# MRP

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# MAJOR RESEARCH PROJECT ON

# A STUDY ON MARKETING THROUGH MEMES


**Submitted By**

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# CERTIFICATE

It is hereby certified that Charush Asija, roll no. 2K23/DMBA/035, has successfully submitted the major research project report entitled **"A study on marketing through memes"** in partial fulfillment of the requirement for the award of the degree of **Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, Delhi** for the academic session 2024-2025.

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## DECLARATION

I, Charush Asija, student of the MBA Program, at Delhi School of Management, Delhi Technological University, Delhi hereby declare that the major research project titled **"A study on marketing through memes"** submitted to Delhi Technological University is my original work and This project accurately reflects the research and analysis conducted by me in fulfillment of the requirements for the MBA program.. I conducted all the research and analyzed all the data for this report.

I certify that all references and citations for any outside sources used followed the rules and were done so correctly. I declare that I have not submitted this report for review in any other course or programme, and that I am aware of the consequences of providing incorrect information in school.

Regarding the authenticity and reliability of the information contained in this project, I assume full responsibility.

Signature: _____ Date: _____

Charush Asija

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## ACKNOWLEDGEMENT

I am thankful to the opportunity of putting on record my sincere gratitude to the individuals and institutions whose counsel and guidance were of profound value in successfully completing my major research project "A study on marketing through memes".

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Finally, I would like to express thanks to my friends and family for their continuous support, encouragement, and patience throughout the length of this project. Their trust in me has been my inspiration and source of strength.

With warm regards,

Charush Asija
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**ABSTRACT**

This study examines the dynamics of **Marketing through Memes** in the Indian marketplace, with a focus on the expanding role of meme culture as a brand outreach strategic tool. The research concentrates on the critical application of internet memes as informal yet potent means of communication that resonate among digital populations. Through analyzing meme-driven marketing strategies, the research investigates their contributions to the molding of consumer conduct and firm outreach within today's economic context..

Empowering a **descriptive research approach** and **qualitative primary data**, the research brings into light how memes increase relatability, emotional connection, and brand remembrance. Meme marketing is found to be comprehensively known by consumers, who are highly sensitive to its application by brands to drive purchasing decisions. Firms, on their part, are tapping humor, satire, and virality to forge deeper connections and engage with niche online communities..

But the study also indicates some limitations, including the possibility of misinterpretation or adverse reaction if memes are executed poorly or in a culturally insensitive manner. Relevance and tone of brand need to be preserved when utilizing this form. The research concludes with strategic recommendations for marketers seeking to tap into meme culture without undermining brand integrity or message clarity.

This project provides insightful recommendations to advertisers, brand managers, and digital strategists looking to catch up with shifting consumer tastes and remain competitive in India's rapidly changing digital marketing landscape.

# CHAPTER 1 - INTRODUCTION

## 1.1 What is Marketing

The marketing process is discovering, producing, and delivering value to meet the demand for goods and services from a target market. Selecting a target market, picking some features or themes to highlight in promotion, initiating marketing campaigns, visiting trade exhibitions and public displays, designing products and packages that appeal to consumers, and establishing the terms of sale, including selling price, discounting, guarantee, and returns are a few examples of marketing activities. Marketing is usually carried out by the seller in most situations.

It is one of the essential elements of business and commercial management. It may either sell their product to end-users directly or to businesses (B2C marketing). Irrespective of the population in question, several things matter, such as the marketers' mindset. Market orientations are what influence the way marketers get to the marketing planning stage. The marketing mix, which specifies the details of the product and mode of sale, is determined by the market in which the product is found, results of marketing and market studies, and the nature of the product's target market

## 1.2 4 P's of Marketing

The 4Ps of marketing, or the marketing mix as it's otherwise known, is an approach to formulating and executing a winning marketing plan.

**The 4 Ps are:**

**Product:** The physical good or service being offered by the firm to the clients is termed as a "product" here. This involves the packaging, branding, features, and design quality.

**Price:** The price at which customers are able to access a service or good is termed as the price. Penetration pricing, cost-plus pricing, and value-based pricing are a few strategies to price.

**Place:** Here, we refer to the channels of delivery that the customers use in order to acquire the goods or service. Which type of merchants, distributors, or online outlets to employ in marketing the goods is included in this step.

**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.

### 1.3 Conventional Marketing Channels

Prior to digital marketing, customers were accessed for the first time through conventional marketing channels. They are:

- **Television Advertising**

Product placement or television advertising during television shows are two methods that companies can use television advertising, which is a type of mass media.

- **Radio advertising**

Radio is also a mass medium providing companies with the opportunity to get known across local or larger markets or even sponsor shows.

- **Print Advertising**

Print ads, publications, pamphlets, and other publications are all forms of printing advertisement which later on are utilized by organizations to promote their products.

- **Direct Mail**

Direct mail is when brands send physical items like flyers, brochures, or catalogues straight to your home or office — it's their way of putting an ad right into your hands, not just your screen.

- **Outdoor Advertising**

Billboards, posters, and signs put up in public areas such as streets, malls, and sports stadiums are outdoor advertisement.

- **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**

Public relations is simply all about establishing authentic relationships with the media and journalists to generate word-of-mouth and enhance the reputation of a brand. True, new technology such as social media, email marketing, and SEO is revolutionizing things, but old schools of marketing still cut it.

## 1.4 New/Digital Marketing Channels

The spread of digital technology and the increase in internet use has brought about new marketing channels. These include:

• Social media marketing

Sharing posts—organic or paid—on platforms such as Facebook, Instagram, Twitter, and LinkedIn enables brands to reach various segments in real time.

• Search Engine Optimization (SEO)

SEO makes it easier for people to discover a brand online by improving how high its website shows up on Google or other search engines—because if you're not on the first page, you're practically invisible.

**• Content Marketing**

In order to attract and retain consumers, businesses need to create and disseminate worthwhile content such as posts, videos, and pods.

**• Email marketing**

Promotional emails are inexpensive and easy means of contacting customers who already have an interest in a brand. Companies send messages to target groups and utilize them to drive sales, create brand awareness, and sell goods or services.

**• Influencer marketing**

Working with social media influencers is carried out in order to sell goods or services to their audience. Influencers are credible voices, and they allow brands to access engaged, targeted audiences in a natural manner.

• **Mobile marketing**

Since everyone lives on their phone these days, mobile marketing capitalizes on that by leveraging apps, mobile websites, and even SMS notifications to reach customers wherever they may be—literally.

• **Video marketing**

From product demo to origin story of the brand, or just a fun reel, video content grabs people's attention and allows brands to reach out and connect with their audience visually and emotionally.

Since more and more customers are going online to learn and buy, businesses must connect with them there as well. With the right digital channels being employed strategically, businesses can reach farther but also reach deeper and create more long-term customer relationships.

## 1.5 Social Media Marketing Channel

Social networking sites like Facebook, Instagram, Twitter, and LinkedIn are the default way of people's daily communications—and brands are wise to enter the fray. Social media marketing allows businesses to promote their product, build their identity, and address the public directly.

It comes in numerous formats:

• **Organic Posts:** These are native post brands offer to their readers—anything from entertaining videos to thoughtful captions, memes, or factual carousels. Why? To remain top of mind and timely.

• **Paid social media marketing:** These are paid posts that users see in their feeds or stories. They allow brands to extend beyond their current fans by addressing a particular audience, interests, or activities.

• **Influencer marketing**: Influencer marketing remains a potent tactic. Their word of mouth tends to be more effective than traditional advertising, bringing brands into credibility and discussion in a matter of seconds.

• **Contests and giveaways:** Expenditure on social contests or sweepstakes campaigns is a new method of creating buzz for brands. It's all about engaging the people, sharing, and staying on for longer.

When implemented wisely—with the right tone, timing, and platform savvy—social media marketing can transform the manner in which companies connect with their audience, build credibility, and stay in the game.

### 1.6 Memes and Marketing

Memes are a part of the internet, especially of social networking sites. Combined with the visual nature of the web and of social media, this internet phenomenon has become even more mainstream. They are an intriguing and significant feature of our present-day internet culture.

Memes typically ought to be ironic or funny, yet since they do get our attention, companies may want to utilize them if they use them in a good, imaginative, or smart manner.

### 1.7 What is an Internet Meme?

Meme is pronounced with drawn-out E and mute ending E. A unit of a behavioural system of a culture that might be assumed to be passed between individuals by non-genetic mechanisms, i.e., by imitation, is what a meme used to refer to prior to the existence of the internet. An amusing picture, clip, piece of writing, etc. that is rapidly duplicated (often with minimal modification) and Spread on the internet is now defined by the more recent term.

Most of the popular image memes in this post and most others are actually called macros. Our Kermit the Frog meme / Macro above this post is one of many variations on this favoured one where the text on top will be added by the user:

### 1.7.1 Making an Effective Meme for Your Business

The key to creating a great meme for your business is to find the proper image. It could be a picture that you capture, one which explains a product or service your business offers, or making fun of another viral phenomenon.

You can start by looking at trending meme pictures online; then a few websites will give you meme template pictures which are trending currently along with some traditional ones which have been trending for years. We will study creating memes and meme generating tools in due course. We will study more about creating memes and using meme generating tools later.

Your meme should somehow relate to your company logo or brand. For a guarantee that your meme shall be viral, include the element of humour, cleverness, or wit since these are also meant for memes.

The straightforward reply to the curious baby is "no," but a meme or macro that already exists will work in your campaign. Oftentimes, to make your meme go viral, it should:

1. Be simple to produce.

2. Be simple to digest.

3. Be pertinent to your audience

4. Be contagious

5. Be familiar

6. Be amusing, clever, witty, or smart

What do you have in your meme? Do you want to make them laugh or proud?

Keep in mind your goal and the sense you want to leave your audience with about your company when they catch a glimpse of the meme. Once you have chosen the topic, you can then choose a picture and then put down the words.

Some of the most popular themes or ideas for text are:

1. Human-like thoughts in animals.

2. Babies talking or doing adult-type things.

3. Catchphrases from hit TV or movie programs.

4. Hit photos of TV or movie personalities.

5. Trendy or popular quotes.

6. Puns or joke punchlines.

7. That one time when.

8. Grumpy Cat.

9. Most Interesting Man in the World.

Use common memes judiciously if they may be associated with obscene or off-color humor. Be certain you understand what the meme is so that it cannot be used improperly or recycled to have a bad impact.

Another aspect to watch for is memes with spelling mistakes.

One of the most popular memes is "a person or group of people be like [something]". You need to choose whether you will use something similar since "be like" does not exist but used in modern popular culture. Think of your audience response and what they will get before writing. You can test this to determine how well it will be received and the best response, just like any other type of marketing activity.

Once you've picked the perfect image and paired it with a clever or humorous caption, it's time to hit upload. But posting the meme is just the beginning. To truly make an impact, share it consistently across all your social media platforms so it reaches as much of your audience as possible. Treat your social platforms like a testing ground—watch how people respond, and double down on what works. Utilize focused hashtags judiciously, targeting those which allow your top memes more exposure and action.

**1.7.2 Multiple Tools for making Memes**

There are quite a few places that provide free meme creation but they do put their own watermark on the end.

If you're able to use a designer, a creative department, or even the basics of Photoshop, try creating original memes from the ground up. Adding your own watermark not only protects your content but also holds you accountable each time the meme is reposted.

Sites such as www.MemeGenerator.net help you create and download memes and show you the most viewed and trending images on the web. www.Memesly.com is also a site that helps you create memes for free.

On those sites, you can insert top and bottom text prior to downloading royalty-free picture. Do not fear downloading a photograph and inserting your text and watermark because the widely shared pictures on the internet are original. It's yours when you modify an image, especially. Using memes in your marketing campaigns will assist you in boosting user interaction. grow your audience, and build your brand.

For your own marketing team, it can also be an entertaining and engaging task. Memes need to be thoroughly thought over by your social media team in order to take advantage of them optimally and maximize the chances for them to be viral.

Employing a current popular macro that already has a high viral factor will definitely increase the chances for your meme reaching your target group, followers, and customers, even though it will not go viral.

**1.8 Aim of the Study:**

The aims of the marketing research with memes are as described below:

1. To research on **Brand Awareness** via meme marketing.

2. To explore the **impact of consumer buying intension** due to memes.

**1.9 Scope of the Study:**

Research scope is confined to evaluating and analyzing the influence of meme marketing on consumers and firms. The limitations of the study result from ethical as well as legal

limitations. Subsequent studies should carry out a similar survey using different demographic group participants.

**1.10 Limitations:**

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 can lead to a great deal of damage for the memejacker if done without thorough research regarding the legal process or rights of the meme. Although rare, damages lawsuits are certainly a reality. It is due to this that an investigation of ownership of any social memes prior to incorporating them into branding or ad campaigns is required. It is that single wrong move here which may ruin the entire advertisement campaign and amount to more than can be managed by the company or organisation. The point is to always obtain your assignment.

**2. Unwanted negativity** - It is also potential that the meme gets the brand boycotted or insults some groups. If the goal of the branding is to reach as many people as possible with as little controversy as possible, then highly controversial memes must be avoided. Some people can be offended by something as innocent-looking as a cherub in a cradle. Identify who might find the meme funny or hateful when employing it in a campaign or program as a means of building leverage. The following meme might be funny to one but hateful to another.

# CHAPTER 2 – LITERATURE REVIEW

## 2.1 According to early Western marketing thought, as outlined by Cyert (1956), marketing practices were already evolving into strategic tools focused on consumer perception and behavioral influence

Internet memes are being used more and more as a dynamic source of business messaging, primarily in the field of marketing. As corporations shift the way audiences receive content in the modern world, corporations are generating more interest in utilizing memes as an influential tool in economic and brand messaging. One significant drawback is control — corporations have no total control over how the users decode or reinterpret their messages. Few consumer-created memes go off on a tangent from the brand's original intended meaning. But this unpredictability has an advantage. Memes permit brands to join consumers' daily conversation and contexts in a natural rather than forced way. It is based on the meaning-centered theory (Mick & Buhl, 1992), where the meaning of a message relies heavily on the receiver's context — interests, culture, and life experience — as opposed to the sender's original intention.

Therefore, large-scale personal expressions via memes are great indicators of tracking users' emotions for brands and issues involved.

Memes are basically the author's original feelings and perceptions, albeit though the feelings may be taken from unplanned, raw situations. Fisher and Smith (2011) state that the majority of what consumers currently value is no longer material commodities, but visual culture, symbolic meaning, and mediatized experiences. In a society where to consume is also a means of being, memes themselves are online cultural objects whereby individuals—or consumer sub-cultures—can convey their emotions regarding brands. Users put a lot of time into making, sharing, or tagging such memes, Gehl (2014) argues, normally as identity expression.

From a branding viewpoint, firms can employ cultural strategy by hitching onto what are currently in vogue memes in a bid to insinuate themselves in consumer awareness. Memes, being of either emotional or symbolic connotation, can be employed to map out the route whereby individuals attach specific meanings to a brand. By examining these common representations, brands can start mapping the mental terrain—or "semantic DNA"—their brand holds in the customer's mind (Marden, 2002).

Because there are so many memes on the internet, marketers are confronted with the same issue as big data analysis: finding patterns and relationships that give them a sense of how their brand is positioned. Meme mapping is a useful technique, a qualitative research technique which looks for indirect or mediated meaning associated with a brand, such as concealed pop culture references or group-driven senses. The technique is useful for finding emerging niches or emerging innovation paths for innovation and growth of the brand.

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

Russell Williams, in his 2000 paper "The Business of Memes: Memetic Possibilities for Marketing and Management," examines the way the meme definition is developing—to move from its initial form as a scientific hypothesis by Richard Dawkins to be applied in social and business usage—can illuminate marketing and management theory. The paper posits that memetics, or the study of the dissemination and replication of ideas in the manner of genes, might describe human thought and decision-making within a business context.

Although the concept of applying memetic theory to influence consumer attitude and opinion is stimulating intellectually, Williams also recognizes considerable limitations. Incorporation of memes into management and business school thinking is presently mostly theoretical in extent without solid, empirical foundation. Although a more robust framework must be established before memetics can be practically applied in marketing and management, at present it remains theoretical. So, although it does provide a new angle, it is too soon to bank solely on it as a means of persuading consumer minds or organisational culture.

**2.3 Banerjee, Bagchi, Mehta K. (2014), IA Study on Attributes, 21-22|**

This essay examines the way that memes, as genes in evolutionary thought, are units of cultural transmission—and how this may be used in branding. According to the memetic perspective, brands become living organisms that emerge through replication, adaptation, and survival in the market. In the same way that some genes live and others perish, some brand memes complete the process of transmission in society and some do not.

While traditional brand theory credits success to strategy and advanced brand management, memetic theory proposes otherwise: success is less about complexity and more about the extent to which a brand "meme" adapts to its environment and copies under different market conditions. Memetics prizes flexibility over strategy where survival is hinged on the reproduction and transmission of a meme.

Additionally, the process of mutation—allegedly borrowed from theory of evolution—is employed as well. Alteration of image or message of a brand either consciously or unconsciously either reinforces its appeal or dilutes it. Occasionally the mistakes in the reproduction cause loss of meaning in a brand, but they also bring about innovation. Above all, the customers themselves are privy to this process and become active agents of reproducing and developing brand memes.

**2.4 Mulugeta Girma 5. 2016), |The World of Memes, Vol.3, 44-451**

There has been a process and system established in order to make targeted advertising possible using memes from different sources of content. The process includes the determination of leading themes and content markers that eventually assist in determining appropriate memes. Besides this, the system identifies the ideal audience for every meme in different networks of advertisements. By measuring the viral activity of the memes—their spread and user behaviour—the system offers a numerized measure of meme engagement as a sum of these viral behaviours. Marketers use the knowledge to select best-performing memes for audiences and build advertising campaigns out of them. When the user arrives on the page hosting the content where the meme resides, the chosen ads are delivered through the ad network, placed on the page of the meme itself. The ad network is selected based on how wide an audience it can reach.

**2.5 Anand S., Akelya M. (2017), [India preview of Marketing, 99-1001**

Richard Dawkins coined the term "meme" in his 1976 book The Selfish Gene. Dawkins applied the concept of competition in evolution to describe human evolution in terms of how "survival of the fittest" generally works with physical characteristics, but memes are the equivalent in the mind. Memes are really cultural transmission units, transmitted by imitation and learning,

which separate humans from the rest of the animals. From music and fashion to shared social ceremonies like the handshake, they all can be called memes because they are learned things transmitted repeatedly and integrated into every day. They are units of replication of culture that are replicated from society to society by being copied and transmitted.

Memes have a deep but mostly under-estimated impact on society. Scholars liken memes to genes since they create cultural diversity just like natural selection creates biological diversity—only the most copied memes end up dominating social life. Viral videos, which spread rapidly from one person to another, are examples of the dynamic, almost parasitic nature of memes. Unlike genes, memes can modify and develop quickly to suit the tastes or needs of their consumers. It is this potential to evolve that compels them to spread so rapidly.

As Web 2.0 evolved, internet memes began to occupy a key position as a pervading phenomenon that re-defined the way internet users thought about businesses and brands. Whereas the majority of meme research is geared toward culture and mimicry behavior, the word "meme" on the web has since come to be applied to any fast-spreading idea communicated via text, pictures, films, or otherwise. Internet memes are unique in that they are also one way of expressing oneself. Although impossible to quantify, memes are rampant everywhere online, thriving on social media, community sites, and image-sharing communities that provide users the freedom to disseminate content according to their own style.

Examples of internet memes include viral fads like "planking" wherein people take pictures of themselves lying down in odd places, and "Harlem Shake," wherein groups of individuals go crazy and suddenly dance. These events initially went to youth audiences but have now appeared in more mundane meme forms as captioned images. The captions allow individuals to add their own meaning on the basis of a common context. Some of the time-honored internet memes, like the "clenched-fist kid," "condescending Willy Wonka," and "sad kitty," went mainstream popular due to having straightforward, open visual paired with clever text and taking over web culture.

# CHAPTER 3 - RESEARCH METHODOLOGY

Research design is a meticulous planned and systematic arrangement framed to guide a research study. It clearly states the purpose of the study and the methods that are going to be utilized in an effort to achieve the objectives. Fundamentally, it describes the methods and procedures used to gather the information necessary to solve the research problem. This means decisions regarding how data analysis and collection are connected to each other in a manner that it optimizes both the context to the research problem as well as the process effectiveness. Such that, a research design is then the intellectual pillar to carry out any research.

The last chapter presented a general overview of literature that was pertinent. Review of pertinent material provided the researcher with in-depth knowledge of the subject to be researched as well as the method and procedure to be employed for this study.

This chapter also gives an accurate description of the research approach adopted in this research, including the problem statement, the operational definitions, sampling technique, sample size, and description of instruments.

Basically, research design refers to a logical and orderly plan developed with the primary intent of controlling the whole research process. It is actually a quest for knowledge—new facts are unveiled and previous facts are validated by using scientific methods to trace social or natural phenomena. In the last chapter, there was a cursory glance at pertinent literature, providing the researcher with a solid foundation in both the topic of study and the methodology needed for this research.

The research design of the said study is shown in the current chapter under problem statement, operational definitions, sampling process, sample size, and tool description.

### 3.1 Research Design

Research design refers to a systematic and rational plan developed to direct a research study. It involves the use of scientific inquiry in pursuit of knowledge with the goal of acquiring new information as well as confirming existing information about social or natural phenomena.

Research designs are often classified into exploratory and conclusive types. Causal/experimental and descriptive research techniques are subtypes of conclusive designs.

Selection of research design largely relies on the character of the problem, as well as data collection and analysis modes. Following are concise descriptions of prominent types of research design:

### 3.1.1 Exploratory Research Design

This design entails an indirect data collection from reports and government records at one point in time to analyze the performance of a few schemes. The zone-wise regional division based on the States Reorganization Act of 1956 facilitated comparisons of performance between zones.

### 3.1.2 Definitive Research Design

The name of the topic points towards the application of definitive research design to come up with conclusions helpful in practice in order to conclude or make a decision. Research objectives and data requirements need to be clearly defined in case of such research. End research' results are typically intended for some particular purpose. Explanatory study findings can be validated and measured by the application of conclusive research design. Use of quantitative data gathering and analysis techniques is typically engaged. Furthermore, conclusive studies tend to be deductive in nature, and their research objectives are fulfilled through hypothesis testing. Descriptive and causal/experimental designs are subsumed under this decisive category.

### 3.1.3 Descriptive Research Design

Descriptive research designs are where solutions and problems are usually placed in words. The study is made to be more focused and intentional. The explicitly stated problem should precede vigorous attempts at descriptive research. A single or several hypotheses constitutes the foundation of a descriptive provides answers to the question of who, what, when, where, and how of study. Problems like these are addressed by descriptive design.

### 3.1.4 Causal Research Design

The primary aim of a causal research design is to formulate cause-and-effect. It will most commonly appear in the form of an experiment. In these studies, the aim is to measure how various independent variables—price, product features, promotion activities, or total marketing efforts—affect dependent variables like volume of sales, profitability, company image, or customer loyalty negatively or positively. This design will prove to be most useful in revealing implementable marketing strategies.

One of the best examples of causal marketing research is test marketing, in which marketers intentionally manipulate independent variables such as price, products, or promotions to see how they impact results like brand loyalty, competitive position, profits, or quantities sold.

Exploratory and causal research designs fit well together. Exploratory research is usually carried out when little or no previous information exists for a subject—e.g., for example, in researching the viability of opening a new chain of restaurants. If any antecedent research of the nature of studies, articles, or books has already been undertaken, exploratory research may not be needed. While no one sequence is prescribed in the use of these designs, conclusive research (e.g., causal research) typically follows exploratory research since the purpose is to finalize solutions or consensus for the research problem. Single-research-design dependence is not a common approach to overall understanding.

### 3.2 Data Collection

Good collection of data is critical for the success of any business or market study since the credibility of data will define the outcome of the study. Data can be obtained from two primary sources:

• **Primary data-** Primary data are collected directly, either by direct observation or through direct replies formulated specially for the research intent. Primary data for the purpose of this research were collected primarily through surveys using structured questionnaires.

• **Secondary data -** Secondary data is data collected by another individual for some other reason and re-used in this present research. This method saves money and time and incorporates data from publications, journals, magazines, reports, company websites, etc., and other published materials. The intention is to present a good analysis on the basis of these pre-existing data sets.

Here secondary data were gathered through a mix of records, books, journals, and magazines. publications, etc. company websites.

### 3.3 Sampling Method

Sampling entails picking a smaller population from the population for the purpose of representing the entire population. The sample chosen acts as a determinant of whether or not the outcome of the research can be generalized. Depending on the objectives of the study, either the whole population will be queried or a representative subgroup will be sampled to act on behalf of the population.

#### 3.3.1 Sample design:

There is nonprobability sampling. For the primary data, we have a random sample of purchasers of food online, based on Delhi city residents.

Sample: 100 clients, 100 from the male gender and 100 from the female gender, were randomly chosen in the Delhi area, and they filled in the completely filled-in questionnaire. The sample was 100 respondents, taken from the entire customer base in Delhi.

Collecting data with the aid of tools: Any good research must be conducted with a research instrument as it is the only means by which proper data are collected and rational conclusions can be reached on the issue at hand. The conclusions also assist in coming up with pertinent solutions to the issues at hand.

#### 3.3.2 Questionnaire

Data are collected from the respondents through the questionnaire in this project's work.

The data required is typically collected with a certain Performa in the shape of a questionnaire in a statistical survey. The researcher will be using an instrument and a handbook for measuring how Delhi city dwellers view the city. Four options for the summed rating scale exist. This structure contains a list of questions to which the researchers are meant to ask, and the respondents are meant to check the appropriate box next to.

### 3.4 Limitations

1. To conduct a correct consumer research, the sample size is inadequate.

2. The result of the study might have been influenced by the skewed responses of respondents.

3. There are not so many earlier studies on the topic, thus respondents do not have time to read the whole questionnaire and study it prior to answering.

4. Due to the sample size being small, it is difficult to identify important customer relationships.

5. Respondents attempted to avoid making certain statements with direct responses.

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 **110** people were sent the link to fill the survey.

2. **56** responses were recorded.

*Questionnaires attached afterwards.*

# CHAPTER 4 – DATA ANALYSIS

## 4.1 ANALYSIS

### 1- Gender

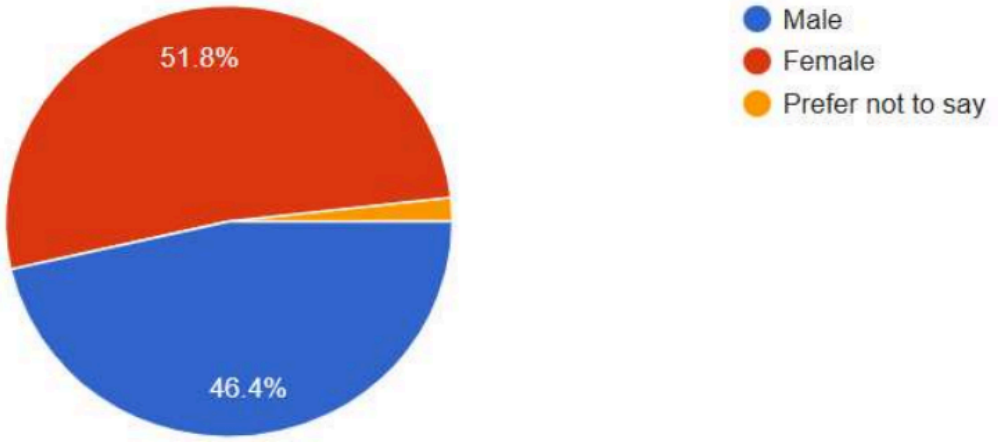



*Figure 1- Graph showing gender analysis*

### 2- Age Group

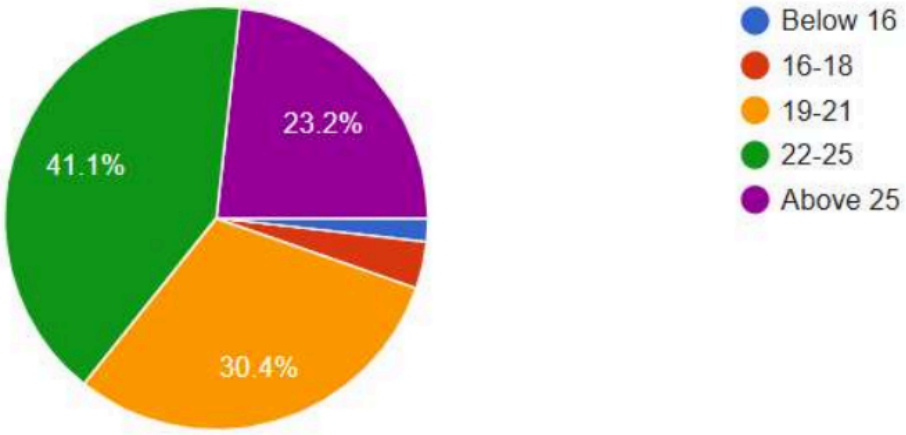



*Figure 2- Graph showing Age group analysis*

**3- Are you familiar with memes?**

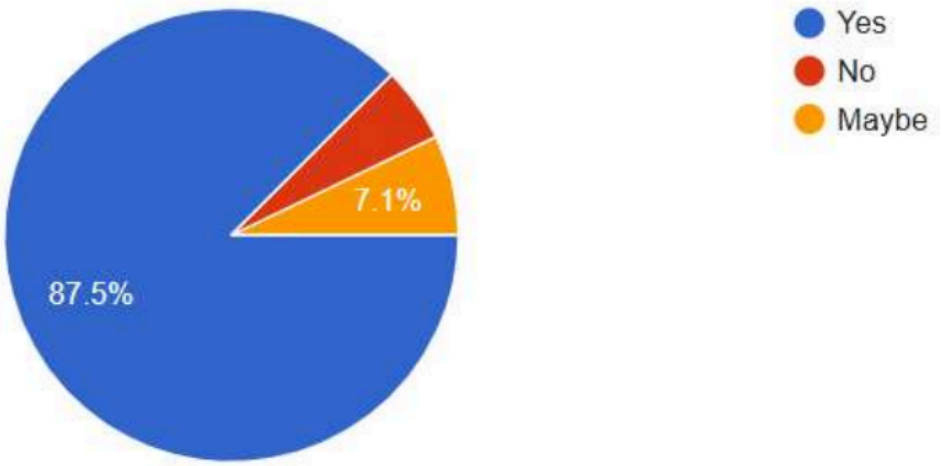



*Figure 3 - Graph showing Familiarity with memes*

**4- How much time do you usually spend online each day?**

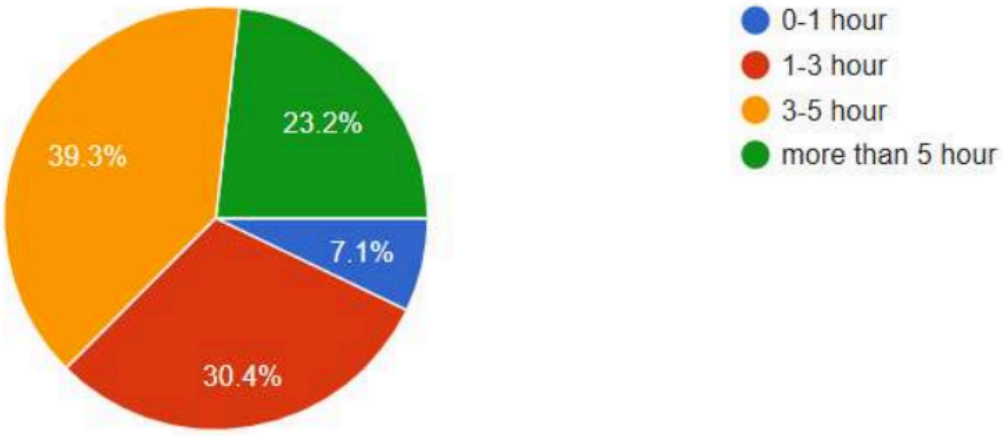



*Figure 4- Graph showing time spent a day*

**5- How often do you share memes or similar content?**

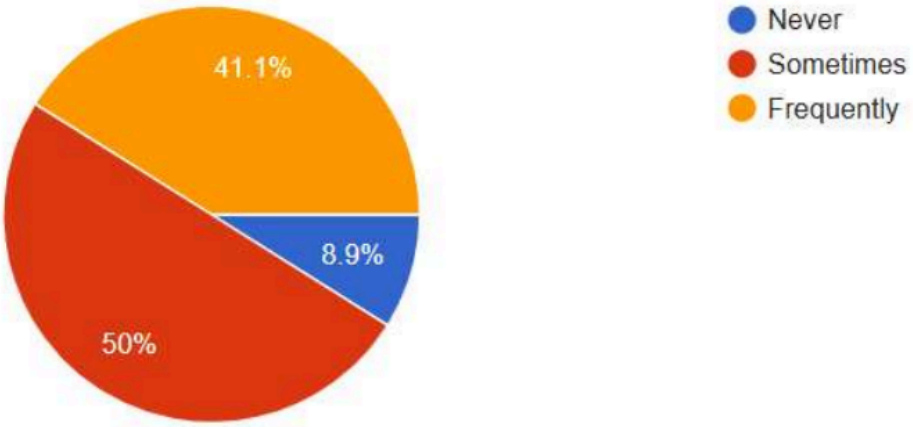



*Figure 5- Graph showing likeliness to share meme.*

**6- Which format of memes do you usually engage with?**

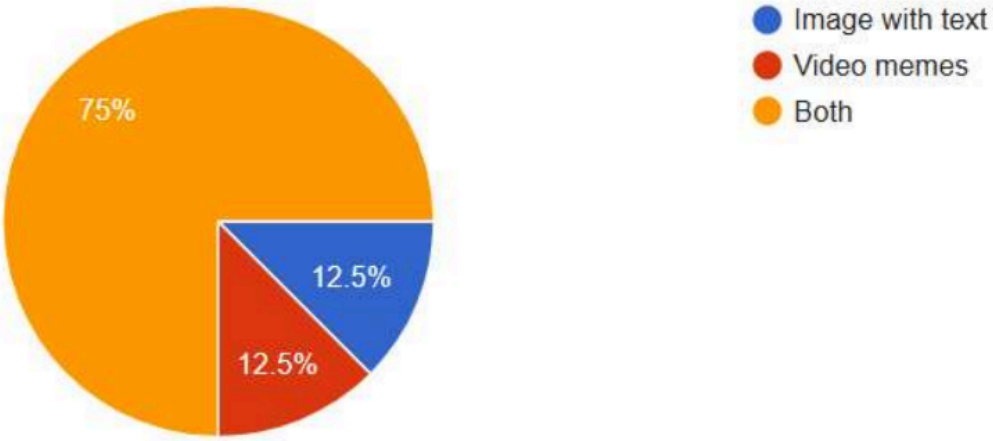



*Figure 6- Graph showing familiarity with memes.*

**7- Which device do you prefer for viewing memes?**

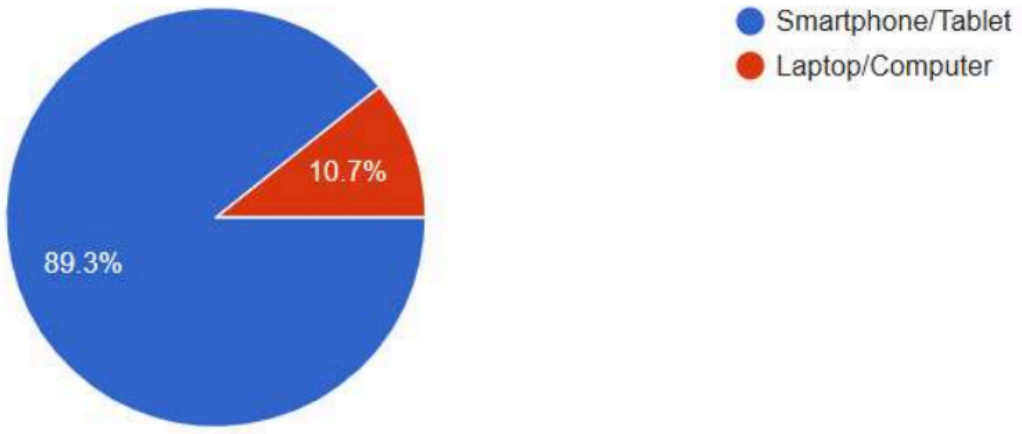



*Figure 7- Graph showing medium.*

**8- Have you ever created a meme yourself?**

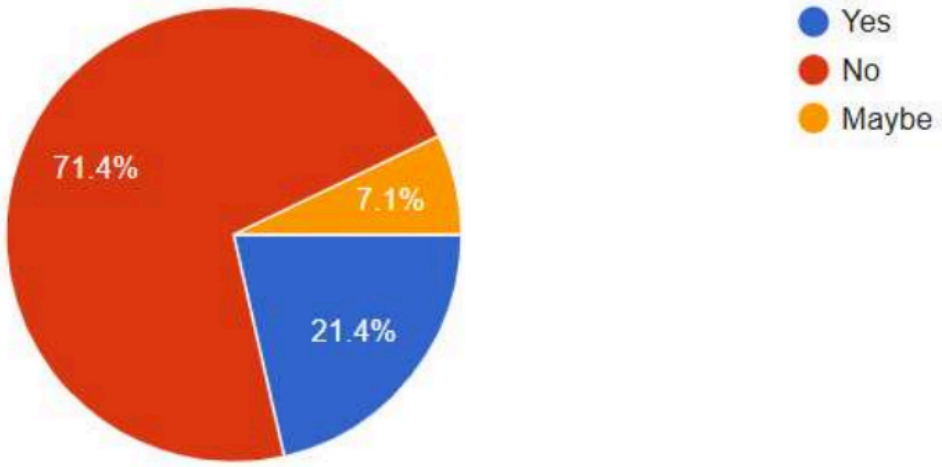



*Figure 8- Graph showing meme creation by people analysis*

**9- On which platform do you usually find memes you enjoy?**

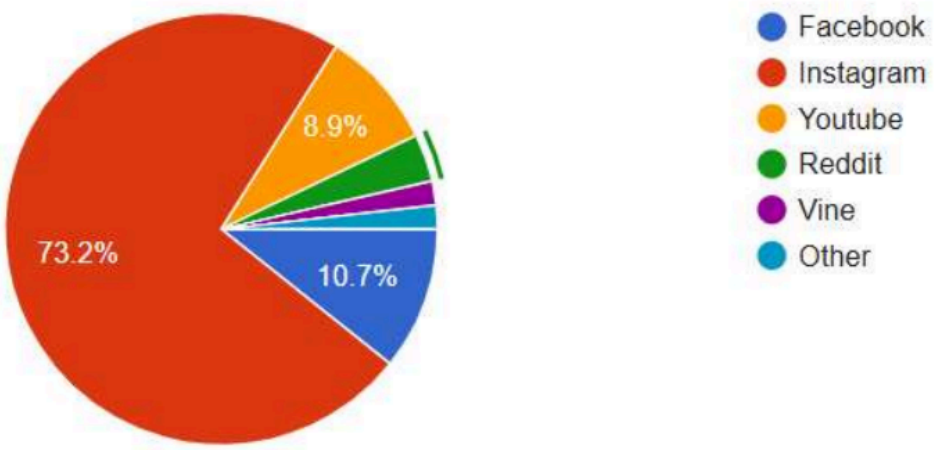



*Figure 9- Graph showing different platforms used.*

**10- Do you recall products or brands featured in memes?**

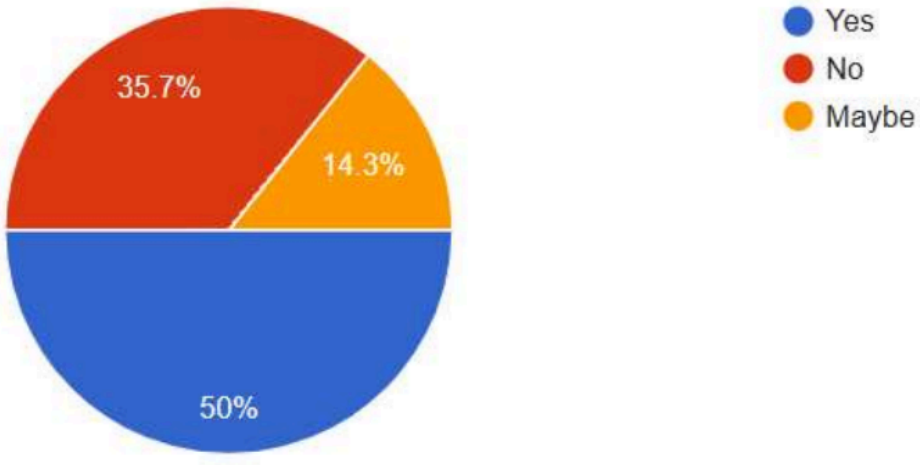



*Figure10- Graph showing time Product mentioned in memes.*

**11- Do you consider memes to be a form of advertising?**

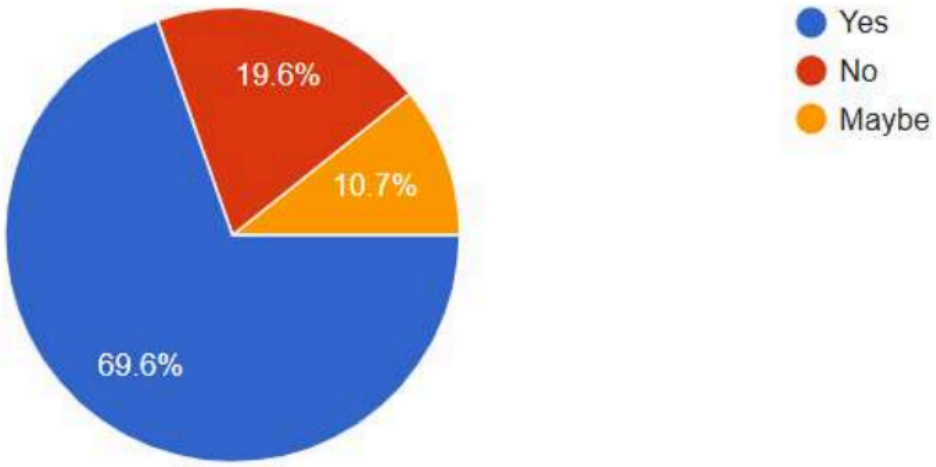



*Figure 11- Graph showing if people find meme a form of advertising.*

**12- Do you think memes work as word-of-mouth marketing?**

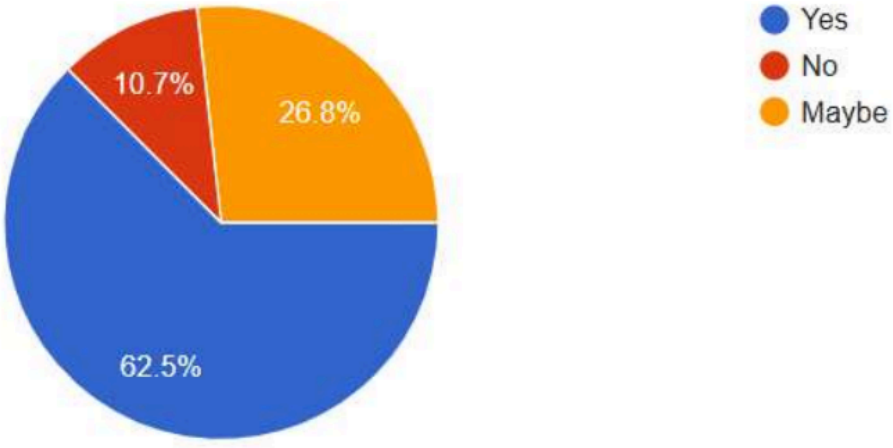



*Figure 12- Graph showing if memes are a form word of mouth advertising.*

**13- If a meme contains a negative opinion about a product or company, does it affect your view?**

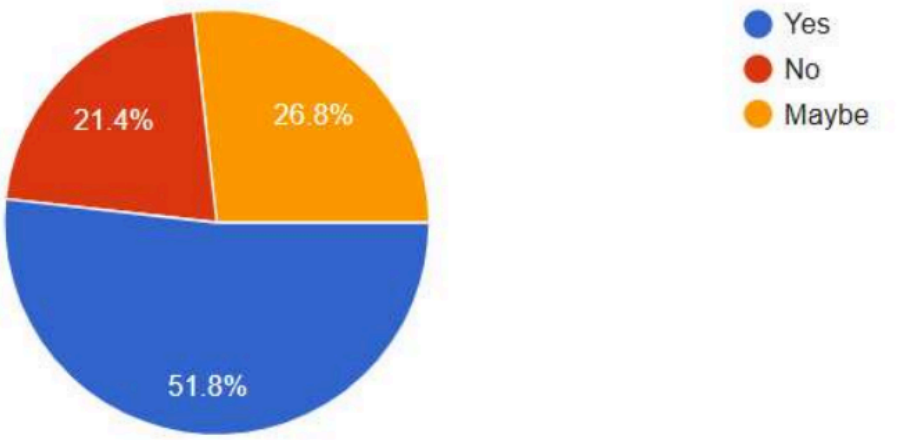



*Figure 12- Graph showing if negative comment influence buyer's opinion.*

**14- If a meme contains a positive opinion about a product or company, does it influence your perception?**

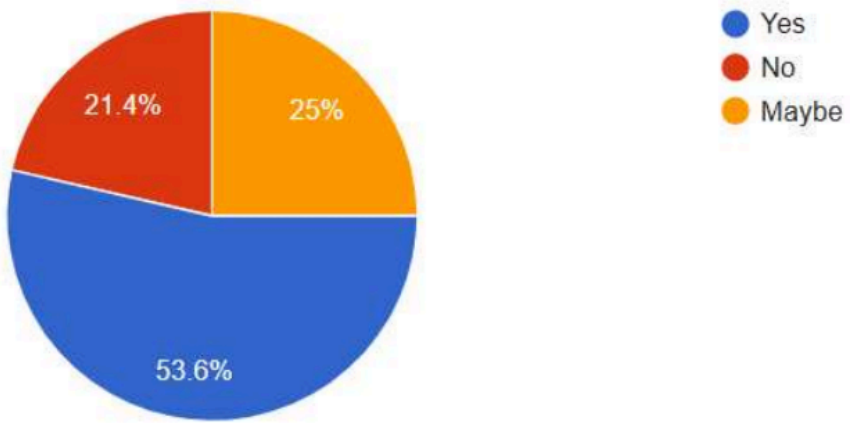



*Figure 12- Graph showing if positive comment influence buyer's opinion*

**15- Would you share a meme if it reflects your opinion about a brand or product?**

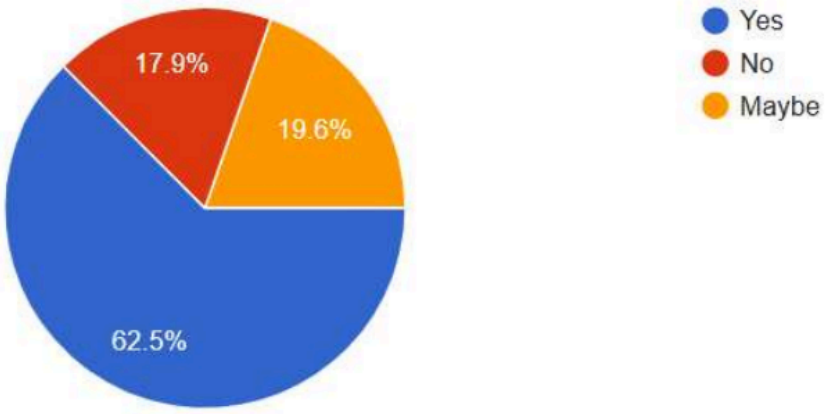



*Figure 12- Graph showing whether people are sharing the meme that are coinciding with their opinion.*

**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 |
| | Wheredoyoufindthememesthatinterestyouthemost | | | 1.328 | 5 | .932 | |
| | Wheredoyoufindthememesthatinterestyouthemost(1) | -.464 | 2.007 | .053 | 1 | .817 | .629 |
| | Wheredoyoufindthememesthatinterestyouthemost(2) | -1.192 | 1.251 | .908 | 1 | .341 | .303 |
| | Wheredoyoufindthememesthatinterestyouthemost(3) | -1.867 | 1.774 | 1.108 | 1 | .293 | .155 |
| | Wheredoyoufindthememesthatinterestyouthemost(4) | 20.097 | 40192.969 | .000 | 1 | 1.000 | 534768180.17 |
| | Wheredoyoufindthememesthatinterestyouthemost(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 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Doyouremmberproducts mentionedinmemes | | | 4.190 | 2 | .123 | |
| Doyouremmberproducts mentionedinmemes(1) | -1.471 | .759 | 3.754 | 1 | .053 | .230 |
| Doyouremmberproducts 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 |


| | | | | | | |
|---|---|---|---|---|---|---|
| Doyouremmberproducts mentionedinmemes | | | 4.190 | 2 | .123 | |
| Doyouremmberproducts mentionedinmemes(1) | -1.471 | .759 | 3.754 | 1 | .053 | .230 |
| Doyouremmberproducts mentionedinmemes(2) | -.006 | .648 | .000 | 1 | .993 | .994 |
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| 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 |
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| Constant | -15.798 | 62182.015 | .000 | 1 | 1.000 | .000 |


**Components of analysis –**

**Coefficient estimate:** A numerical approximation of the strength and direction of the association between two variables in a regression model is referred to as a coefficient estimate. Specifically, it indicates the amount of change in the dependent variable that, ceteris paribus, is caused by a movement of one unit in the independent variable.

**Standard error:** Standard error (SE) is a statistical estimate used to approximate the precision of an estimate, like a sample mean or a regression coefficient. SE is a measure of the sampling distribution, or all possible sample means or regression coefficients, that could be gathered from the same population.

**Degrees of freedom:** Individual items of data to be employed for the estimation of a statistical parameter or to generate a test statistic are the number that are called degrees of freedom (df).

**Significance level:** The significance level (represented by alpha, α) is the chance of rejecting the null hypothesis when it is true. It is used in hypothesis testing as a cut off to see whether differences or relationships observed are statistically significant or not. It is used most frequently to see whether there is a significant difference between two groups or to see whether there is a significant relationship between two variables.

**Exponential coefficient estimate:** When quantifying the relationship between two variables as one of the variables is increasing or decreasing at an exponential rate, exponential regression models use the estimated value of the exponential regression coefficient.

**Analysis result –**

**Which device do you prefer for viewing memes.**

For most of the statistical tests, a significance level of 0.868 would be an extremely high value. It would be a very liberal test for statistical significance to say there is an 86.8% probability of rejecting the null hypothesis when it is true.

**Gender.**

In practical terms for most statistical tests, 0.628 would be an extremely high figure as well. It would indicate a 62.8% probability of rejecting the null hypothesis if it happens to be true, which is still a fairly loose criterion for statistical significance.

Gender (1). The null hypothesis would be 100% likely to be rejected at level of significance 1, which is a dull statistical figure.

Equally, for gender (2), the significance is also 1 which similarly, can indicate that the gender of an individual does not affect the buying behaviour.

**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 usually spend online each day.**

We have a model that statistically estimates the relationship between two variables, and the estimated coefficient of one variable is -1.515 with significance level
0.044. The 0.044 level of significance means that there are only 4.4% chances of obtaining as a high a coefficient as -1.515 due to random sampling fluctuation even when the actual coefficient is zero (i.e., no correlation between variables). For the other two cases also, null hypothesis is rejected i.e there is no significant relationship with the time spent on the internet and his/her buying intention.

**How often do you share memes or similar content.**

Since there is no high correlation between the variables, a level of significance of
0.523 suggests the probability of generating a coeficient estimate so large as the
one that was seen, or even more. In other words, even if it isn't of a large degree of relation between the variables, the likelihood of observing the coefficient estimated purely by chance is 52.3% in case the level of significance is 0.523.

**Which format of memes do you usually engage with.**

A coefficient estimate of -2.025 on a statistical model indicates that there is a negative relationship between two variables. A coefficient estimate is not statistically significant with the standard 0.05 level, as per the significance level of 0.106. Therefore, we cannot reject the null hypothesis that there is no significant relationship between the two variables.

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

In a statistical model, a coefficient estimate of -1.192 supports the existence of a negative correlation between two variables. The coefficient estimate is not significant at a usual level of 0.05, with the value of significance being 0.341. We cannot therefore hypothesize the null hypothesis of no significant correlation between the two variables.

**Have you ever created a meme yourself.**

A negative association be0074ween 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 recall products or brands featured in memes.**

With a 0.053 level of significance, an estimated coefficient of -1.471 indicates a relationship between two variables, and one variable's estimated coefficient is - 1.471.
A coefficient as low as -1.471 would be encountered at random with a 5.3% frequency due to sampling variation whenever the population coefficient is zero, i.e., whenever there is no correlation between the variables as per the level of significance of 0.053. As per the coefficient estimate -1.471, there is an undesirable correlation between the variables. Specifically, we would expect a decrease of 1.471 units in the outcome variable (the variable being predicted) when the predictor variable (the variable the coefficient refers to) is increased by one unit.

## 4.2 FINDINGS AND SUGGESTIONS

### FINDINGS

1- Memes are funny, current, and extremely contagious, so they're great tools for engagement in any digital platform.
2- Their catchiness comes from how simple and relevant they are, and so they can easily travel from language to culture.
3- It requires a fine line for brands to employ memes — successfully, they engender strong emotional bonds, but a failure can be perceived as tone-deaf or offending.

4- Meme marketing is timing, context, and relevancy — brands that keep up with online pop culture trend better than traditional advertising in relevancy and reach.

5- Memes have the ability to humanize and make brands relatable, especially to younger digitally native audiences — Gen Z and Millennials in particular.

6- The tongue-in-cheek quality of memes bypasses the drudgery of traditional marketing and leans toward generating organic interactions, shares, and virality.

7- Some of the trendiest firms (such as Zomato, Duolingo, Netflix India) employ memes to develop brand personality, boost social media engagement, and create consumer recall.

8- No impact is observed from device preference (such as mobile or desktop) on meme marketing effect (Sig = 0.868).

9- Gender has no significant effect on meme engagement or its marketing effect (Sig = 0.628 and 1.000 for sub-groups).

10- Age group is not significantly correlated with the way memes affect consumer behavior (Sig = 1.000), a sign of meme popularity transcending age groups.

11- Online time has a weak significant correlation (Sig = 0.044) with meme-based marketing, where heavy internet browses are marginally affected by memes.

12- Familiarity with memes is not significantly correlated with purchase and recall behavior (Sig = 0.252 and 0.999), perhaps because memes are over-exposed.

13- Meme sharing tendency is not an effective measure for meme marketing effectiveness (Sig = 0.577), and this means that meme sharing behavior can be habitual and without marketing influence.

14- Meme form preference (video, image, GIFs, etc.) negatively but statistically insignificantly contributes to meme marketing effectiveness (Sig = 0.106).

15- Where platforms memes are retrieved (Reddit, Instagram, WhatsApp, etc.) do not affect marketing effectiveness (Sig = 0.341–1.000).

16- Personal meme creation does not increase exposure to meme advertising (Sig = 0.358), indicating the creator and user behave similarly.

17- Brand/product recall from memes is bordering on being significant (Sig = 0.053) but with a negative coefficient (-1.471), which means meme-driven ads might not necessarily lead to recall or are outweighed by the humor.

18- While meme marketing is fun, viral, and engaging, it must be brand tone and consumer context-appropriate — the study shows that it is not effective universally and needs to be used strategically.

19- Just the use of memes won't work; there must be a focus on timing, appropriateness, and platform targeting to yield measurable results.

## SUGGESTIONS

1. **Understand the Context Before You Post**

   Before integrating memes into your marketing mix, decode the deeper context behind the trend. Many memes come from pop culture, niche internet communities, or socio-political commentary. Using them without understanding can easily backfire and create brand embarrassment.

2. **Build a Meme Calendar with Real-Time Monitoring**

   Just like seasonal marketing calendars, create a flexible meme calendar but keep room for spontaneous trends. Equip your social team to track trending formats daily, so they can jump in while the meme is still fresh — relevance is time-sensitive in meme culture.

3. **Use Memes to Reinforce Brand Values, Not Just Sell Products**

   Memes should not only be clickbait for visibility. Link the humor subtly to your brand's core message. For example, if you're an eco-conscious brand, meme humor around sustainability can align entertainment with your purpose.

4. **Avoid Over-Editing Popular Templates**

   Keep the meme structure as close to the original as possible. Over-stylized or branded meme edits often lose authenticity and risk being dismissed by audiences as 'boomer marketing'. Raw and relatable is often more effective than polished and perfect.

5. **Create Brand-Safe Memes Internally**

   Instead of relying solely on internet trends, consider building a small in-house meme creation team. When memes are developed around your own brand stories, office culture, or customer behavior, they feel more authentic and can even start new trends.

6. **Introduce Soft Branding Over Hard Promotion**

   Subtle logos, product placements, or witty brand mentions within memes tend to perform better than hard sales content. Internet audiences resist anything that feels like forced advertising, so the meme must feel native first, and promotional second.

7. **Leverage Niche Communities for Meme Testing**

   Before publishing widely, test memes in closed or niche social groups. Platforms like Reddit, Discord, or private Instagram communities can act as litmus tests for humor resonance and potential backlash.

8. **Train Your Social Media Team in Meme Literacy**

   Meme culture evolves fast — yesterday's humor might be outdated or problematic today. Equip your team with workshops or resource decks on meme origin, evolution, and appropriateness to ensure responsible usage.

9. **Maintain a Crisis Backup Plan**

In case a meme gets misunderstood or receives backlash, have a pre-drafted response policy. Memes travel fast, and damage control must be equally swift. Acknowledging the mistake with transparency and humor often works better than silence or deletion.

**10. Celebrate User-Generated Meme Content**

If your audience is making memes about your brand, embrace it! Feature the best ones on your platform (with credit). It fosters community and trust, and it organically amplifies brand reach with minimal effort.

# CHAPTER 5 – CONCLUSION

Meme marketing is extremely helpful if done properly. It provides the viewers with something helpful and not merely silly things to chuckle at in the shape of sponsored content.

Memes are effective in marketing companies because they are specifically made for social media and are entertaining. Memes make people laugh while passing on a momentary mention of your company; they're not about overt promotion.

Memes are easy to post by your audience due to their entertainment value.

Think about it: Would you post a humorous McDonald's burger meme or a 500-word McDonald's blog about their new product? Your audience will be more interested in having fun than learning, just like you absolutely would.

**How to do Meme Marketing**

Meme marketing sounds easy enough, but how do you actually do it? You borrow or make one.

**1. Existing Memes**

Existing memes are either short- or long-shelf-life. Brands must monitor what is currently trending so as to be in a position to effectively leverage existing memes.

Also, prior to applying a meme, ensure that your material is original, humorous, and gets the meme perfectly. One can end up using the wrong meme by mistake as the meaning of memes changes with time. Pepe the Frog is the perfect example of a harmless meme turned bad.

**2. Making Your Own**

Make up your own meme if you do not want to use one that already exists. It is harder to do, primarily because your audience will have no idea what the meme is. It's intimidating but possible.

Heinz is perfectly the way to create a meme. The condiment firm sought to boost brand visibility and social engagement. It launched a meme marketing campaign with Memes.com to try and garner 1 million impressions.

Memes.com co-founder Razvan Romaneseu stated: "I've been saying people memes are the future of social marketing for years - I would always get criticism.".

"No more. With the times changing, all brands are shifting now.

Heinz used some cleverness to spark the centuries-long debate on whether tomatoes are fruits or vegetables. They posted photos asking people to make a choice, "If you had to choose right now if a tomato is a fruit or a vegetable, which would you decide?" with hashtags asking people to join their side.

Romanescu,
"We created a bespoke meme for Heinz that tapped into the internet's love of arguing, shining their brand in a comedic light." "Mostly, getting people to fight about something gets it seen by the most people."

Heinz surpassed their given goal fourfold with over 4 million views. They also gained over 80,000 cumulative Facebook and Instagram engagement.

**Rules for Meme Marketing**

How do you produce your own version of a Heinz Campaign? Do the following:
1. Be native. Have a digital native produce and post memes on behalf of your firm in such a way that the lingo you are using is contextually appropriate. Otherwise, your brand loses as your customers will find you to be attempting too hard to be hip.
2. Be relatable. Not many people will be able to relate to your meme, obviously. Don't attempt to make a meme that can be connected to by everyone. Instead, consider the interests of your audience.
3. Pay attention to the timing. While some memes last for decades, others, such as Kenneth Bone during the debate, are fleeting. Ensure a meme that already exists is in season before employing it. Ensure the moment in culture is right if you create one yourself. You appear insensitive and out of touch if you do not.

**The Bottom Line**

Not just college kids or bored cubicle zombies are meme enthusiasts. As long as you adhere to a few of the golden rules, they can be the key to your marketing strategy.
Tap into the power of meme marketing to sway the hearts of your audience and propel the reach and power of your business.

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# APPENDIX - 1 QUESTIONNAIRE

**1- Name**

**2- Gender**

1. Male
2. Female
3. Prefer not to say / Other

**3- Age Group**

1. Below 16
2. 16–18
3. 19–21
4. 22–25
5. Above 25

4- **How many hours do you typically spend online each day?**

1. Less than 1 hour
2. 1–3 hours
3. 3–5 hours
4. More than 5 hours

5- **Are you aware of what memes are?**

1. Yes
2. No
3. Not sure

6- **How often do you share memes or online content?**

1. Never
2. Occasionally
3. Frequently

7- **Which type of meme are you most comfortable with?**

1. Text with image
2. Video memes
3. Both

8- **Which device do you usually use to view memes?**

1. Mobile phone or tablet
2. Desktop or laptop

9- **Which platform do you usually find memes that catch your interest?**

1. Facebook
2. Instagram
3. YouTube
4. Reddit
5. Vine
6. Others

10- **Have you ever created a meme yourself?**

1. Yes
2. No
3. Maybe

11- **Do you recall products or brands featured in memes?**

1. Yes
2. No
3. Maybe

12- **Do you consider memes to be a form of advertising?**

1. Yes
2. No
3. Maybe

13- **Do you think memes work as word-of-mouth marketing?**

1. Yes
2. No
3. Maybe

14- **If a meme contains a negative opinion about a product or company, does it affect your view?**

1. Yes
2. No
3. Maybe

15- **If a meme contains a positive opinion about a product or company, does it influence your perception?**

1. Yes
2. No

16- **Would you share a meme if it reflects your opinion about a brand or product?**

1. Yes
2. No
3. Maybe

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