

# AWARENESS ABOUT AND SUCCESS OF MEMES PAGES ON SOCIAL MEDIA PLATFORMS

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**Introduction:** The word Meme is rooted in Greek, meaning that which is imitated. The unique selling proposition for memes is their way of communicating feelings, perspectives, views and attitude in specific situations. A research indicates that millennials spend around 200 minutes online every day and there is a huge chance that these millennials and Gen Zers are spending time viewing, laughing on and sharing the memes online. Hence, there is no doubt that marketers are fast picking up on this trend to promote their products/services on social media platforms and these memes prove effective for brands because along with entertainment, they also provide value to their viewers. Memes have been popularly termed as Coffee of 2019, people all across are dependent on that daily release of dopamine in their brains through a laugh at their favourite ones. According to Telegraph, the average human attention span has reduced from 12 seconds to 8 seconds and hence, people are less likely to see a whole video or read an article or even read news online. Reading an article or watching a video requires a large portion of their time while scrolling through the feed of a social media hardly requires few seconds of focus per post.

## Literature Review:

According to Prof Mike Watson, in the 21<sup>st</sup> century,

“Memes are an image, video, piece of text, etc., typically humorous in nature that is copied and spread rapidly by internet users, often with slight variations.” It has been found that in last 2 years, the search for memes has surpassed the search for the word of Jesus. The 2 basic reasons stated for their popularity are that they can be easily by anyone and everyone and another reason being, it connects the sender and the receiver emotionally.

Borgaonkar A, Why is the popularity of Memes increasing rapidly on social media, December 18, 2017

Few fun facts about Memes are, it is physically not possible to count the number of Memes available on the internet, nearly 60% of Memes are political in nature, these have become so popular that there are apps available that allow the user to create their own memes, the 5 most popular memes are: Harambe, Condescending Wonka, LOLCats, Squinting Fry and Success Kid

10 most popular Internet Themes (in History)

However, memes are not just created for entertainment of viewers; marketers have their objective of promoting their product/service through this form of viral marketing. This is because, unlike other images, memes have their own place in the customers' minds, a recall value and their own names like stated in the previous paragraph. Besides, memes are generic nature so much so that any person can create, own and share a meme. Just like a favourite song, a meme too stays for considerably long span in customer's mind. Hence, Memes have also proved to be an effective Marketing tool which further makes it successful.

Pahwa A, What is Meme marketing? Everything you should know, August 25, 2019

### **Research Methodology:**

**Method of sampling used:** Simple Random Sampling

**Method of Data collection:** Primary data was collected by distributing a Questionnaire via Google Forms and a small sample of 90 respondents was collected from mainly the city of Pune, Maharashtra, India.

While, Secondary data was collected through other research papers and online sources

### **Objectives:**

1. To analyse and understand the success rate of Memes pages on social media platforms
2. To check the rate of awareness regarding Memes amongst respondents
3. To know the reasons behind the popularity of Memes pages

### **Scope:**

1. The geographical focus of this study is Pune while, the major age group being studied is 18-33 years. However, there are a small percentage of responses received from people of other cities in Maharashtra and different age groups too.
2. The inferences presented in this paper are based on the responses received under this study which is limited to 90.

**Analysis and Interpretation:**

1. Gender

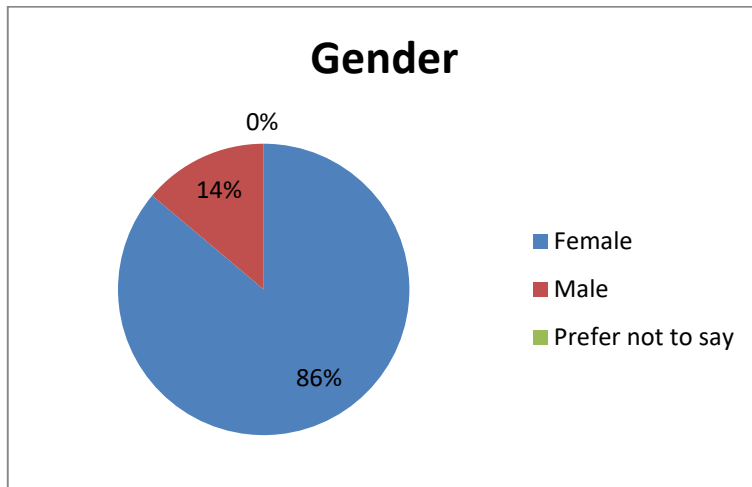


Figure I

Interpretation: Majority of respondents under this study are females.

2. Age

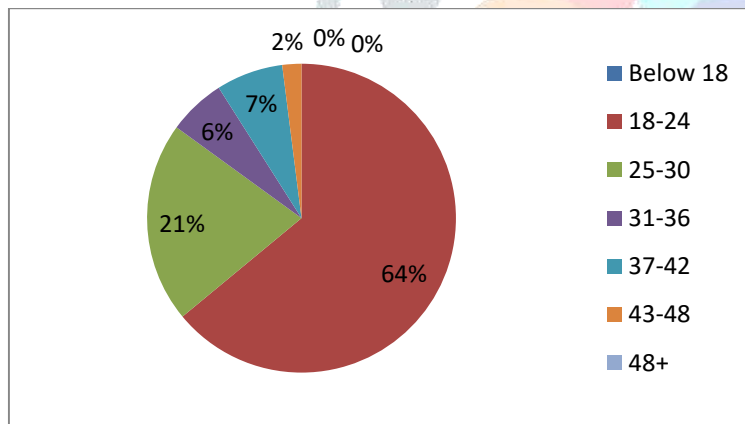


Figure II

Interpretation: Major chunk of respondents belong to the age group of 18-24 years followed by the age group of 25-30 years and small chunks of 31-36, 37-42 and 43-48 years.

## 3. Employment status

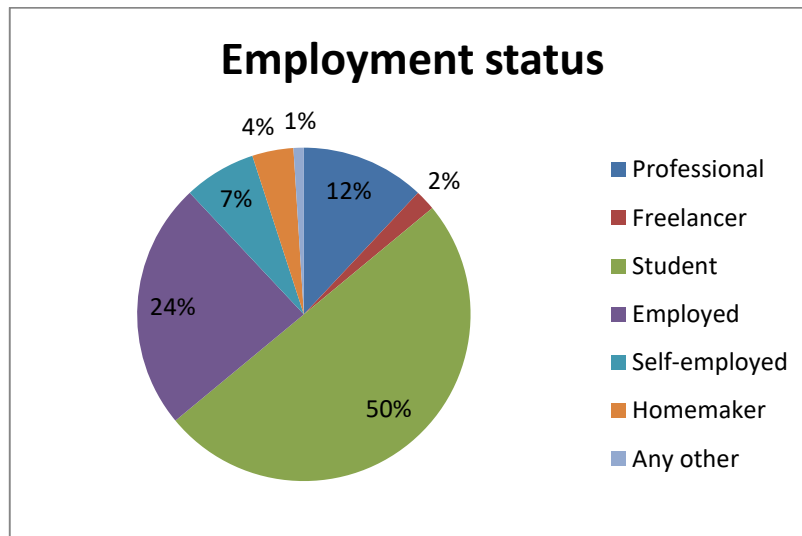


Figure III

Interpretation: Although, major number of respondents belongs to the age group of 18-24, I have fair share of professionals/employed respondents and freelancers.

## 4. Do you have an account/a page on any of the social media platforms? (for e.g.: Facebook/Instagram/Whatsapp/snapchat/any other)

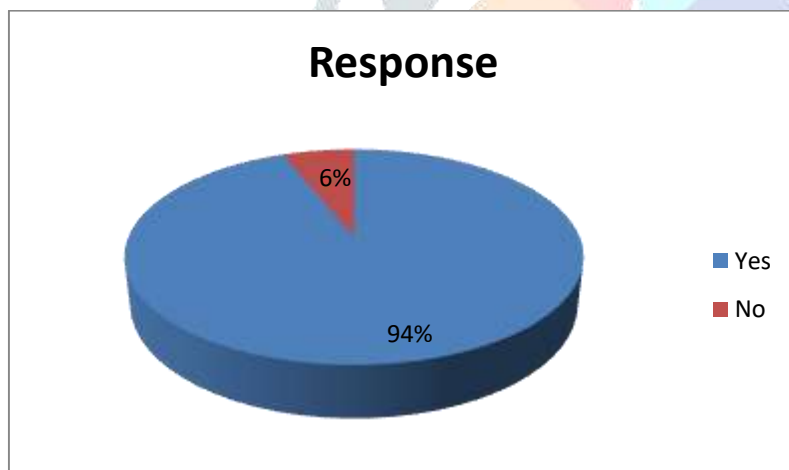


Figure IV

Interpretation: Due to easy availability of internet connectivity and availability of cell-phones with people, we see here that 94% of respondents have an account on one/many of the social media platforms.

5. Do you follow any Memes page/account on any Social media platforms?

(Meaning of Memes for the purpose of my research is: an image video, piece of text, etc., typically funny in nature that is copied and spread rapidly by Internet users, often with slight variations.)

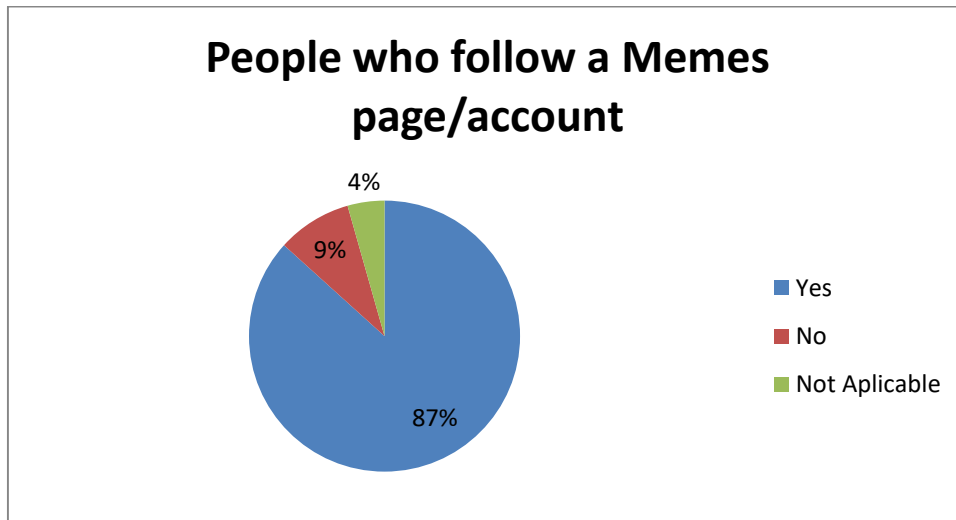


Figure V

Interpretation: Here is the 1<sup>st</sup> set of matrices that talks about the success of Memes page/account since 87% of the respondents follow a Memes page/account.

6. If yes, on which social media platform do you follow a Memes page/account?

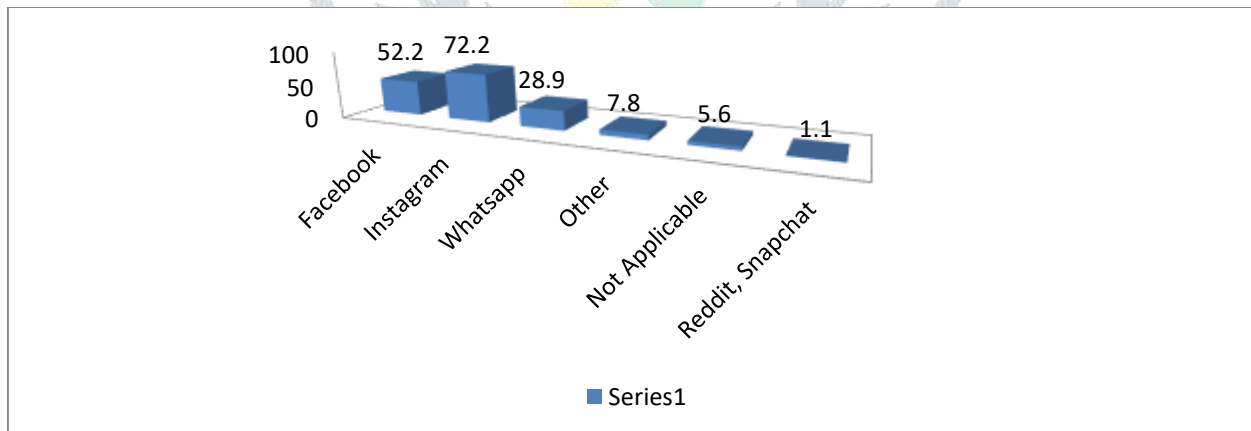


Figure VI

Interpretation: Instagram emerges out to be the most popular social media platform where my respondents follow a Memes account/page while Facebook stands at the 02<sup>nd</sup> position and other platforms follow.

7. What is the purpose of you following a Memes page/account?

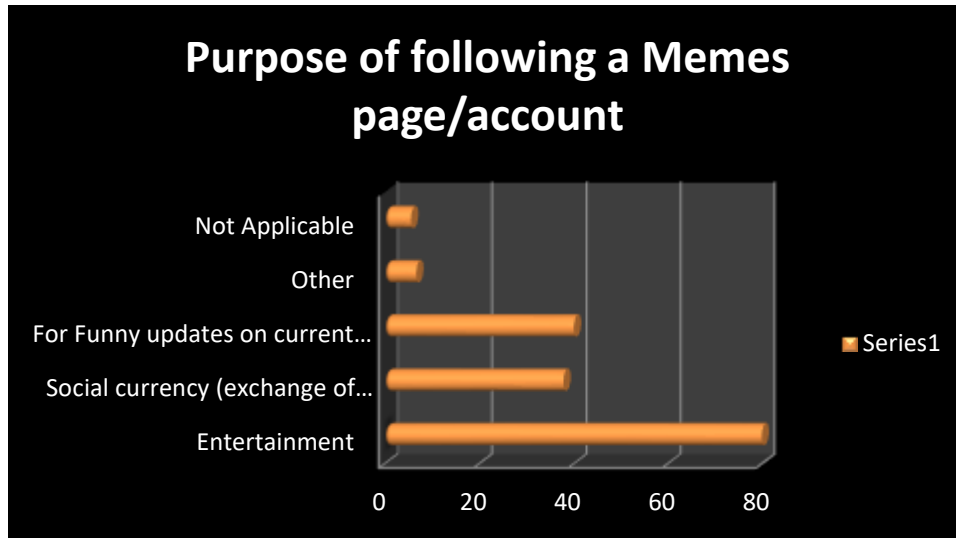


Figure VII

Interpretation: Most of the respondents follow it for entertainment but other popular reasons also stand to be for social currency or for funny updates on current events/news.

8. Tentatively, how many Memes pages/accounts do you follow?

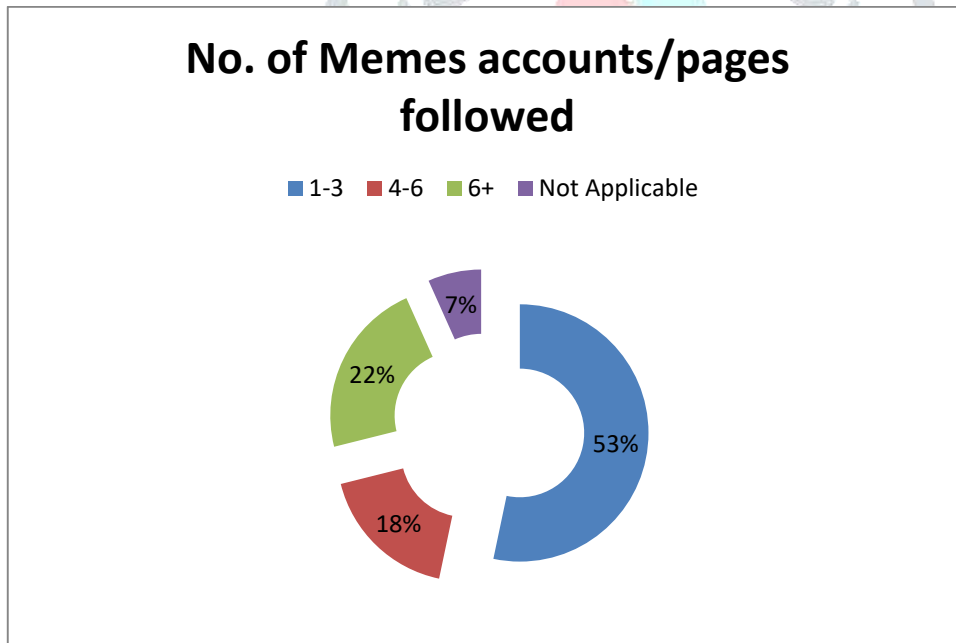


Figure VIII

Interpretation: 53% of the respondents follow at least a couple of Memes accounts/pages but a noticeable figure to note is that 22% follow more than Memes accounts/pages.

9. Do you follow a Memes page/account on recommendation of someone?

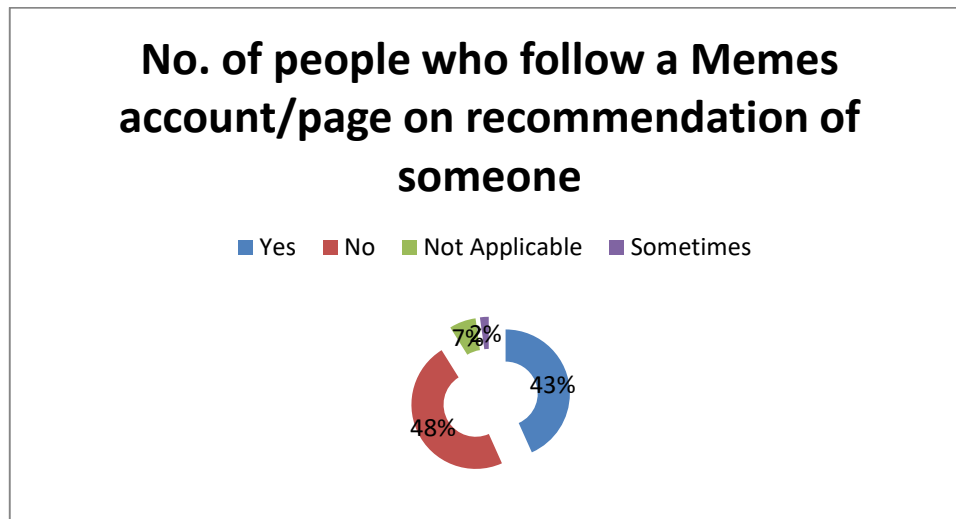


Figure IX

Interpretation: More number of respondents does not follow a Memes account/page on other's recommendations than the ones who follow.

10. Do you check the number of likes/followers on a Memes page/account before joining it?

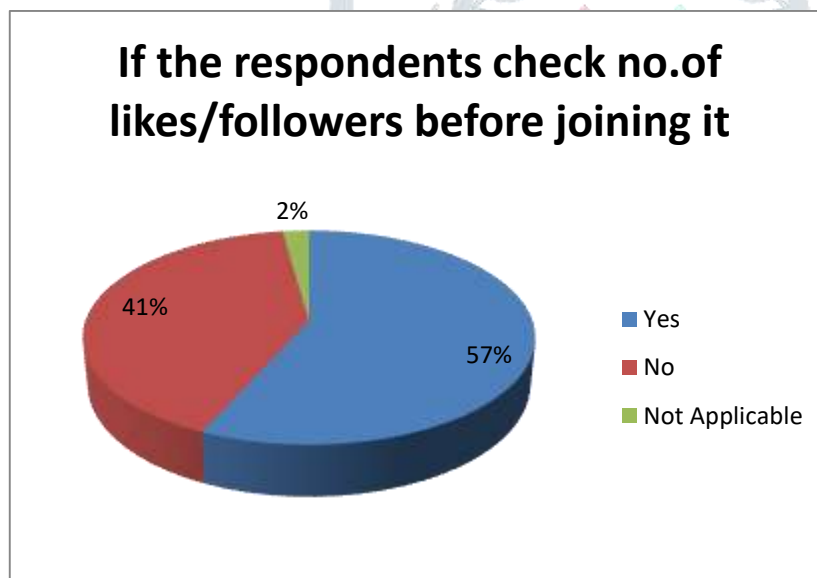


Figure X

Interpretation: 57% of respondents make sure that they check the number of likes/followers before they follow a page/account.

11. When you randomly come across a Memes page/account, what prompts you to join/follow that page/account?

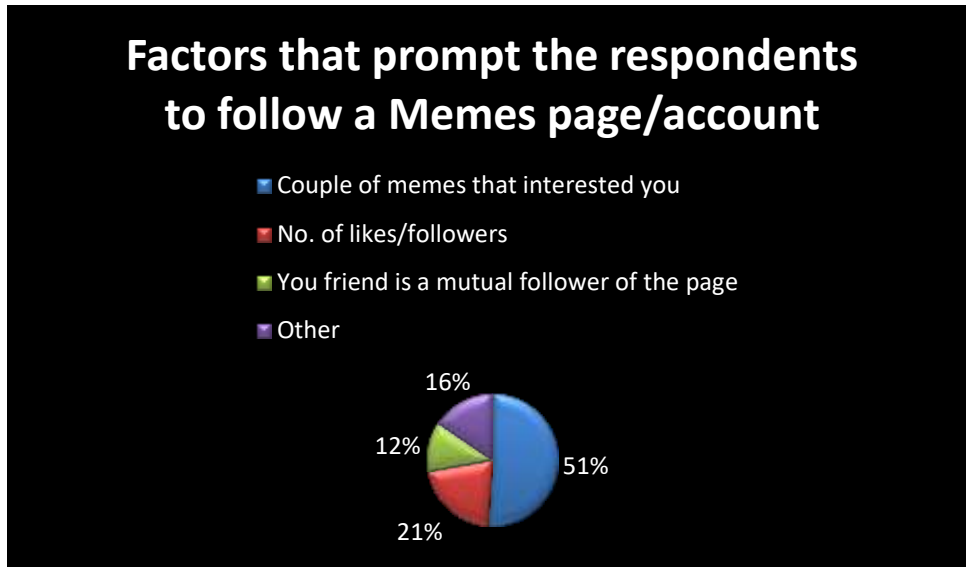


Figure XI

Interpretation: Major chunk of respondents follows an account/a page when a couple of memes on that page interest them while 21% of respondents follow merely by looking at the number of likes/followers.

12. Do you share with others, the memes that you like?

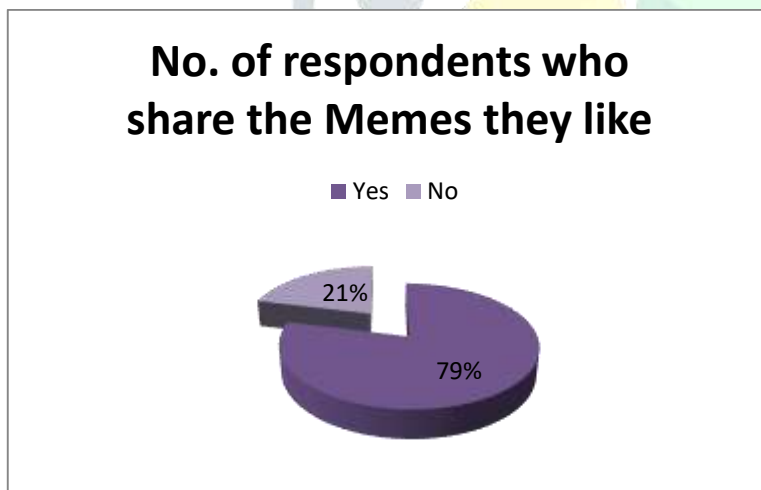


Figure XII

Interpretation: The major purposes for following an account/a page are Entertainment and Social Currency while 79% also share them ahead with others.



13. If yes, what is generally the reason to share a meme?

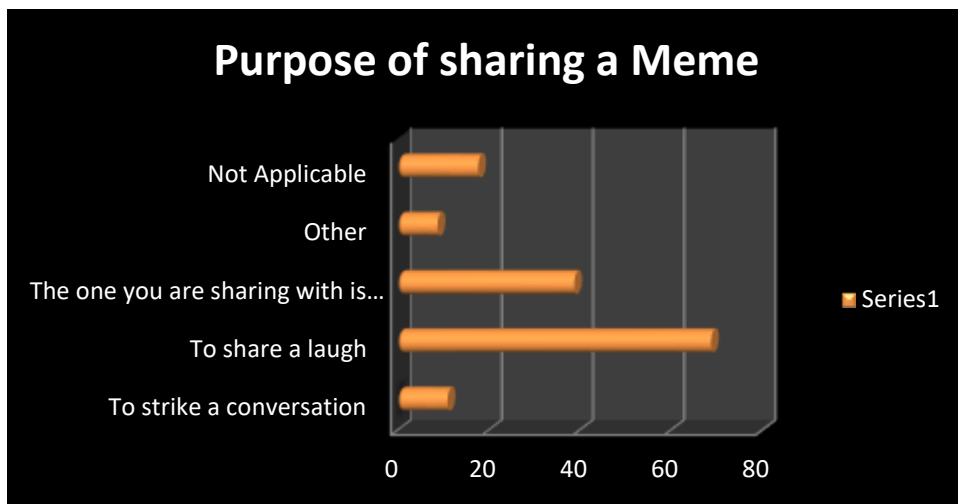


Figure XIII

Interpretation: ‘Sharing a laugh’ has come out to be the major reason to share Memes with others with 65%+ respondents agreeing to it. This response coincides with the responses to Q.7 as well where majority said that the purpose is entertainment.

14. Do you generally edit a Meme before sharing it? ('generally' would mean 9 out of 10 times you edit it)

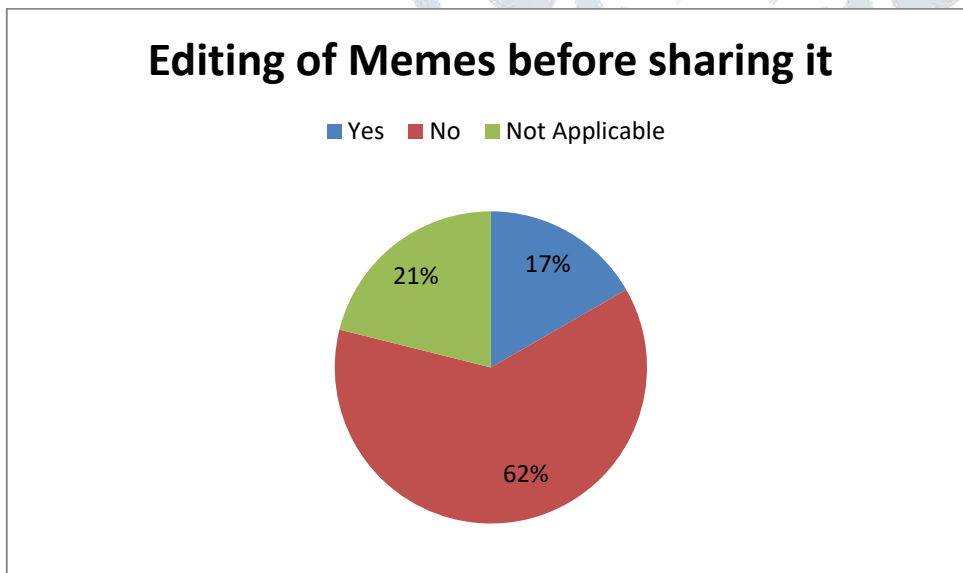


Figure XIV

Interpretation: Not many people like to spoil the originality of the Meme before sharing it and hence, 62% say that they do not edit it at all before sharing it.

Would you want to personally recommend any Memes page/account? (Simply write a No if you do not want to recommend any)

While 80% of the respondents did not recommend any page/account, some of the page names that evidently emerged are:

- a. Pubity
- b. Indianjokes
- c. 9gag
- d. Bewakoofofficial
- e. Tweetasm
- f. Laughing Colours

### Conclusive Observations

1. Memes have proved to be highly engaging due to the entertainment factor of it.
2. They have further earned the title of 'Social Currency' and rightly so for the Memes created on current affairs.
3. From this Research, we can safely conclude that 80%+ of the people are aware of the concept particularly in the age group of 18-24 years.
4. A funny meme can easily go viral since most of the people according to this Research share it to laugh it out together.
5. For all the reasons that we have seen in the Analysis and interpretation part of this paper, it can be concluded that Memes have been successful and is a trend here to stay.

### References

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