostfamiliarwith			2.658	2	.265	
Whatformofmemeareyoumostfamiliarwith(1)	-2.025	1.253	2.613	1	.106	.132	
Whatformofmemeareyoumostfamiliarwith(2)	-1.652	1.573	1.103	1	.294	.192	
Wheredoyoufindthememes thatinterestyouthemost			1.328	5	.932		
Wheredoyoufindthememes thatinterestyouthemost(1)	-.464	2.007	.053	1	.817	.629	
Wheredoyoufindthememes thatinterestyouthemost(2)	-1.192	1.251	.908	1	.341	.303	
Wheredoyoufindthememes thatinterestyouthemost(3)	-1.867	1.774	1.108	1	.293	.155	
Wheredoyoufindthememes thatinterestyouthemost(4)	20.097	40192.969	.000	1	1.000	534768180.17	
Wheredoyoufindthememes thatinterestyouthemost(5)	23.054	40192.970	.000	1	1.000	10287045769	
Haveyouevercreatedameme			.847	2	.655		
Haveyouevercreatedameme(1)	-1.274	1.386	.844	1	.358	.280	
Haveyouevercreatedameme(2)	-.168	.633	.070	1	.791	.845	

Doyourememberproducts mentionedinmemes			4.190	2	.123	
Doyourememberproducts mentionedinmemes(1)	-1.471	.759	3.754	1	.053	.230
Doyourememberproducts mentionedinmemes(2)	-.006	.648	.000	1	.993	.994
Doyoufindmemestobeafor mofadvertising			.240	2	.887	
Doyoufindmemestobeafor mofadvertising(1)	-.321	.900	.127	1	.722	.726
Doyoufindmemestobeafor mofadvertising(2)	.200	.935	.046	1	.830	1.222
Doyoufeelmemesareaform ofwordofmouthadvertising			1.995	2	.369	
Doyoufeelmemesareaform ofwordofmouthadvertising (1)	.103	.776	.018	1	.894	1.109
Doyoufeelmemesareaform ofwordofmouthadvertising (2)	-1.079	.819	1.738	1	.187	.340
Constant	-15.798	62182.015	.000	1	1.000	.000

Components of analysis -

Coefficient estimate: An estimation of the magnitude and direction of the association between two variables in a regression model is known as a coefficient estimate in statistics. More specifically, it reflects the amount of change in the dependent variable that, other things being equal, may be ascribed to a change of one unit in the independent variable.

Standard error: The standard error (SE) is a statistical metric used to assess the accuracy of an estimate, such as a sample mean or regression coefficient. The statistic's sampling distribution, or the distribution of all feasible sample means or regression coefficients that may be collected from the same population, is represented by it.

Degrees of freedom: The amount of independent pieces of information necessary to estimate a statistical parameter or produce a test statistic is referred to as degrees of freedom (df).

Significance level: The likelihood of rejecting the null hypothesis when it is true is the degree of significance (alpha). To evaluate if there is a statistically significant difference between two groups or whether there is a significant link between two variables, it is frequently employed in hypothesis testing.

Exponential coefficient estimate: When describing the relationship between two variables when one variable is rising or decreasing at an exponential rate, exponential

regression models employ the estimated value of the exponential regression coefficient.

Analysis result -

In which medium you are likely to view memes.

For the majority of statistical analyses, a level of significance of 0.868 would be an extraordinarily high number. It would be a highly liberal standard for statistical significance to say that there is an 86.8% chance of rejecting the null hypothesis when it is actually true.

Gender.

For the majority of statistical investigations, a level of significance of 0.628 would similarly be regarded as an extremely high number. It would suggest that there is a 62.8% likelihood of rejecting the null hypothesis even if it is true, which is still a fairly lenient standard for statistical significance.

Gender(1). The null hypothesis would have a 100% chance of being rejected at a level of significance of 1, which is not a useful statistical number.

Similarly, in case of gender(2) the level of significance is also 1 which could mean that the gender of a person does not influence the buying intention.

Age group.

A significance level 1 indicates that the null hypothesis is rejected which also means that the age group does not affect the buying intention of the buyer.

How much time do you spend online in a day.

We have a statistical model that predicts the link between two variables, and the predicted coefficient for one of the variables is -1.515 with a level of significance of 0.044. The level of significance of 0.044 indicates that there is a 4.4% probability of finding a coefficient as severe as -1.515 owing to random sampling variability even if the real coefficient were zero (i.e., there is no link between the variables). For the other two cases too, null hypothesis is rejected i.e there is no significant relationship with the time a person spends online and his/her buying intention.

How likely are you to share content memes.

Given that there is no significant link between the variables, a level of significance of 0.523 implies the likelihood of generating a coefficient estimate that is as big as the one that was observed, or even larger. In other words, even if there is no significant link between the variables, there is a 52.3% probability of seeing the coefficient estimate by chance alone if the level of significance is set at 0.523.

What form of meme are you most familiar with.

A statistical model's coefficient estimate of -2.025 denotes a negative correlation between two variables. The coefficient estimate is not statistically significant at a conventional threshold of 0.05, according to the level of significance of 0.106. As a result, we are unable to prove the null hypothesis that there is no meaningful connection between the two variables.

Where do you find memes that interest you the most.

In a statistical model, a coefficient estimate of -1.192 denotes a negative correlation between two variables. The coefficient estimate is not statistically significant at a standard threshold of 0.05, according to the significance level of 0.341. As a result, we are unable to prove the null hypothesis that there is no meaningful connection between the two variables.

Have you ever created a meme.

A negative association between two variables in a statistical model is shown by a coefficient estimate of -1.274. At a conventional threshold of 0.05, the coefficient estimate is not statistically significant, according to the significance level of 0.358. As a result, the null hypothesis that there is no meaningful association between the two variables cannot be rejected.

Do you remember products mentioned in memes.

With a threshold of significance of 0.053, an estimated coefficient of -1.471 denotes a link between two variables, and the estimated coefficient for one of the variables is -1.471.

A coefficient as severe as -1.471 would only be observed with a 5.3% probability owing to random sampling variability if the real coefficient were zero, which would indicate that there is no link between the variables, according to the level of

significance of 0.053. According to the coefficient estimate of -1.471, there is a bad correlation between the variables. To be more precise, we would anticipate a drop of 1.471 units in the outcome variable (the variable we are attempting to forecast) for every unit rise in the predictor variable (the variable to which the coefficient belongs).

CHAPTER V- FINDINGS AND SUGGESTIONS

FINDINGS -

1. Memes are one of the greatest symbols of social media.
2. They're edgy. They're funny. They're easy to iterate on, and every week, a new one pops up.
3. But despite their popularity, it seems like using memes is a risky decision for a brand — or is it?
4. Memes can work well for brands, but only for those that get the essential elements of using a meme right. If you try to use a meme and don't hit the mark, you'll look foolish and out of touch at best, but could also end up seriously offending someone. So, whether you're new to memes, or looking to spin your meme mastery into good business, this guide will help you nail marketing with memes.
5. Their simple form and humour give memes inherent virility and a broad appeal. If you've been thinking about using memes to promote your brand on social media, you're in good company.
6. As memes rise in popularity, brands grow keener on capitalizing on their pervasiveness and charm.
7. Why Memes Work?
8. Memes are successful because they're "carriers of culture."
9. Memes seem to collect our ideas, emotions, and actions in a simple and transferable form, making them perfect for the Internet age.
10. Several points make memes great for brands:
11. They are an easy way to capitalize on shared knowledge.
12. They are great for humanizing your brand and sharing it on social media with an authentic voice.
13. They make it easier to showcase complex concepts such as your brand personality and company culture.
14. According to research, they lead to higher engagement from your audience.

While some companies have managed to use memes to inject new energy in their brands, not all who have ventured in meme-territory have come back victorious.

SUGGESTIONS -

Although there's no surefire way to use them, there are various ways in which you can protect yourself from having a meme backfire on your brand:

1. **Check the rights on an image:** It's important to be aware of the risks you're taking, even if the chance of ending up on the wrong side of the law is minuscule.
2. **Develop a clear policy:** Figure out what's your brand's tolerable level of risk and create guidelines that everyone on your team understands and follows.
3. **Make sure you're not implying an endorsement:** In the case of Duane Reade, that's what got the brand in trouble.
4. **Consider the alternatives:** If you want to use a particular image but are afraid there might be implications, explore alternative paths. For example, you can try licensing an image that you want to feature as a major part of a marketing campaign.
5. **Know Your Audience:** Start by making sure incorporating memes in your social marketing will click with your audience. Learn who your brand followers are and what they care about. Are they the type of people who would enjoy seeing a meme, or would they find it hard to understand it?

Your brand personality holds great insights into the type of people who follow you on social media and the expectations they have of you. For example, if you are a popular brand that appeals to millennials, memes are probably a good bet. However, if you're trying to project a much classier, high-brow image, a meme might fall on deaf ears.

6. **Use an Appropriate tone:** Success on social heavily depends on the voice and tone brands use—and memes are part of that. Voice and tone matter because they provide consistency for the personality of your brand.

For some brands, memes come as a natural fit to their existing content. But for more serious or professional brands, finding the right tone makes all the difference between a successful meme and a total flop.

7. **Develop a great taste for using humor:** All memes rely on humour, so it's essential to know just how much of it to inject into a meme for your brand. Using humour is always the easiest way to make your brand sound human and create an emotional connection with your audience. Obviously, making fun of your customers should be avoided, but even poking fun at your brand can backfire

8. **Embed your brand in great memes:** Some companies venture beyond the established tropes and try to create their own meme where the brand takes centre stage. A few are lucky enough to inspire memes, but not all of them have the gumption to capitalize on those opportunities.

In either case, having a meme that features your brand go viral is great for brand recognition.

CHAPTER VI – CONCLUSION

Meme marketing may be quite effective if done properly. It provides the viewers with valuable information instead of just making them laugh with sponsored material. Memes are effective for promoting companies since they are created particularly for social media platforms and offer entertainment value. Memes make people giggle while making a passing reference to your business; they aren't overtly promotional.

Memes are simple for your audience to spread because of their amusement value. Consider this: Which would you choose to share: a funny McDonald's burger meme or a 500-word blog post from McDonald's on their newest menu item? Your audience will likely prefer fun to knowledge, just as you undoubtedly would.

How To Do Meme Marketing?

Meme marketing has evident benefits, but how can you really make it work? You may either create your own meme or utilise one that already exists.

1. Existing Memes

Memes can have a lengthy or brief lifespan. Brands need to keep an eye on what's trending in order to exploit current memes successfully.

Additionally, before using a meme, make sure your content is original, funny, and understands the meme completely. It's possible to mistakenly utilise an inappropriate meme since meme meanings evolve over time. Pepe the Frog is the ideal illustration of an innocent meme gone wrong.

2. Creating Your Own

Make your own meme if you don't want to utilise one that already exists. This is more challenging to pull off, largely because your audience won't be familiar with the meme. It's intimidating but not insurmountable. In fact, if you play your cards well, the advantages of making your own meme may even surpass those of pre-existing memes.

Heinz is the ideal illustration of how to make a meme. The condiment company desired to raise brand recognition and activity on social media. It implemented a meme marketing campaign with Memes.com with the aim of obtaining 1 million impressions.

Razvan Romanescu, the co-founder of Memes.com, said: "I have been telling people memes are the future of social marketing for years – I would always receive criticism. "No more. Because of the times' changes, every brand is now changing.

Heinz skillfully fueled the age-old argument over whether tomatoes are a fruit or a vegetable. They uploaded images asking people to pick, "If you had to decide right now if a tomato is a fruit or a vegetable, which would you choose?" with hashtags asking people to take sides.

According to Romanescu, "We made a custom meme for Heinz that catered to the internet's obsession with arguments, highlighting their brand in a fun way." "Usually, getting people to debate a topic garners the most attention for it."

Heinz exceeded their target by four times by receiving more than 4 million impressions. Additionally, they received over 80,000 total interactions on Facebook and Instagram.

Rules for Meme Marketing

How can you start your own version of a Heinz Campaign ? Follow these rules :

1. Be a native. Make sure a digital native creates and distributes memes for your business so that the language is appropriate. If you don't, your brand will suffer because people will perceive you as trying too hard to be cool.
2. Be relatable. Only a tiny portion of people will be able to understand your meme, it is a given. Don't attempt to make a meme that will resonate with everyone. Instead, pay attention to the interests of your target market.
3. Watch your timing. While some memes persist for years, others, like Kenneth Bone during the presidential debate, come and go quickly. Make sure an existing meme is still popular before using it. Make sure the cultural environment is appropriate if you construct your own. You risk sounding insensitive and out of touch if you don't.

The Bottom Line

Not just college students or disinterested office workers like memes. As long as you adhere to a few guiding principles, they may play a crucial role in your marketing plan. Use meme marketing to your advantage to win over the hearts of your fans and broaden the appeal and influence of your company.

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APPENDIX – 1 QUESTIONNAIRE

- 1. Name**
- 2. Gender**
 1. Male
 2. Female
 3. Other
- 3. Age Group**
 1. Below 16
 2. 16-18
 3. 19-21
 4. 22-25
 5. Above 25
- 4. How much time do you spend online in a day?**
 1. 0-1 hour.
 2. 1-3 hours
 3. 3-5 hours
 4. More than 5 hours
- 5. Are you familiar with memes?**
 1. Yes
 2. No
 3. Maybe
- 6. How likely are you to share content/memes?**
 1. Never
 2. Sometimes
 3. A lot
- 7. What form of meme are you most familiar with?**
 1. Image and caption
 2. Video
 3. Both
- 8. In which medium are you more likely to view memes?**
 1. Mobile (Phone or tablet)
 2. Computer/Laptop

- 9. Where do you find the memes that interest you the most?**
1. Facebook
 2. Instagram
 3. YouTube
 4. Reddit
 5. Vine
 6. Other
- 10. Have you ever created a meme?**
1. Yes
 2. No
 3. Maybe
- 11. Do you remember products mentioned in memes?**
1. Yes
 2. No
 3. Maybe
- 12. Do you find memes to be a form of advertising?**
1. Yes
 2. No
 3. Maybe
- 13. Do you feel memes are a form of word-of-mouth advertising?**
1. Yes
 2. No
 3. Maybe
- 14. If a meme features a negative comment about a product/company, does it influence your opinion?**
1. Yes
 2. No
 3. Maybe
- 15. If a meme features a positive comment about a product/company, does it influence your opinion?**
1. Yes
 2. No

3. Maybe

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

1. Yes

2. No

3. Maybe

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