

Major Research Project

A STUDY ON WOMENS PURCHASING BEHAVIOUR OF SANITARY PRODUCTS WITH THE INFLUENCE OF MEMES

Submitted By

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DECLARATION

I, **Mohammad Afzal Sheikh** student of **MBA 2022-24** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the major research project “**A Study on Marketing Through Memes**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Place:

Student Name and Signature

Date:

CERTIFICATE

This is to certify that the research titled “**A Study on Marketing Through Memes**” has been submitted by Mohammad Afzal Sheikh Roll No. 2K22/DMBA/115 of **MBA 2022-24** to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Place:

Date:

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It's challenging for me to adequately convey my profound gratitude to the many individuals who have made substantial contributions to the development of this research. However, it is essential for me to acknowledge the invaluable support I received during my research experience. I extend my profound gratitude to the Faculty Mentor Mr. P.K.Suri for granting me this opportunity to gain insights. This experience has been truly remarkable, affording me the chance to acquire practical knowledge that often goes beyond what is found in textbooks.

Mohammad Afzal Sheikh

Executive Summary

This study looks into how meme culture plays a part in marketing in the Indian market, offering a great chance to learn more about how meme marketing affects customer engagement and market penetration tactics. The goal of the study is to determine how meme marketing affects businesses and consumers alike, examining its important ramifications in the contemporary economic environment. In particular, it aims to assess how meme culture is used to promote sanitary products, offering fundamental understandings of how marketing impact consumer behaviour and how it affects the creation of company policies. This study offers insightful viewpoints on the strategic function meme marketing plays in customer engagement and Indian market progress.

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CHAPTER-1

INTRODUCTION

1.1 What is marketing?

Marketing involves the efforts made by a business to promote the buying or selling of goods or services. Advertising is a key strategy used by marketing professionals to reach specific target audiences through various means such as media exposure, creative packaging, celebrity endorsements, and catchy slogans. Promotions are tailored to appeal to specific demographics and can encompass a range of tactics to capture consumer attention.

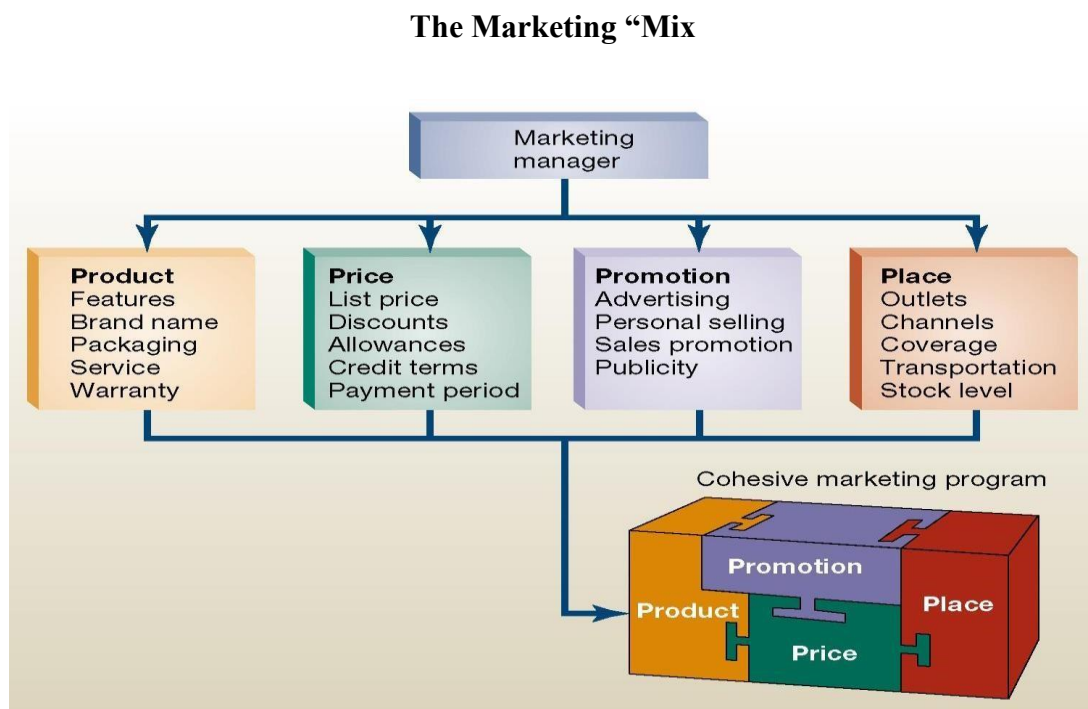


Figure 1: Marketing Mix

(Source: Basic Marketing: A Managerial Approach)

1.2 4 Ps of Marketing

The idea behind the 4Ps of marketing, or the marketing mix, was first presented by E. Jerome McCarthy in his 1960 book "Basic Marketing: A Managerial Approach." McCarthy, an American marketing professor, proposed this framework as a way to simplify and organize the various elements of marketing strategy. The 4Ps framework quickly became widely adopted and remains a fundamental concept in marketing education and practice to this day.

1. Product

"To create a successful marketing campaign, it is crucial to first understand the product itself - who it is intended for and what makes it unique compared to competitors. The marketer's role is to clearly define the product's qualities and benefits to the consumer. Many highly successful products have been pioneers in their respective categories. Take for instance Apple, which revolutionized the smartphone industry by introducing the first touchscreen device capable of various functions like music playback, internet browsing, and phone calls. Apple's iPhone generated a staggering \$205.4 billion in sales for FY 2022, with over 2 billion units sold by

2021. When developing a product, key questions to consider include:

- What is your product?
- What is the purpose of your product?
- Does it address a unique demand or offer a fresh experience?
- Who are the people that your product is designed for?
- What sets your product apart from competitors?

2. Price

The price of a product is the amount that customers are willing to pay for it. Marketers need to connect the price to both the actual and perceived value of the product, taking into account production costs, seasonal promotions, competitor prices, and retail markups. They also have to decide when and if offering a discount is the right move. While discounts can attract more customers, they can also create the perception that the product is not as desirable as before. When figuring out the best price for your product, it is important to have a good grasp of your target market and how much they are willing to spend. Here are some key questions to consider:

- What are your competitors charging for similar products?
- What price point is realistic for your target customers?
- What price would be considered too expensive for your target market?
- What price would be seen as too cheap?
- What price best fits your target market?

3. Place

Location is key when it comes to selling your products. This includes both the physical store where you set up shop and the ways you get your products to customers. Choosing the right location for marketing and sales is essential for reaching your target audience, just like setting the right price. If you place your products in a location that your target market doesn't visit, whether it's online or in person, you most likely won't meet your sales goals. On the other hand, choosing the right location can help you connect with your audience and increase your chances of success. It's important to research the physical locations and online platforms where your target market shops and gathers information. This will help you develop a marketing and sales strategy that is tailored to their preferences and behaviour.

When considering selling your product, it is important to think about the following:

- Where will you be selling it?
- Where does your target market typically make purchases?
- What distribution channels are most effective in reaching your intended audience?

4. Promotion

Promotion refers to the act of promoting your goods or services to reach your target audience. There are various strategies to spread awareness about your product, such as word-of-mouth, newspaper ads, and TV commercials. In the modern age, digital marketing has become increasingly popular, allowing you to advertise your products online through social media, email, display, and content marketing platforms.

When advertising your product, it is important to consider the following factors:

- When is the best time to reach out to your target audience?
- What are the most effective marketing channels for your specific audience?
- What kind of promotional messages will resonate with your target audience?
- Which types of advertising are most influential in capturing the attention of your target market?

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 involves teaming up with popular social media influencers to promote a product or service to their audience. 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

The internet is always full of memes, especially on social media. This online phenomenon has grown in popularity along with the visual aspects of social media and the web. They are an intriguing and significant part of today's internet-based culture. Memes are usually meant to be ironic or hilarious, but if businesses utilise them cleverly or creatively, they can draw attention to themselves and gain from it.

In the digital age, memes and marketing have developed a fascinating partnership. Memes, which were formerly just straightforward cultural artefacts circulated in online communities for amusing or relevant reasons, have developed into effective tools that allow marketers to interact with consumers more naturally and genuine.

Advantages

- Memes are inexpensive
- They boost post reach in a short span of time
- They're the most effective way to do brand recalls
- Higher user engagement
- Communicate with different audiences simultaneously
- Memes are easy to create and require no former technical expertise

Disadvantages

- Memes are short-lived
- It requires heavy research to tailor memes to specific user personas
- Memes can be misleading if not created with caution
- High chance of being offensive to varied user segments

1.7 Objectives of the Study:

The goals of studying marketing with memes are:

- To see how memes help people recognize brands.
- To see how social media marketing helps businesses grow.
- To see how memes influence people's decision to buy things.
- To learn which types of memes work best for marketing.
- To find out how often businesses should use memes in their marketing.

1.8 Scope of the Project:

Investigating and evaluating the effects of meme marketing on businesses and their clientele. The study is limited to how meme marketing affects consumer penetration. The endeavour is limited by both ethical and legal limits. Subsequent studies ought to replicate the findings using participants from diverse demographic categories.

1.9 Limitations of the Project:

Like anything, memes have their advantages and disadvantages. With any luck, this essay has assisted you in determining if using memes in your social media marketing campaign makes sense.

1. Legal entitlements

The memejacker might be in serious danger if they proceed with a memejacking without doing extensive research on the legal system or the meme's rights. Although it isn't often, damages litigation is a very real possibility. Because of this, it's imperative to properly look into the rights of any viral meme before utilizing it in a branding or advertising effort. A single mistake here

could put the firm or group's entire marketing strategy in jeopardy and result in costs they cannot afford. The secret is to consistently finish your assignments.

2. Unwanted negativity

Using a meme could make some people dislike your brand or avoid it. If your goal is to reach a lot of people without causing problems, avoid using memes that might upset people. Always consider who might like or dislike the meme you're using. Some might find the meme below funny, while others could find it offensive.

CHAPTER-2

LITERATURE REVIEW

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

Businesses have recently demonstrated significant interest in using the channel's potential economic worth, and as corporate communications tend to match audience consumption patterns, internet memes are becoming an increasingly fascinating ground for these kinds of activities. Control is the primary barrier to this, since Internet users' "creations" may not precisely align with the firm representatives' desired strategic message. These online memes, however, offer a novel and sincere approach to brand and product promotion. In actuality, memes are a potential way for consumers to convey their experiences that are fully within their control, incorporated into their environment, activities, and experiences, and live outside of the main service.

The meaning-centered method states that audiences understand messages differently based on their unique circumstances, including their interests and cultural background. Memes that depict a large number of people's personal experiences are therefore great instruments for monitoring user perceptions of companies and contemporary social issues. Even if memes are based on stolen, impromptu, unwelcome events, they are nevertheless authentic representations of the artists' emotions. This embeddedness is further reinforced by the observation that "many things' consumers value does not inhere in tangible products but increasingly derive from images, cultural texts, and mediated experiences". It follows those cultural artifacts, at least within tiny consumer tribes, are supposed to work as conduits for user manifestations associated to brands when consuming is recognised in postmodern society as a form of self-expression. There are times when memes are considered cultural objects. First, users invest a great deal of time in producing, sharing, or just looking at these cultural artefacts, passing down their sense of identity. Mining famous memes is a necessary step in applying a cultural strategy paradigm to branding. The meaning that consumers identify with a brand and their associative networks of memory can be studied with the use of these cultural representations.

Marketers can then use online memes as a replacement research technique to map and audit their brands' positioning in customers' minds. The sheer volume of Internet memes available makes it a big data analytics challenge to identify and rank the ways in which firms are perceived by consumers. Meme mapping is a qualitative technique that by identifying second- or third-order meanings associated with a brand can be used to identify market niches and/or opportunities for brand extension.

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

Introduces the business world to the emerging field of meme science. The idea behind memes is explored, starting with Richard Dawkins' early biological studies and moving on to the social (commercial) sphere. The value of studying memetics is also proposed. Memetics argues that it can help us understand the human mind. This claim is analysed against the backdrop of management philosophy and advertising. Nevertheless, this project's attempts to operationalize the meme concept for a corporate audience have produced inconsistent outcomes. The intuitive attractiveness of memetics may not last long, however, as much work remains before marketing and management thinkers can utilise an understanding of memetics to "fill" and influence people's minds.

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

This essay explores the idea of a meme in connection to branding. Evolutionary theory states that the meme is the cultural equivalent of a gene. It is believed that memes are self-replicating creatures that spread among human hosts. Like the gene in the biological world, there is a complex and dynamic business environment where some memes succeed and others fail. This essay argues that brands exhibit memetic behaviour and adhere to evolutionary principles. The other important question that is raised is the most effective method for researching the meme phenomena. A substantial amount of current branding research maintains that success is mostly determined by how complex a brand's management and strategy are. On the other hand, the memetic approach presents a different perspective on brand success. Success through intricacy and sophistication is not encouraged in memetics. The fitness of the meme is the sole determinant of natural selection. It is contingent on the latter's ability to endure and procreate in a harsh environment. The findings and theory's applicability to branding are examined. Lastly, a brief discussion of mutation—an additional facet of evolution—is given. It is stated

here that brand mutations can have both positive and negative effects on the development of a brand. When mistake copying occurs, customers may be key players in the replication process as the hosts of brand memes.

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

A targeted advertising system and technique based on memes discovered in content sources are offered. Themes that match their defining keywords are extracted from content sources and subsequently processed to extract memes. For every ad network that serves the content, the reach of every meme is likewise determined. The method and system also extract viral dynamics from the content associated with a meme, and they use the total of the viral dynamics as a meme engagement metric. A marketer may select a meme based on user interaction and start an advertising campaign against it with the aid of the system and plan.

Advertising is transmitted through an ad network and inserted at the meme page level when the content containing the meme is visited. Based on its reach, the ad network was selected.

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

Review of Research The term "meme" was first used by Richard Dawkins in his 1976 book *The Selfish Gene*. In his study, he uses the idea of gene competition in evolution to explain how humans evolve as individuals. Evolution is based on the idea of survival of the fittest, although this idea really only relates to physical traits and abilities. Memes are meant to be the cerebral analogue of the genetic inheritance of traits. Apart from the many obvious characteristics, imitation is what has set humans apart from other animals.

The observation that people pick up new skills by copying the actions of others has given rise to the concept of memetics. Since we use them often and they eventually become ingrained in our daily interactions, anything we absorb from culture is theoretically a meme, including songs, fashion trends, and even handshakes.

It is believed that inside a society, memes are self-replicating creatures that spread from person to person.

Since memes largely go unnoticed but have a huge impact on society, they are worth researching in and of themselves. "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,". Given that viral videos are believed to propagate by using individuals as hosts, this view of memes raises the potential that they are parasitic in origin.

The assumption that memes propagate swiftly allows for the application of other concepts, such as mutation, to the theory. Memes can adapt from their initial form to fit the requirements of their hosts, much like genes can be changed by their hosts. Even while most of the current focus on meme research relates to the study of culture and the replication of behaviours, this article focuses on the current online meme trend in the Web 2.0 age and its impact on internet users and how they view businesses and brands.

When used online, the term "meme" primarily describes the rapid acceptance and spread of an idea conveyed through text, image, video, or other kind of cultural artefact (Shifman, 2013). In contrast to traditional memes, online memes allow users to express themselves. Since there are no recognised units of measurement for memes, it is challenging to estimate their prevalence. Thanks to social networks, other community-based websites, and picture aggregators, three memes have become extremely popular on the internet because they allow people to express themselves in any way, they see fit.

A meme, to put it simply, is something that has been widely shared online by numerous people, often with different themes but a common underlying meaning. Online phenomena like "planking," where a person takes a picture of themselves flat in an odd place, and "Harlem Shake" videos, where a group of people start dancing wildly when the song's hook plays, have become popular among younger users. They have also become adept at the more popular form of online meme, which is an image with a caption. Videos like planking and the Harlem Shake are memes, but what really allows viewers to express their own ideas while still keeping an awareness of the wider picture are the words and photographs. Popular memes like the angry cat, the arrogant Willy Wonka, and the boy with his fists clenched have taken over the internet because of the easily comprehensible imagery and user-generated written language around them.

CHAPTER 3

RESEARCH METHODOLOGY

A systematic and rational blueprint developed to guide a research project is called a research design. It describes the objectives of the research as well as the methods that will be used to get there. It is an explanation of the procedures and methods followed in order to gather the information required to solve the problem. It involves establishing the guidelines for data gathering and analysis with the intention of achieving a balance between procedural efficacy and relevance to the research goal. Thus, the conceptual basis for conducting research is a research design.

The previous chapter included a brief synopsis of relevant literature. The researcher gained a comprehensive understanding of the subject matter and the methodology and techniques to be used in the current inquiry through the review of pertinent literature.

Within the context of the issue statement, operational definitions, sampling processes, sample size, and tool description, the current chapter discusses the methodology of the pertinent study. A systematic and rational blueprint developed to guide a research project is called a research design. It is a search for knowledge. Research is the process of applying scientific methods to a natural or social phenomenon in order to discover new facts and confirm existing ones. The previous chapter included a brief synopsis of relevant literature. The researcher gained a comprehensive understanding of the subject matter and the methodology and techniques to be used in the current inquiry through the review of pertinent literature.

Within the context of the issue statement, operational definitions, sampling processes, sample size, and tool description, the current chapter discusses the methodology of the pertinent study.

3.1 Research Design

A research design is a plan that guides the planning and execution of research projects. It offers an organized framework that directs the process of conducting research, including the choice of suitable techniques and strategies. A research project's technique, approach, and other important

details are outlined in the study design (Jaiswal, 2023). There are numerous forms of research designs, each suited to particular study goals:

Design of Exploratory Research: The goal of exploratory research is to dive into unsolved problems or regions with little knowledge. It entails doing in-depth analyses of an issue or formulating theories for additional research (Sreejesh et al., 2014).

Design of Explanatory Research: The goal of explanatory research is to find new theories or explanations by investigating ideas and hypotheses. Answering "what," "how," and "why" questions about the research issue is the main objective (Jaiswal, 2023).

Descriptive Research Design: The goal of descriptive research is to give a thorough explanation of the variable distribution without drawing any conclusions about causality. It includes many different kinds of research, such as cross-sectional analysis and case studies (Aggarwal & Ranganathan, 2019).

The design of experimental research entails creating a set of protocols to test a hypothesis in a methodical manner. A comprehensive comprehension of the theoretical context under investigation is necessary (Bevans, 2019).

3.2 Sampling and Population

The total group of people who satisfy the requirements to participate in a study is referred to as the "population" in research. As collecting data from every member of the population is either impractical or impossible, researchers choose a smaller subset, referred to as a sample, to represent the wider group. To guarantee the validity and generalizability of the results, it is essential to make sure the sample chosen appropriately reflects the features of the entire population.

3.3 Data Collection

Methods for gathering and analysing data: The success of every project or market research depends on the collection and analysis of data. The reliability of the data collected is crucial for achieving the objectives of the study. All data sources fall into one of two categories:

Primary data: Direct observation or personal data collecting are the sources of primary data. It refers to data that is unique in nature and acquired from the field of study with a specific goal in mind. The majority of the primary data for the study were collected using the survey method and the questionnaire tool.

Secondary data- Secondary data are those that have already been obtained by another party for a specific purpose and are subsequently utilised in different contexts. It is rumour about something that the researchers haven't seen firsthand. Utilising secondary data can save costs and time. Enhancing the accuracy of the analysis is the aim. In this case, secondary data was gathered from a range of sources, including the company's publications, books, records, magazines, and journals.

3.4 Sampling Method

Taking a sample from a larger group and forming a small representation or cross section of that group is the process of sampling. After deciding on the variables, either the entire population will be the subject of data collection, or a particular group will be chosen as being representative of the entire population. This is because the selection of the sample used to gather the research data is the most important factor in determining the general applicability of the research findings.

3.4.1 Sample design:

Responses from the female respondent were collected, especially those who live in Delhi, for the primary data.

Sample: From Delhi, the respondent was chosen randomly and were asked to complete the survey purely on voluntary basis. A total of 54 responses, representing the whole Delhi consumer base, made up the sample size.

Tools for collecting data: Since it is the sole method to compile trustworthy data and produce precise conclusions regarding the topic at hand, a research tool is necessary for conducting any worthwhile study. The formulation of suitable answers to the current problems is then aided by these conclusions.

3.4.2 Questionnaire

In order to gather information on people's ideas, opinions, knowledge, emotions, and attitudes, questionnaires are a useful tool (Key, 1997). Which are organized tools made to collect particular data relevant to the study's goals. First and foremost, in order to guarantee respondents' understanding and motivation to supply accurate responses, the questions should be precise, succinct, objective, and interesting. Second, the design of the questionnaire should make it simple to complete, reducing the workload for respondents and increasing response rates. Thirdly, according to Hunt (2001), the questionnaire should be made for effective response tabulation and analysis. Furthermore, surveys should be designed to acquire excellent answers from the intended audience (Hussey & Hussey, 1997).

An exact procedure was adhered in order to guarantee the creation of a suitable questionnaire for this investigation:

Identifying pertinent data and assessing possible respondent's answers in light of prior research to create survey questions that successfully meet the study's goals.

woman's ideas, opinions, and insights are incorporated into the revision and improvement of the questions to make sure the material complies with the research standards, evaluation of the instrument's structure, content, with the aim of removing any uncertainties.

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

Total of **54** responses were recorded.

Analysis Techniques:

The data collected from the study were analysed using SPSS, a statistical analysis tool commonly employed in research settings. Specifically, regression analysis was utilized to explore and explain the relationships between purchasing behaviour of consumers and the positive and negative comment on memes of sanitary products.

Regression analysis is a statistical method used to examine the relationship between one or more independent variables and a dependent variable.

Dependent Variable (Y): This is the variable that you are trying to predict or explain.

Independent Variables (X): These are the variables that are hypothesized to have an impact on the dependent variable.

The following causal relationship can be constructed from our research analysis.

Hypothesis 1:

H0 (Null Hypothesis): There is no relationship between negative meme comments on purchasing behaviour.

H1 (Alternate Hypothesis): There is relationship between negative meme influence and purchasing behaviour.

Hypothesis 2:

H0 (Null Hypothesis): There is no relationship between positive meme influence and purchasing behavior.

H1 (Alternate Hypothesis): There is relationship between positive meme influence and purchasing behavior.

CHAPTER 4
DATA ANALYSIS

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	54	100.0	100.0	100.0
	Total	54	100.0	100.0	

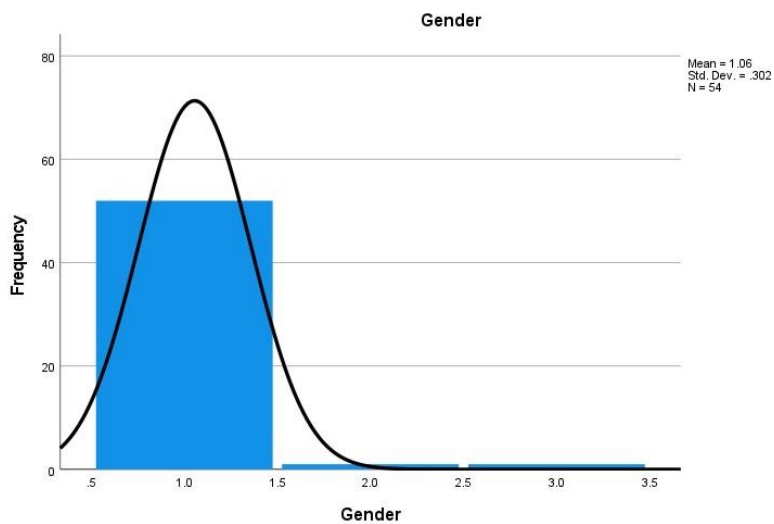


Figure 2: Gender

54 responses were recorded out of which 54 are 'female'.

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25 years	23	42.6	42.6	42.6
	25-30 years	23	42.6	42.6	85.2
	30-40 years	8	14.8	14.8	100.0
	Total	54	100.0	100.0	

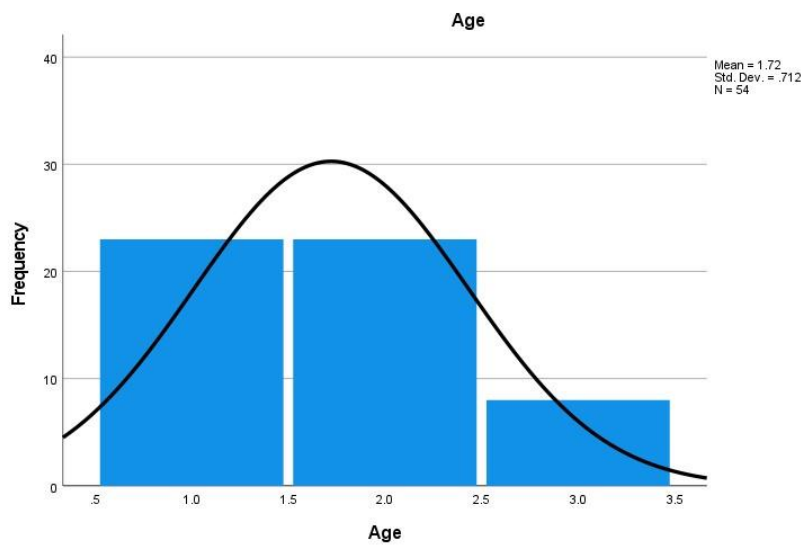


Figure 3: Age

54 responses were recorded out of which 23 respondents were in the age group of 16-25 years, 23 were of 25-30 years of age group and 8 were of 30-40 years of age group. The maximum respondent was in the age group of 16-30 years.

3. How much time do you spend on social media (Facebook, Instagram, YouTube, WhatsApp)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1 hour	1	1.9	1.9	1.9
	1-2 hours	6	11.1	11.1	13.0
	2-3 hours	27	50.0	50.0	63.0
	More than 3 hours	20	37.0	37.0	100.0
	Total	54	100.0	100.0	

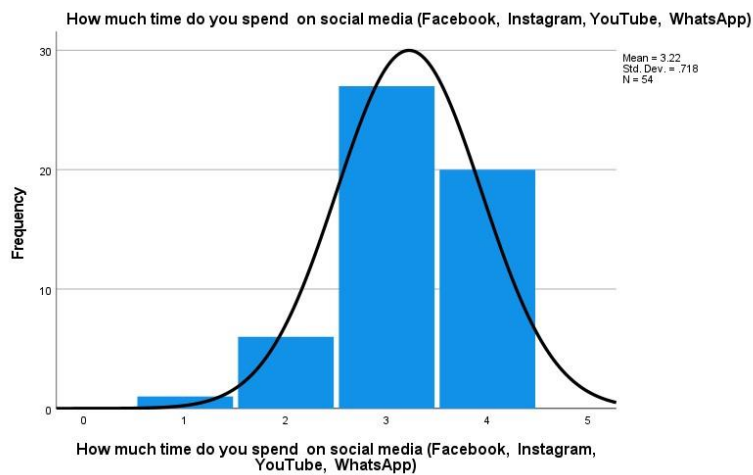


Figure 4: Spending time on Social Media

54 responses were recorded out of which 1 respondent spends 0-1 hour on social media, 6 respondents spend 1-2 hours, 27 respondents spend 2-3 hours and 20 were spending more than 3 hours on social media which means maximum respondents spends 2-3 hours on social media.

4. Are you familiar with memes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	100.0	100.0	100.0

All the respondent were familiar with memes.

5. Do you discuss topics related to sanitary products such as hygiene, with friends or family members?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	79.6	79.6	79.6
	No	2	3.7	3.7	83.3
	Maybe	9	16.7	16.7	100.0
	Total	54	100.0	100.0	

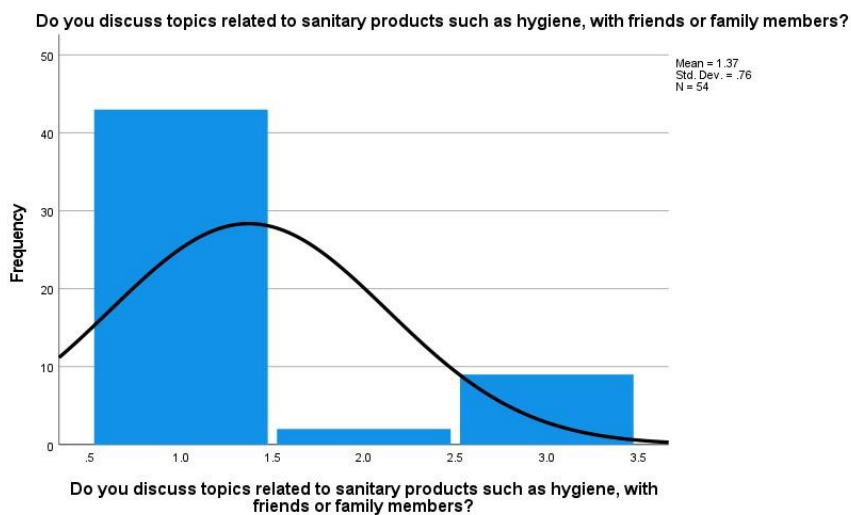


Figure 6: Discussion of topic with friends/family

Out of 54 respondents 43 were discussing topics related to sanitary products with friends and family members, 2 were not discussing and 9 were not sure about it which means most of the respondents are discussing topics related to sanitary products with friends and family members.

6. Have you ever encountered memes related to sanitary products on social media platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	85.2	85.2	85.2
	No	2	3.7	3.7	88.9
	Maybe	6	11.1	11.1	100.0
	Total	54	100.0	100.0	

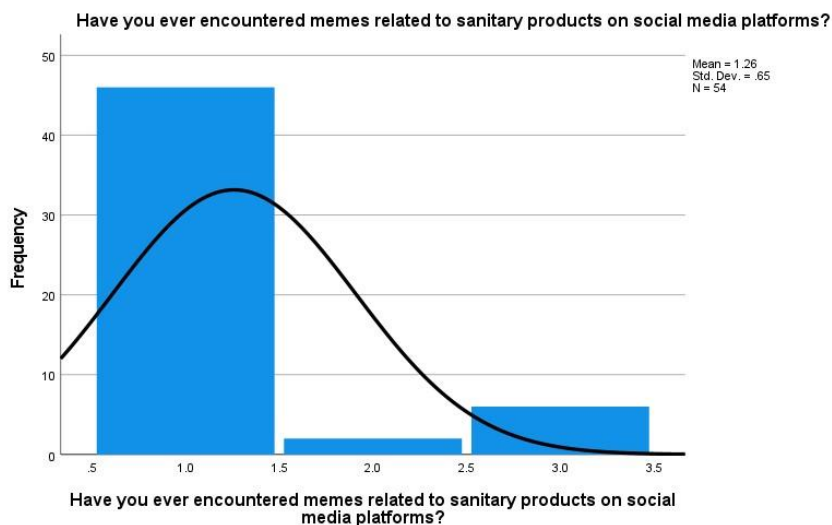


Figure 7: Encountered with memes

Out of 54 respondents 46 were encountered memes related to sanitary products on social media platforms, 2 were not encountered and 6 were not sure about it which means most of the respondents were encountered memes related to sanitary products on social media platforms.

7. Do you find memes about sanitary products relatable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	79.6	79.6	79.6
	No	3	5.6	5.6	85.2
	Maybe	8	14.8	14.8	100.0
	Total	54	100.0	100.0	

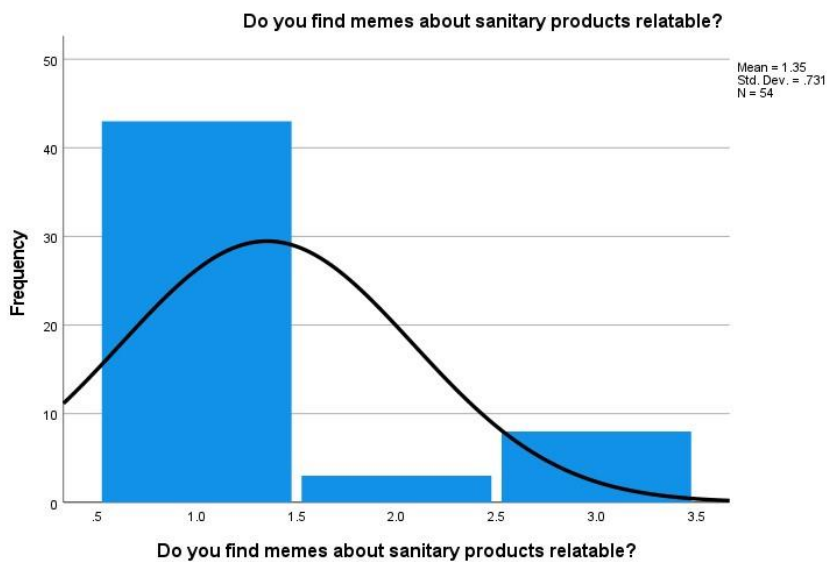


Figure 8: Memes relatable with sanitary products

Out of 54 respondents 43 respondents finds memes about sanitary products relatable, 3 won't find memes about sanitary products relatable and 8 were not sure about it, which means most of the respondents finds memes about sanitary products relatable.

8. Do you think memes have influenced your perception or awareness of sanitary products usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	70.4	70.4	70.4
	No	6	11.1	11.1	81.5
	Maybe	10	18.5	18.5	100.0
	Total	54	100.0	100.0	

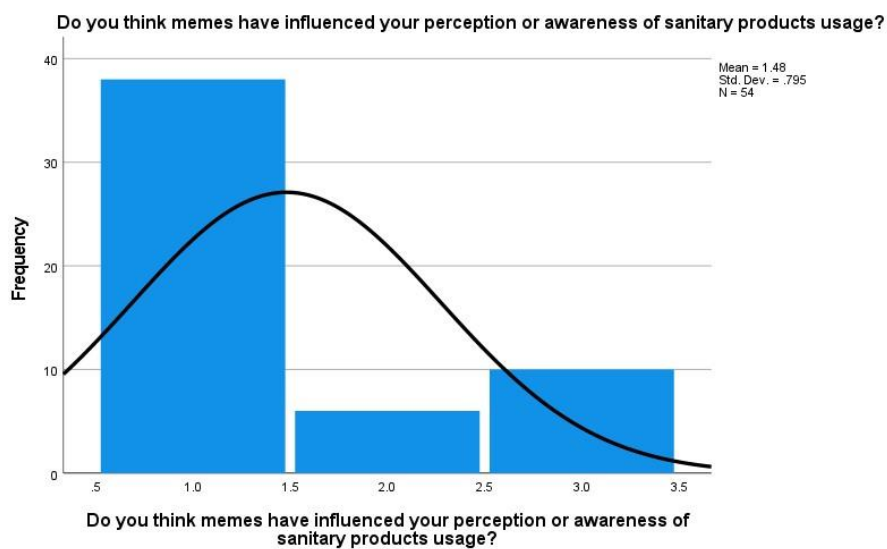


Figure 9: Perception

Out of 54 respondents 38 respondents finds that memes have influenced their perception or awareness of sanitary products usage, 6 respondents finds that memes have not influenced their perception or awareness of sanitary products usage and 10 were not sure about it, which means that most of the respondents agrees that memes have influenced their perception or awareness of sanitary products usage.

9. What form of meme of sanitary products you are most familiar with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Images and Caption	5	9.3	9.3	9.3
	Videos	4	7.4	7.4	16.7
	Both	45	83.3	83.3	100.0
	Total	54	100.0	100.0	

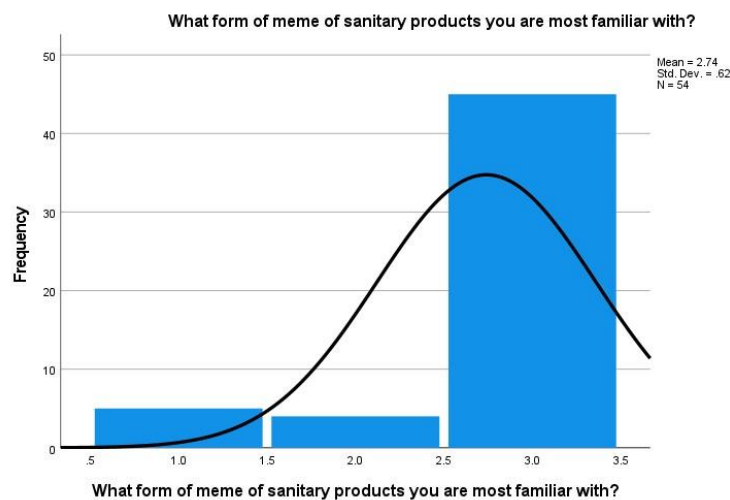


Figure 10: Familiarity with memes forms

Out of 54 respondents 5 respondents were aware of Images and Captions form of meme of sanitary products only, 4 were aware of Videos form of meme of sanitary products only and 45 were aware of both Images and Captions and videos form of meme of sanitary products, which means that most of the respondents agree that they were aware of both the forms of meme of sanitary products.

10. Do you remember brand mentioned in memes of sanitary products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	50.0	50.0	50.0
	No	12	22.2	22.2	72.2
	Maybe	15	27.8	27.8	100.0
	Total	54	100.0	100.0	

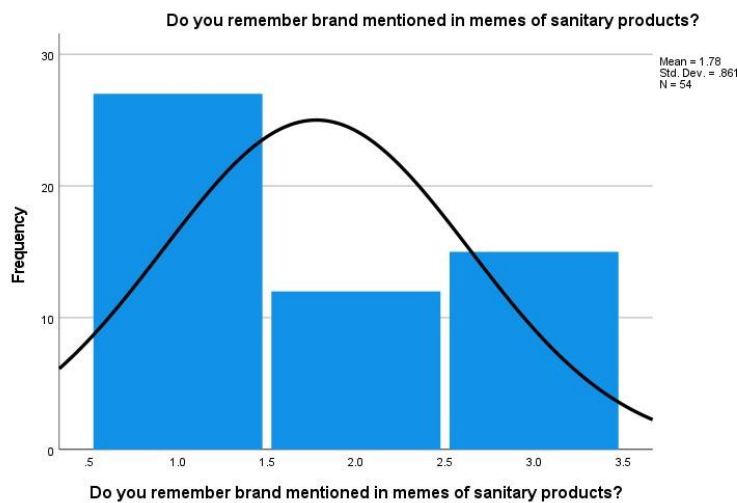


Figure 11

Out of 54 respondents 27 respondents remembers brand mentioned in memes of sanitary products, 12 will not remember brand mentioned in memes of sanitary products and 15 were not sure about it, which means that most of the respondents remembers brand mentioned in memes of sanitary products.

11. If a meme features a negative comment about a sanitary product, does it influence your opinion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	57.4	57.4	57.4
	No	10	18.5	18.5	75.9
	Maybe	13	24.1	24.1	100.0
	Total	54	100.0	100.0	

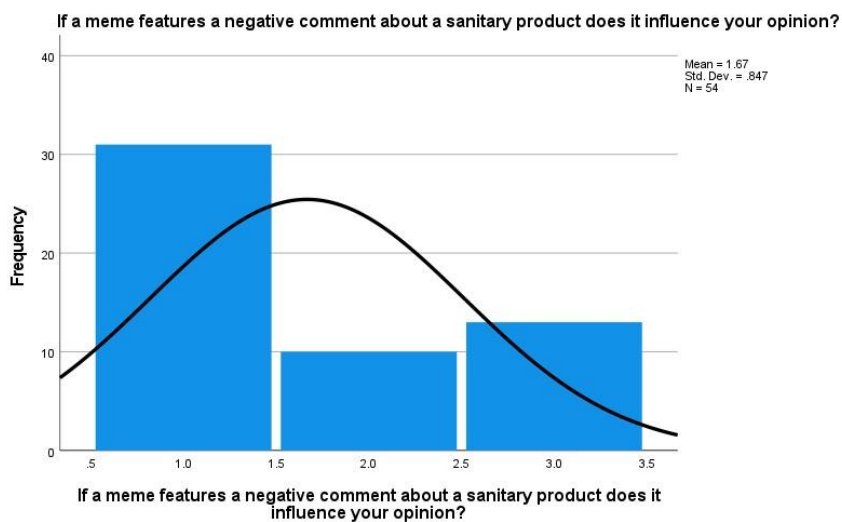


Figure 12

Out of 54 respondents, 31 respondents agree that if a meme features a negative comment about a sanitary product, it will influence their opinion, 10 agree that if a meme features a negative comment about a sanitary product, it will not influence their opinion and 13 were not sure about it, which means that most of the respondents agree that if a meme features a negative comment about a sanitary product, it will influence their opinion.

12. If a meme features a positive comment about a sanitary product, does it influence your opinion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	68.5	68.5	68.5
	No	3	5.6	5.6	74.1
	Maybe	14	25.9	25.9	100.0
	Total	54	100.0	100.0	

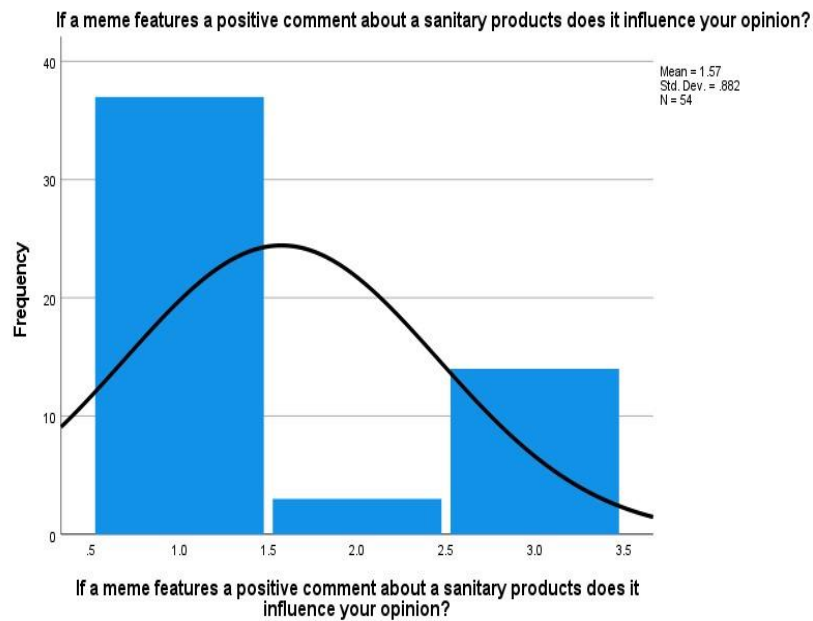


Figure 13

Out of 54 respondents, 37 respondents agrees that if a meme features a positive comment about a sanitary product, it will influence their opinion, 3 agrees that if a meme features a positive comment about a sanitary product, it will not influence their opinion and 14 were not sure about

it, which means that most of the respondents agrees that if a meme features a positive comment about a sanitary product, it will influence their opinion.

13. Would you share a meme of sanitary products if it coincided with your opinion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	66.7	66.7	66.7
	No	7	13.0	13.0	79.6
	Maybe	11	20.4	20.4	100.0
	Total	54	100.0	100.0	



Figure 14

Out of 54 respondents, 36 respondents agrees that they share a meme of sanitary products if it coincided with their opinion, 7 will not share a meme of sanitary products if it coincided with

their opinion and 11 were not sure about it, which means that most of the respondents agrees that they share a meme of sanitary products if it coincided with their opinion.

14. What factors influence your choice of sanitary products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-experience	33	61.1	62.3	62.3
	Friends Suggestion	11	20.4	20.8	83.0
	Celebrity Endorsement	1	1.9	1.9	84.9
	Medical Opinion/Advice	7	13.0	13.2	98.1
	Social Media Marketing	1	1.9	1.9	100.0
	Total	53	98.1	100.0	
	Missing	System	1	1.9	
Total		54	100.0		

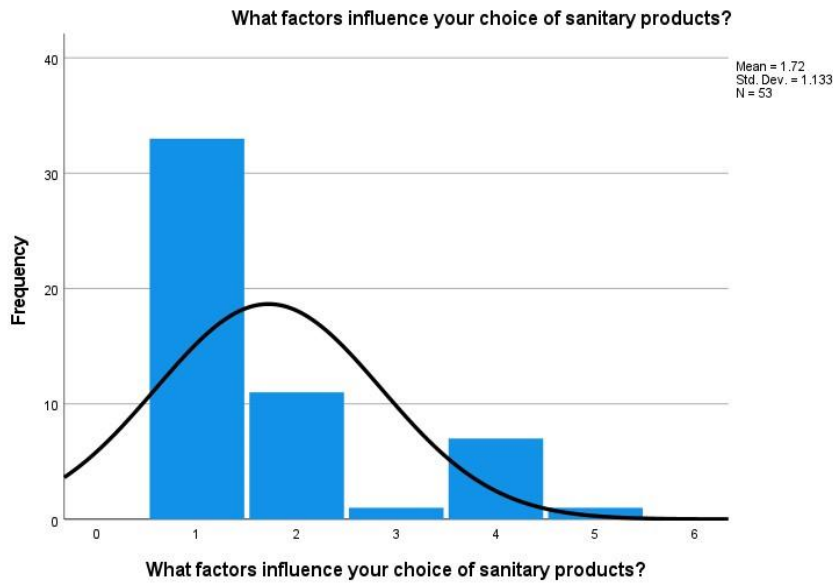


Figure 15

Out of 54 respondents, 33 respondents agree that self- experience influence their choice of sanitary products, 11 agrees that friend’s suggestions influence their choice of sanitary products, 1 agrees that celebrity endorsement influence their choice of sanitary products, 7 agrees that medical opinion/advice influence their choice of sanitary products and 1 agrees that social media marketing influence their choice of sanitary, which means that most of the respondents agrees that self- experience influence their choice of sanitary products.

Regression

Hypothesis 1:

H0 (Null Hypothesis): There is no relationship between negative meme comments on purchasing behaviour.

H1 (Alternate Hypothesis): There is relationship between negative meme influence and purchasing behaviour.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.607	.466		5.597	.000
	If a meme features a negative comment about a sanitary product does it influence your opinion?	.133	.143	.128	.928	.358

- a. Dependent Variable: Based on meme influence would you purchase sanitary product

ANOVA

Based on meme influence would you purchase sanitary product

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.882	4	1.970	.984	.425
Within Groups	98.118	49	2.002		
Total	106.000	53			

According to Regression Analysis, the presence of negative comments about sanitary products in memes does not have a statistically significant influence on people's likelihood of purchasing those products as significance value is greater than 0.05. Therefore, **H₀** (Null Hypothesis) may be accepted at 5% level of significance.

Hypothesis 2:

H₀ (Null Hypothesis): There is no relationship between positive meme influence and purchasing behavior.

H1 (Alternate Hypothesis): There is relationship between positive meme influence and purchasing behavior.

Coefficients

Model	Unstandardized Coefficients		Standardized	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.595	.487		5.323	.000
	If a meme features a positive comment about a sanitary product does it influence your opinion?	.127	.140	.125	.905	.369

a. Dependent Variable: Based on meme influence would you purchase sanitary product

ANOVA

Based on meme influence would you purchase sanitary product

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.771	4	1.193	.577	.680
Within Groups	101.229	49	2.066		
Total	106.000	53			

According to Regression Analysis, the presence of positive comments about sanitary products in memes does not have a statistically significant influence on people's likelihood of purchasing those products as significance value is greater than 0.05. Therefore, **H0** (Null Hypothesis) may be accepted at 5% level of significance.

CHAPTER 5

5.1 FINDINGS

- **Increased Awareness:** Meme marketing significantly raises awareness about sanitary products among the target audience. Memes attract attention through humour and relatability, enhancing brand visibility and memorability.
- **Consumer Education:** Memes effectively educate consumers about the features and benefits of sanitary products in an engaging and easy-to-understand manner.
- **Cross-Gender Awareness:** Meme marketing creates awareness among other genders, promoting understanding and support for sanitary product use.
- **Reducing Stigma:** Memes help reduce the stigma and hesitation associated with discussing and purchasing sanitary products, especially among the rural population.
- **Engagement Boost:** Memes enhance audience engagement by encouraging likes, shares, and comments, fostering a more interactive online presence for the brand.
- **No Change in Existing Customer Behaviour:** Despite increasing brand visibility and educating consumers, meme marketing does not significantly influence the buying behaviour of existing customers. Those who already use the products do not change their purchasing habits based on meme exposure.

5.2 SUGGESTIONS

"When it comes to using memes, there's no surefire way to guarantee success, but there are some strategies you can use to prevent a meme from backfiring on your company:

- **Confirm the image's rights:** Even if the chances of legal trouble are slim, it's important to understand the potential risks involved.
- **Develop a clear policy:** Define the acceptable level of risk for your brand and create guidelines that everyone on your team can adhere to."
- **Consider alternative options:** If you are concerned about potential consequences when using a specific image. You could try obtaining a license for an image that you want to feature prominently in a marketing campaign.
- **Understand your audience:** Before integrating memes into your social media marketing strategy, make sure it aligns with the preferences of your target audience. Identify your brand's followers and what captivates them. Are they receptive to humour and memes, or do they prefer more straightforward content? The characteristics of your social media followers and their expectations can provide insight into your brand's identity.
- **Selecting the Right Tone:** Memes play a role in the voice and style that brands use on social media, which is essential for success. Voice and style are crucial as they give your brand a consistent personality. Some brands' current content naturally lends itself to memes. However, choosing the right tone can be the difference between a successful meme and a flop for more serious or professional brands.
- **Cultivate a great sense of humour:** Humour is at the core of all memes, so it's important to know how much humour to incorporate into a meme that promotes your business. The easiest way to humanize your brand and create an emotional connection with your audience is through comedy."
- When you incorporate your brand into popular memes, some businesses go beyond the usual trends and strive to make their own meme where the brand is the main focus. While some are fortunate enough to spark memes, not all seize the chance to benefit from these opportunities. Nevertheless, having a meme showcasing your brand go viral is advantageous for brand visibility.

CHAPTER 6

CONCLUSION

If done correctly, meme marketing has the potential to be quite successful. Rather than just making people laugh with sponsored content, it gives them useful information. Because memes are made specifically for social media platforms and have entertainment value, they work well for business promotion. Memes are light hearted and subtly connect to your company without being blatantly commercial.

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

A meme's lifespan might be very long or very short. For brands to effectively capitalise on current memes, they must monitor trends.

Additionally, make sure your content is unique, humorous, and fully comprehends the meme before employing it. Because meme meanings change over time, it is possible to use an incorrect meme by mistake. Pepe the Frog is the perfect example of a harmless meme gone wrong.

2. Creating Your Own

If you don't want to use an existing meme, create your own. This is more difficult to execute, mostly because the meme won't be known to your audience. Although frightening, it is not insurmountable. Actually, the benefits of creating your own meme might even outweigh those of pre-existing ones, depending on how you play the cards.

Heinz is the perfect example of a meme creator. The company that makes condiments wanted to increase social media participation and brand recognition. With Memes.com, it launched a meme marketing campaign with the goal of gaining one million impressions.

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Summary

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APPENDIX – 1

QUESTIONNAIRE

1. Gender

1. Female
2. Male
3. Others

2. Age

1. 16-25 years
2. 25-30 years
3. 30-40 years

3. How much time do you spend on social media (Facebook, Instagram, YouTube, WhatsApp)

1. 0-1 hour
2. 1-2 hours
3. 2-3 hours
4. More than 3 hours

4. Are you familiar with memes?

1. Yes
2. No
3. Maybe

5. Do you discuss topics related to sanitary products such as hygiene, with friends or family members?

1. Yes
2. No
3. Maybe

6. Have you ever encountered memes related to sanitary products on social media platforms?

1. Yes
2. No
3. Maybe

7. Do you find memes about sanitary products relatable?

1. Yes
2. No
3. Maybe

8. Do you think memes have influenced your perception or awareness of sanitary products usage?

1. Yes
2. No
3. Maybe

9. What form of meme of sanitary products you are most familiar with?

1. Images and Captions
2. Videos
3. Both

10. Do you remember brand mentioned in memes of sanitary products?

1. Yes
2. No
3. Maybe

11. If a meme features a negative comment about a sanitary product does it influence your opinion?

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

12. If a meme features a positive comment about a sanitary product does it influence your opinion?

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

13. Based on meme influence would you purchase sanitary product?

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

14. Would you share a meme of sanitary products if it coincided with your opinion?

1. Yes
2. No
3. Maybe

15. What factors influence your choice of sanitary products?

1. Self-experience
2. Friends Suggestions
3. Celebrity Endorsement
4. Medical Opinion / Advice
5. Social Media Marketing
6. Brand Endorsement