

INFLUENCE OF MEME BASED PROMOTION TO INCREASE PURCHASE BEHAVIOUR OF YOUTHS

**J. Ramprasath¹, L. Meenachi², A. S. Muthanantha Murugavel³,
G. Karthikeyan⁴ and Shebin Sharief⁵**

^{1,2,3} Department of Information Technology, Dr. Mahalingam College of Engineering and Technology, Pollachi, India.

⁴ Department of Electronics & Instrumentation Engineering, Dr. Mahalingam College of Engineering and Technology, Pollachi, Tamil Nadu, India.

⁵ Department of Master Business Administration, ICET, Muvattupuzha, Ernakulum, India.

Email: ¹ jrprasath@gmail.com, ² lmeenachi@gmail.com, ³ murugavel.asm@gmail.com, ⁴ karthik12eca33@gmail.com, ⁵ shebinsharief@gmail.com

DOI: 10.17605/OSF.IO/HRDKX

Abstract

The influence of memes on young people as a result of their usage of online platforms is the topic of this research. The frequent users of digital online media are youngsters. This study is all about impact of meme based advertising in purchase behaviour of youngsters. Memes on digital platforms have quickly become one of the most popular forms of online communication in the modern world. According to the findings of this research, the influence of memes shared on online platforms varies significantly depending on age and gender. Digital online media memes provide consumers product awareness and impacts their buying behaviour. Convenient random sampling method is used for sample collection and the survey is conducted through online questionnaires. The research spectacles that there is major influence of youngsters on buying behaviour of products based on their meme based advertisements.

Keywords: Social Media, Memes, Advertising, Buying Behaviour, Purchasing Behaviour

1. INTRODUCTION

Memes are ideas, behaviours, or styles that spread through emulation and often symbolise a situation or topic. The term meme refers towards a variety of information, such as an idea, a habit, or a set of facts that spread widely and alter human civilization. Because of Dauckin, who was an evolutionist and tried to explain how ideas change in society as a result of its effect, internet memes are among the most well-known ideas and a persistent phenomenon that spread online [1].

Some of the key features of internet memes are imitation cultural and social conditionality specificity and visibility simplicity humour and satire combination of visual and textual [2, 10, 11]. All of these features except the last one are common to all type of internet memes. Internet is a platform for instant information exchanging through which use to spread modern memes to others. A 'meme' is a virally cultural symbol or social. Modern memes are decrypted images that are intended to be comedy, with sarcasm and humour [3, 4, 12].

2. LITERATURE REVIEW

Kinza Mushfiq: This study explores the psychological impact of memes on young people using digital platforms like Facebook, Whatsapp, Twitter, and Instagram. This study relates to the origins of memes. How did these memes become popular on social media, how did young people begin to use and create memes that had a psychological impact on them, and why did they take off in Pakistan? It also investigates how much

time young people spend on social media and the current trends in social media usage. This study looked into how memes are used in promotion.

Kee-Man Chuah, Yumni Musfirah, Looi-Chin Ch'ng: Kahar Because it can reach potential clients, social media marketing has expanded in recent years. There are now more varieties of social media marketing, and meme marketing is very popular there. The qualitative investigation assessed promotional message iconicity. The study's target respondents to young adults and provided advice on meme semantics.

A A T Kariko and N Anasih: One of the most well-liked social media marketing trends worldwide is the use of internet memes. We can find these memes on numerous social media platforms. Internet memes have been going around on social media for the past few years. Based on the postmodern psychology theory, this investigation discovered that online memes may be categorised into three kinds. All three of these groups hold the idea that there is a second "self," a component of the human being that cannot be split off but is distinct from the individual. Additionally, this study's findings revealed that 47% of college students in Jakarta, Indonesia, reported feeling less anxious or depressed after viewing self-reflective online memes.

Beata Bury: This study targeted on the initiate of Internet memes used in advertising purpose. The creation of internet memes is involving association of more images and pictures. Advertisers have been taken the advantage of the social medias. They use creative ideas and background knowledge in the making of internet.

2.1 Research Problem

A very small number of marketing-based meme research studies have been conducted. Additionally, the meme's promotion has a very broad reach. since the majority of young people in the present world use social media. Consequently, social media marketing is beneficial [5, 6, 7]. The usage of social media posts in digital marketing is the biggest cutting-edge technique there is, and it has been shown to have a positive influence on the thoughts of young people. In comparison to traditional marketing techniques, social media marketing is more accessible and less expensive [8, 9]. The reach of traditional marketing is decreasing over time. Additionally, digital marketing is increasing. This demonstrates the potential of digital marketing in the future. If asked, I would respond that it is being done because the future potential of digital marketing is enormous.

2.2 Objectives

- To investigate the influence that memes have on young people's use of social media.
- To find out whether or not young people's purchasing decisions are influenced by memes shared on online platforms.

3. RESEARCH METHODOLOGY

For the current study, both primary and secondary data were used. For this investigation, a practical random sampling method was employed. Websites and journals have been used to gather secondary data. primary data gathered from bright young people. The survey receives responses from both men and women. The structured questionnaire collected data for the study.

3.1 Analysis and Discussion

What form of meme are you most familiar with?
 41 responses

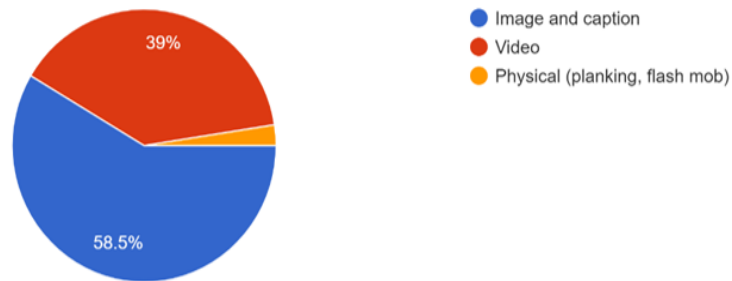


Fig 1: Familiar forms of meme

Interpretation: Image and caption-based memes are most familiar in respondents

Do you find memes to be a form of advertising?
 41 responses

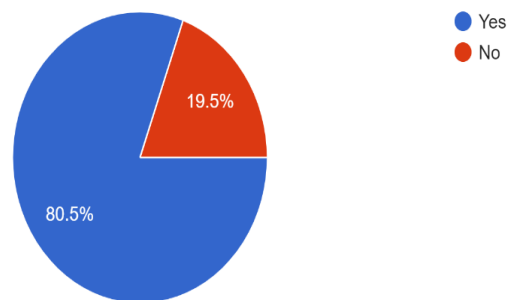


Fig 2: Memes as a form of Advertising

Interpretation: Most of responders are said memes are good form of advertising

3.2 Hypothesis Testing

The findings of the research study were evaluated using correlation, as was intended. The following conclusion has been drawn.

Table 1: Chi-square test

	Value	Df	Asymp. Sig.
Pearson Chi- Square	1.07	20.0	0.000
Likelihood Ratio	27.39	20.0	0.125
N of valid Cases	89.0		

H1: The shopping habits of those who actively utilise online platforms have been impacted as a result of memes. Messages have affected digital media followers' buying habits, according to the correlation analysis.

3.3 Findings

A survey of frequent contemporary of social media showed that people have a greater likelihood to be enthusiastic about enterprises with a cheerful approach and significant output increases. Research suggest social media posts will revitalise commerce. It's interesting to observe how individuals remix and distribute memes on their feeds, helping brands reach millions of users. This indicates that if its conventional marketing

aims at attracting a hundred thousand consumers, utilising social media posts will allow one to attract two million consumers for the identical cost of creating them as their conventional marketing. The reason for this happens for the reason social media posts are believed to be generated by consumers or widely shared advertising. With the survey's results, we also learned that. People are more likely to start using the product to satisfy their wants for belonging described by Maslow in the hierarchy of needs when they begin to recall it. To gather information about "Meme Advertising and the use of social networks Buyers," the researcher used a survey method. Digital marketers and social media enthusiasts that regularly spend hours on social networks make up the target audience. Digital marketers and engaged social networking site consumers were polled to discover if they regard social media posts as promotional instruments or merely for fun. In the survey both male and females are responded, both of them are think memes are good method of advertising

- Most of the youngsters are familiar with memes
- Most of the youngsters are spend more time in the social medias
- Image based memes are most familiar in respondents
- Majority of the youngsters are creating the memes
- Most respondents consider social media posts word-of-mouth promotion.
- Memes with unfavourable comments about products/companies hurt brand value and goodwill.
- According to the beliefs of today's youth, memes are a sort of innovative marketing approach.

3.4 Suggestion

In the social media advertising is very less expensive method of promotion. This method has wide scope. And more and more method social media advertising is available. One of the best methods of these social media advertising is meme-based advertisement.

- In the meme-based advertisements is very familiar in modern social media generation, so the proper use of the meme-based advertisement is positively influencing the youngsters. Creatively make memes are good advertisement method in social media. And the social media advertising is very less expensive method of promotion. And these has method wide scope. In the covid pandemic time period, these social medias are the best platform of product promotions. We all are experience the most of the emerging companies are effectively use the meme advertisement. That means memes are good advertisement method.
- Create variety and entertaining memes for promotion, that Leeds more effectiveness of advertisement. The content of memes is need simple, that will help to increase the viewers.

4. CONCLUSION

The majority of people who view memes that feature businesses do it mostly for amusement, but for brands, it may be a way to increase reach and boost output. Today's public is less likely to give notice to a commercial strategy as well as more

inclined to give notice to memes; as a result, businesses are shifting their focus towards memes. This research contributes new information to the existing body of evidence regarding the iconicity-based impacts that memes have on advertising. Businesses should start concentrating more on social media platforms with creative meme marketing to wow clients. In memes, current events should be paired with humorous elements. The audience might not be interested in watching lengthy ads, therefore marketers should try to convey their message as simply as possible. Memes' ability to become viral is mostly a result of their inventiveness. When designing meme commercials, marketers should exercise caution because a muddled message can hurt their brand's reputation. Businesses should try to increase the number of their community media followers. In conclusion, well-received, positive meme advertisements that reflect customer attitudes can aid in boosting sales, brand recognition, and financial success. Businesses should also follow what's trending on social media to avoid having their marketing memes get stale. The right meme must therefore be paired with the right context, which requires careful analysis.

Reference

1. Anju Markose, Shebin Sharief, J Ramprasath and N Krishnaraj, Survey on Application of IoT and its Automation, [online] Available: <https://dx.doi.org/10.22161/ijaers.86.29>.
2. Babin, B.J.; Darden, W.R.; Griffin, M. Work and/or fun: Measuring hedonic and utilitarian shopping value. *J. Consum. Res.* 1994, 20, 644–656.
3. Batra, R.; Ahtola, O.T. Measuring the hedonic and utilitarian sources of consumer attitudes. *Mark. Lett.* 1991, 2, 159–170. Carr, S., (2020). The Future of Social Media Marketing? Retrieved consumer purchasing behaviors in relation to internet memes using VAB Corporations Enhance Customer Engagement." (2019).
4. Dodds, W.B.; Monroe, K.B.; Grewal, D. Effects of price, brand, and store information on buyers' product evaluations. *J. Mark. Res.* 1991, 28, 307–319.
5. Fishbein, M.; Ajzen, I. Attitudes and voting behavior: An application of the theory of reasoned action. *Prog. Appl. Soc. Psychol.* 1981, 1, 253–313.
6. Heidi E. Huntington (2017), The Affect and Effect of Internet Memes: Assessing Perceptions and Influence of Online User-Generated Political Discourse as Media-
7. Interdisciplinary Research (IJIR) Vol-3, Issue -10. *Journal of Tourism and Hospitality Education.*
8. Kee-Man Chuah, Yumni Musfirah Kahar, Looi-Chin Ch'ng (2020), We "Meme" Business: Exploring Malaysian Youths' Interpretation of Internet Memes in Social Media Marketing-
9. Laughing at one's self: A study of self-reflective internet memes-A A T Kariko and N Anasih (2019), Memes and Advertising-Freddie D. Dickerson (10-25-2013)
10. ShebinSharief, Vaishnavi P, Ramesh Krishnan.S , Dr. J. Ramprasath, Artificial Intelligence: The Footstep Headed for Future Supply Chain Management, An Analytical Pedagogy Through the Visionary Eyes of Supply Chain Experts among the Major Ports in India, *ICRRD Journal*, 2022, 3(4), 162-173.
11. Vaishnavi P, Shebin Sharief, J. Ramprasath, Second wave Covid-19: Survey on attitudes and acceptance of vaccines and psychological impact of second wave, *IJCRR - 14(5)*, March, 2022, Pages: 61-70, DOI URL: <http://dx.doi.org/10.31782/IJCRR.2022.14512>.
12. Vaishnavi P., S. Ramkumar, COVID-19: Survey on Awareness Level and Psychological Status During the Outbreak, *IJCRR - Vol 12 Issue 18*, September, 2020, Pages: 85-94, DOI URL: <http://dx.doi.org/10.31782/IJCRR.2020.12182>.
13. Vaishnavi.P, Dr.S.Ramkumar, Impact of Employee Engagement on Nurses in Coimbatore District, *International Journal for Research in Engineering Application & Management (IJREAM)*, Vol-04, Issue-05, Aug 2018, DOI : 10.18231/2454-9150.2018.0577.