

TO STUDY THE IMPACT OF MEME MARKETING OF OTT PLATFORMS ON VIEWERS

Manushi Dudhela

Assistant Professor B-36, Sarahi Avenue, B/h courtyard Marriot. Ahmedabad-380015
manushi.dudhela@gmail.com

Abstract

The Internet has come along manner in a short span of time. It shapes everything from our day-to-day routine. There are three vital aspects of communicate that the Internet has changed, and these have instigated profound changes within the way we connect with one another socially, the quantity of information, and the capacity of anyone to publish thoughts on the web. Social media has modified how we stay our lives and affected how nearly every enterprise does business.

Today, OTT innovation is powering the third era of TV. Video platform advances, adaptive formats, delivery network enhancements, connected streaming devices, and monetization technology have brought IP video closer to its explosive potential, both as a consumer experience and as a business model. OTT have modernised the approach to engage audience in an innovative way through a new channel of MEME marketing. To better interact with consumers who are equipped with digital devices and build lasting relationships, media and entertainment organisations are creating and incorporating digital tactics, especially content-based story telling.

Memes make things super viral and can take things way out of proportion. If a user goes through his/her social media feed, they see a weird trend. Today, no person is interested in lame commercials, and the human simply scroll beyond them. Meme is a creative and new manner of advertising. One of the most effective's ways of communicating with customers in marketing through humour.

OTT have used memes as a vernacular to either promote their web series or share instances that revolve around their brand.

Memes affect the psychology of your viewers and may transform your audience into your target audience. They also help the brand communicate with the users in their language, helping the brand appear as a pal.

Keywords: OTT platform, MEME marketing, social media, Web series.

INTRODUCTION TO OTT

The world has scene extreme changes in the manner it expends content in the course of recent many years. One of the later moves in the manner we are devouring substance is the move from TV to OTT stages. Over the Top stages (OTT) like Netflix, Amazon Prime, Hotstar, and so forth, are getting more mainstream by each spending day and expanding its supporter base. An OTT stage has an enormous archive of motion pictures and TV serials from over the globe which can be gotten to through various gadgets like telephones, workstations, and so forth. These stages are in any event, delivering their unique shows and giving their own clients a totally extraordinary encounter. It is essentially a media real time feature which is accessible for the clients through the web. With the expanding penetration levels of the web and less expensive information rates, OTT stages have gotten more available to most Indians. Despite the fact that a large portion of the watchers are as yet subject to TV, we can see a move towards OTT stages in the previous barely any years. These stages are turning out to be increasingly more client situated and has been steady developments to the joy of the client. One of the significant developments that OTT stages have achieved is where motion pictures and TV shows are recommended to the client dependent on the substance that they have observed already with the assistance of examination. They give substance of different dialects and furthermore give English captions to the equivalent. Clients have the office to interruption and view content whenever they please.

Consumers are demanding and wanting a personalized video viewing experience with a large variety of content available to them on their devices to be viewed in their own convenient time. The video streaming services have revolutionized to cater to these needs of the viewers. The videos that are watched online could be in any of the different format or basically a revenue model.

With enhanced networks, stronger internet connectivity and multimedia service-capable mobiles, the presence of Indian subscribers on over-the-top (OTT) platforms is increasing day by day. This boost in the OTT consumption in India can be attributed to the addition of new subscribers emerging from Tier I and from Tier II cities; is also drawing attention of all media and entertainment houses. With the rising demand, many media and entertainment channels have launched their own platforms or are trying to collaborate with other platforms to stream their content. In the next five years, the OTT industry is expected to escalate in India.

In India, at present the OTT user-base is dominated by Disney+ Hotstar, Amazon Prime Video and Netflix. However, there are several production house-backed local OTT players, such as SonyLIV, Voot, Zee5, ErosNow and JIO Cinema, which are competing with these global players and trying to make a mark in the market. The COVID-19 pandemic and the resulting lockdown has caused people to stay at home, which has led to this rise in subscribers for these OTT platforms. In addition, as the coronavirus-led lockdown impeded the theatrical experience, filmmakers are taking new releases to OTT platforms. The future of for OTT platforms across the world looks bright with a steady competition from linear TV. To adapt itself to the transformation TV has started innovating by adopting the new age digital platforms to reach out to the audience. Over the last one decade, the traditional linear television promise included OTT platforms as a part of their strategy for future survival. According to AIB Research, the over-the-top (OTT) video market across the world will continue to grow at a brisk pace and with a surge compound annual growth rate (CAGR) of 10 percent through 2022, the OTT market will generate a massive \$51.4 billion.

INTRODUCTION TO MEME

Meme, unit of cultural information spread by imitation. The term meme (from the Greek mimema, meaning “imitated”) was introduced in 1976 by British evolutionary biologist Richard Dawkins in his work *The Selfish Gene*. Dawkins conceived of memes as the cultural parallel to biological genes and considered them, in a manner similar to “selfish” genes, as being in control of their own reproduction and thus serving their own ends. Understood in those terms, memes carry information, are replicated, and are transmitted from one person to another, and they have the ability to evolve, mutating at random and undergoing natural selection, with or without impacts on human fitness (reproduction and survival). The concept of the meme, however, remains largely theoretical. It is also controversial, given the notion of selfishness and the application of the concept to the evolution of cultures, which formed the basis for the field of memetics.

Within a culture, memes can take a variety of forms, such as an idea, a skill, a behaviour, a phrase, or a particular fashion. The replication and transmission of a meme occurs when one person copies a unit of cultural information comprising a meme from another person. The process of transmission is carried out primarily by means of verbal, visual, or electronic communication, ranging from books and conversation to television, e-mail, or the Internet. Those memes that are most successful in being copied and transmitted become the most prevalent within a culture.

In the early 21st century, Internet memes, or memes that emerge within the culture of the Internet, gained popularity, bringing renewed interest to the meme concept. Internet memes spread from person to person through imitation, typically by e-mail, social media, and various types of Web sites. They often take the form of pictures, videos, or other media containing cultural information that, rather than mutating randomly, have been deliberately altered by individuals. Their deliberate alteration, however, violates Dawkins’s original conception of memes, and, for that reason, despite their fundamental similarity to other types of memes, Internet memes are considered by Dawkins and certain other scholars to be a different representation of the meme concept.

THE RISE OF SOCIAL MEDIA AND OTT:

These OTT platforms are nowadays using social media aggressively to market their products and drive viewer engagement. Social media integration approaches an OTT platform that provides hassle-free integration of social media sites. Audience always prefers the easier way to view content. Integrating all major social media platforms provides scope for more engagement with viewers.

An **OTT platform** that integrates a multichannel-live approach. This makes the content more visible and shareable. It doesn’t just limit yourself to posting video content in a innovative and making it social streaming on Facebook, Instagram, and other social media platforms.

The upgraded technology focuses on Add a Call-to-Action (CTA) button to redirect the audience to your streaming platform., Allow them to use the credentials of their Facebook, Instagram, Google or any other social media accounts. This provides simpler and faster access to your audio/video streaming content. Young audience loves this ease when it comes to entertainment. Social media engagement has a prominent impact on the way people consume content. Viewers, especially the youth, expect the same kind of interaction and feel of a community that they experience in other social media activities. Being a streaming entertainment provider, you cannot simply ignore this. Rather use social media to your advantage. The ascent of social media is another important pattern that has been a standout amongst the most persevering medium of Digital Marketing far and wide. From Facebook and Instagram to snapchat and YouTube, the advertisers have begun making and distributing customized content, stories, memes and channels for entertainment as part of their marketing system. Traditional advertising and marketing was not able to target a particular audience with demographics and details. The marketing of any product aimed toward mass marketing earlier. But these

days with the emerging developments of digital marketing, there are so many personalised strategies to goal the audience.

The predominant point of advertising is attracting as many as the target audience you can. Attracting humans through social media isn't an easy assignment. Social media is used for leisure and fun; thus, if we area the advertising and marketing there, human beings would just ignore them. Today no person is interested by the antique lame commercials, the humans simply scroll beyond them. Marketing needs to be more subtle and entertaining. This is why most of the big corporations have commenced the usage of memes as a way of advertising. As the market consists of a larger bite of young minds, it's far useful to draw them toward the product and memes will do that task for the logo. Instagram and Twitter are continually flooded with today's memes. From promoting to trolling or to create awareness, social campaign or to create a political stunt meme has to date created an eye fixed opener to people whether to influence or using it as a strategically tool. The new layout of conversation creates a greater impact in an eye fixed of public as a medium to convey a message which may be interpreted on a lighter be aware of humour, sarcasm, as a medium of communicator.





LITERATURE REVIEW

1. (Saini, 2018)

Since technology is user – friendly and user- oriented and internet connection is a necessity today, traditional methods are almost discarded. Social media is a platform which not only connects people worldwide but also serves best for Marketing. Social media is the substantial part of Digital Marketing Era. So far social media has become necessity for the mass these days, we can easily sneak on to everybody’s lives. These sneak on is beneficial for marketing in large. We can easily see-through social media, how people are updated to next extent. Social Media is free to use and to promote. Branding your products or companies through social media is the optimistic way to approach audience, can connect to the mass in one go, solve their queries, make improvements and more. An attractive graphic, relatable content, every post you share, update, like, comments, reposting and followers creates high probability of turning leads into conversion.

2. (Ayesha, 2020)

Word of Mouth Marketing or **WOMM** is an old concept. How your customers turn into your brand’s marketing agents. The people who won’t get over your brand. It’s one of the most effective marketing tools out there. Especially now with social media. Earlier, people were limitedly connected to their friends and families. But in today’s techno savvy and hyper – connected world, they can talk to hundreds of people in a day and stay connected through Instagram, Facebook, WhatsApp and more. The power of word-of-mouth advertising is strongly in boom over the last few years because of social media. The first rule of word-of-mouth advertising is to fulfil the advertising promise. Mostly people rely on other people recommendation and review when they buy the product. These will only work when product will fulfil its promise. Always make it simpler for customer to connect with you. Better the service, better the customer will respond which will create loyalty towards your brand. User generated content has a higher impact, people share their experience with a brand which increases the engagement level. Use testimonials, offer discount referrals. These is how social media works as word-of-mouth marketing.

3. (Shifman, 2013)

The context of meme is looked as communication-oriented perspective, in digital culture meme has been communicated as cultural information which is shared with a cause of social phenomena and shared by various application platform for facilitating user generated content. Further meme has been used a source of oral communication which make it more familiar to the end users. The main strategies through which it has been communicate on the web is through mimicry and remix with the help of technology, user friendly application helps people to download, remake, reedit and distribute memes very easily by capturing wide range of communicative source. The other element which makes memes as a part of interesting digital culture is the level of adaptiveness to the socio-culture environment, this adaptiveness helps to trace viewing preferences choices and responses for all the users and benefits in studying digital culture. Although, memes as created a new platform for digital marketers yet it faces some limitations of contemporary digital competition which results to imitation. Copies become more popular thus, originality losses the importance.

4. (Fisher, 2009)

Marketers are being squashed between particular in the new online communication available to them and demand to justify the cost using conventional advertising metrics. Social media is an actual platform where potential customers interact and it shapes how they think. Social media have a dramatic impact on brands reputation. Here existing customers are valuable resource for the companies. Customers visit social media sites to get information. Many a consumer made a purchase decision based on the information they get through social media sites. Social media can show how customers review affects sales path of the brand or the company.

5. (India, 2019)

Memes can be differentiated through any form of current news, data, issues and templates created or picked by the memers. The image template gives the correct reference and meaning to the meme produced. Templates is the key which is used as expression with various combinations of script from any current affairs or past topics. One template is used with various probabilities of good text and which creates a competition among various memers to create more sarcastic jokes on the same template which results to meme going viral. Every memer brings their own version of troll and sarcasm with the same template which keeps creating leads and the great phenomena of exchange of memes on various platforms with different content and meaning with same template and thus it makes memes unique and different. Thus, people show their liking towards the theme which is template and get connected to the message which they have expressed on the template.

6. (Ruchika, 2019)

Given the dynamic, competitive and ever-changing nature of markets globally, a business must deliver a message that sticks with the customer. In today's day and age, we are all admittedly surfing the Internet for a major part of the day. While doing so, welcome across memes, viral content and social media challenges. Meme marketing is way forward because of assured audience, better visibility, desired sales, universality and rapid consumption. Meme can get assured audience as individual cannot scroll past a meme without tagging a friend and that's how they create better visibilities for brands. The company may start their own campaign which take up viral internet challenges to get attention, this visibility works well because brand will be seen as an extraordinary product. The meme has been adopted universally due its reliability. The spread of meme at rapid rate makes the meme content memorable despite their short life span.

7. (Jarvis, 2018)

The current generation is Millennial Gen. (Y). Where their life rotates around social media applications like Instagram, Facebook, Twitter etc. Imagine a life without social media...I guess that doesn't exist. With the rise of internet and social media the use of Social Media Applications has increased in Millennial. The word "Meme" is used to describe a behaviour or cultural element that spread among the society and which is being followed. Memes is all about new viral content with humours short clips, images, sarcastic caption. We can absolutely related memes to millennial. They are tuned into internet so much that they spread the content very quickly. They search for the latest meme for a good laugh to make their day better. Young consumers, memes are a massive entertainment form. Memes are spread over all the social media platforms like Instagram, twitter, Facebook, etc. For millennial Memes are very eye catchy and they're popular among the same age group and images go viral online. It is a new communication experience among the techno – savvy Generation Y.

8. (Murlidharan, 2019)

So far, memes have become mainstream. Brands of all sizes and industries are indulging in meme marketing to their products. Memes can be touchy and rude to humours and sarcastic and weird too. To define your target audience, all you need to do is identify your satisfying ideal customer. By knowing your target audience, you can easily fulfil their needs, wants and feelings. Brand always need to maintain consistency with their customers.

9. (Kulkarni, 2017)

Online transmission is considered as a new medium of promotion, targeting to a wider audience. This medium has played important role in political disclosure, it narrates how internet meme have been use to communicate political campaigning it emphasis how meme creates influence on political views and voting behaviour and engages the targeted group. The impact of internet meme shows great influence while communicating political satire. Meme plays a major role in Indian politics to communicate various opinions, issues of people and political parties. The best example of meme addressing political issues like demonetization, GST, various alliances of ministers or to promote their own campaign during elections. So far memes have created a greater impact on political campaigns as a part of promotional strategy or creating awareness.

10. (Milner, The world made meme: discourse and identifyin participatory media, 2012)

Memes is used as participatory media which focuses on creation, circulation and transformation. Meme have become more accessible due to digitally mediated communication which can easily reproduced and communicate across the time. Without replicability no meme creates engagement among the audience. The meme have been used as transformative literacy which add its own unique voice through this medium and engages public perceptiveness. Through the digital medium it has been possible to make memes more accessible some choose to read, some to share or some creates and thus they engage the audience.

11. (Khan, 2020)

Youth spend most of the time online compared to the other age segments of the society. They can directly connect or imitate the blur images of the good or the evil which is created by the show, shows today mainly provide the content which includes crime and thrill more as compared to subtle or educational ones, this creates a havoc in the mindset of people. This increases the horror of violence as it directly shows the content of the web-series. It increase or enhances the negative social development on youth. Whatever they see on the series they try to adapt that in their own life, like Youths can always see the beautiful skinny models and actresses if they watch web series, they cannot avoid from seeing them on television. web series do affect the attitude of youth's today as it enhances negative social development amongst youths, which may lead to aggressive or violent behavior, and they tend to affect self-development and self-esteem, crime shows intend to use drugs, smoke and many other habits as cool or swaggy which make the youth use it for their appearances. Such shows make them need luxuries in life which may or may not be affordable. Just because that actor had such classy thing, I should also have it, this can lead to a major drawback of the web content.

12. (Anushree, 2019)

According to me Indian OTT platform has made topics like Nudity in Indian web series possible, courtesy western drama. With these being open about these things, they are not a taboo completely by themselves. Same goes with the use of saying, "It is true that the way violence and dark sides are shown in the web series being made in India is a lot different than the way it is hushed about in the daily soap areas and that it is an effect of the western shows that are relatively open about such things". The release of web series like Sacred Games took the audience by surprise initially by its presentation of obscenity and sexually indiscriminate Sacred Games created a huge buzz among the viewers. Shows such as Criminal Justice or Delhi Crime have resorted to showing the dark side of law and justice. But where these web shows have taken a positive turn into the tricky road of revolutionizing the industry and creating a market of their own through presenting things that were not previously even considered to be presentable, they are also, in some ways, misrepresenting or have wrongly showing the reality of things Indian shows generally confuse 'progressive thinking' with sexual immorality and functional alcoholism which appears to be just the case nowadays.

13. (Das Gupta, 2019)

This study tries to understand the consumption patterns and the adoption factories of the millennial generation. This research suggests that there are four major reasons why millennial consumers would adopt a certain platform. They are convenience, mobility, cost and content. The users want to have a good UI navigation with ability to use it on the go providing varied and interesting content for free or low cost. Users are reluctant to pay additional cost for additional features but still demand them.

14. (Xu, 2019)

Their research was based on motives of people behind binge-watching and what technology have to do with it. The methods of research used are qualitative research method, semi-structured interviews and data analysis. From the research they found that viewers have the motives of catching up, relaxation, sense of completion, cultural inclusion, and improved viewing experience. We also found that technological characteristics such as portability and navigability can motivate users to binge-watch. We further found that viewers have mixed feelings for binge-watching. The rapidly evolving technology and culture that constitute and drive binge-watching have complicated audience conceptions of television.

15. (Accenture, 2015)

The research was conducted to understand the OTT platforms market in India. The survey found that with 75% of Indian web clients in the age gathering of under 35 years and over half of cell phone application clients matured between 18 to 24 years, OTT stages are focusing on a more youthful statistic. With 70 million video watchers in India and about 1.3 million OTT paid-video supporters, the quantity of Indian shoppers slanting towards OTT stages is expanding quickly. Be that as it may, the numbers vary each month. Hotstar cases to have 5 million watchers all the time which could ascend to 100 million during IPL season OTT benefits in India utilizes top-down approach in India however to be fruitful in the long haul, a base up way to deal with arrive at each portion of web smart populace.

16. (Steinkamp, 2010)

Research focused on the motivations and preferences of college students of online streaming service. Operational Measures and convenience sample were used as methods of research. College students prefer online streaming services as they don't have to plan a tv on schedule, can get rid of commercials and control when they watch programming. They consider broadcast when viewing with a group of friends, and Internet when they are busy. Although for some the traditional television set still facilitates relaxation, escape, the ability to pass the time, and to socially interact with companion.

17. (Sungwook Park, 2019)

A few OTT media firms already successfully made inroads into the media industry and are expanding their turf in many countries, triggering drastic changes in the structure of the broadcasting industry. The entry of OTT firms has also been increasing tension with fixed and mobile broadband network operators worldwide and induced NOs to become OTT media firms themselves. In this paper, we propose an empirical study on the major countries with large broadcasting market size. This paper shows that OTT services in major countries having the huge TV market commonly use "localization strategy", "partnership strategy", "content differentiation strategy", "revenue enhancement strategy", and "service optimization strategy". Add to these strategies, pay-TV incumbents use "envelopment strategy" and "diversification strategy" as well.

18. (Shiva Koul, 2020)

In the competitive rising Indian market of OTT platforms, there is a need to understand what factors drive the subscription of a service for a company strategizing to build up on their customer base or for a company seeking to retain its customers.

19. (Goshinde, 2020)

The Indian spectators have always been emotionally involved with on screen artists. Advertisers and marketers saw mainstream cinema as an opportunity to advertise their products and they brought the term Product placement, as the numbers suggests is bringing revolutionary change in entertainment economics. With the decline in the television viewers and sudden shift on the OTT platforms, brought numerous opportunities for the market. So the Product placement on OTT occurred. People spend most of their time on Netflix and chilling they can see strategies of brands doing recall and will see the impact while buying that product. embedded marketing has been used widely by the film producers, advertisers, corporate and has become a strong part the advertising world.

20. (Qiling Qin)

The OTT media market structure is fully described by the classification of competitive enterprises, differentiation of products, market concentration and entry barriers. Then, through reviewing the service modes of the OTT license owners, content providers, telecom operators, Internet companies and other parties, the market behavior, competition and cooperation, were analyzed. Finally, the efficiency of resource allocation and the economies of scale were used to evaluate the market performance. This paper shows that the market structure of OTT media tends to be concentrated and monopolized. The market behaviors of all parties are to seek the efficiency of resource allocation and economy of scale.

OBJECTIVES OF RESEARCH

- To analyse the perception of meme marketing and its influence towards viewers of OTT platform.
- To understand the engagement level of viewers due to meme.
- To identify the influence of meme marketing use by various as a medium of their promotional strategy.

SCOPE OF THE RESEARCH:

- To study the relationship among the viewers and OTT content due to meme.
- To analyses how OTT platform creates customer engagement through meme.

RESEARCH PROBLEM:

There is a great boost of meme marketing on social platforms in digital era; the meme influence consumer towards the perception about the product. It helps to understand how Meme leads to Brand Building – its 2022, you can't expect your brand to connect with the youth by showing Ads down their feed. But you can certainly do it by becoming a part of their feed using Memes. OTT platforms are using meme marketing to promote their shows which create an engagement point where people share across the memes on their profile which end up with a buzz about the show and creates high engagement which understands the viewer interest in a better manner, thus OTT platforms have adapted 360-degree Brand Campaigns, make your brand to be a part of internet conversations. Which influences the viewers or millennials?

HYPOTHESIS

H0: There is no significant relationship between Familiarity of MEME and influence of meme to subscribe on OTT Platform

H1: There is significant relationship between Familiarity of MEME and influence of meme to subscribe on OTT Platform

H0: There is no significant relationship between Gender and influence of meme to watch web series.

H1: There is significant relationship between Gender and influence of meme to watch web series.

DATA COLLECTION:

Data collection will be done through 2 sources:

- Primary Data Collection: Data would be collected through an online survey. By means of convenience non probability sampling method.
- Secondary Data Collection: Data would be collected through past research papers, websites, articles, etc.

POPULATION:

Person who consumes video-media content through TV services and/or Online streaming services.

SAMPLING FRAME:

Geographic sampling frame

SAMPLING METHOD:

Non-probability convenience sampling method

SAMPLING SIZE:

100 respondents

AGE GROUP:

Youngsters, Adults, Teenagers.

SAMPLE DATA COLLECTION TOOL:

Structured questionnaire

LIMITATIONS:

- Samples for the study are very less
- Constraint of time and money
- Less market experiences
- Less knowledge

DATA ANALYSIS

1. Age:

Age	Frequency	Percentage
Below 20 years	18	18%
21- 30	78	78%
31 - 40	3	3%
41-50	1	1%
Above 50 years	0	0%
Total	100	100%

Table 1: Table showing age of respondent

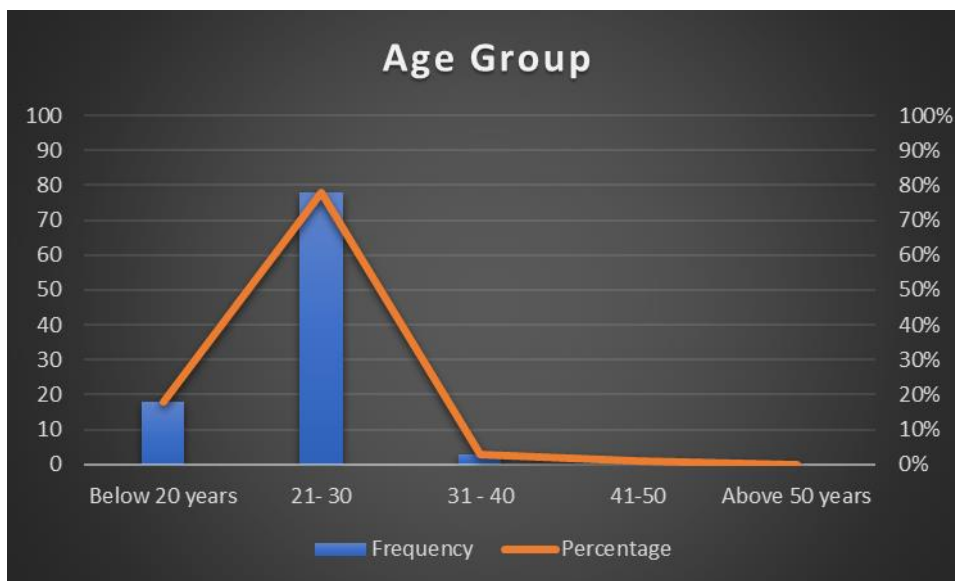


Figure 1: Figure showing age of respondent

Interpretation: As shown in above table from total 100 respondents, 18% respondents are below 20 years, the maximum respondents i.e., 78% has age between 21 to 30 years while only 3% belongs to 31 – 40 years, and 1% respondent are between 41 – 50 years and there is not a single respondent above 50 years.

2. Gender:

Gender	Frequency	Percentage
Male	54	54%
Female	46	46%
Other	0	0%
Total	100	100%

Table 2: Table showing Gender of respondent

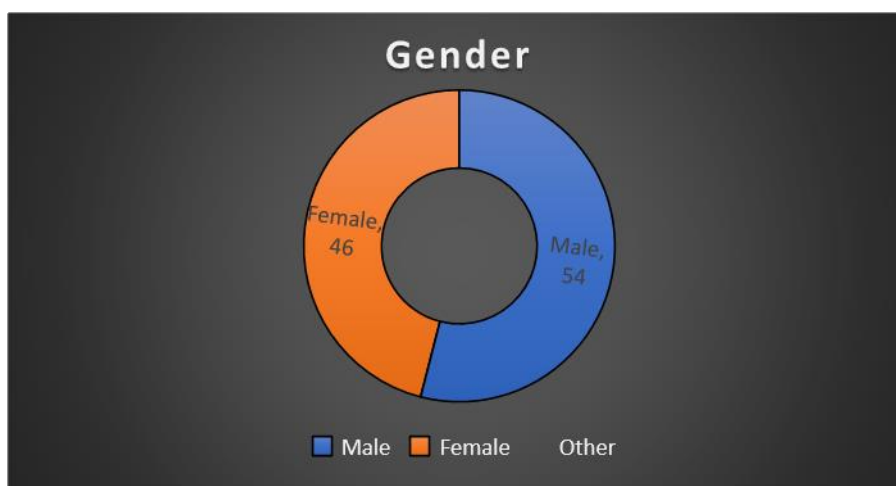


Figure 2: Figure showing Gender of respondent

Interpretation: The above table shows the ratio between Male and Female respondents i.e. Male respondents are 54 and Female respondents are 46.

3. Occupation:

Occupation	Frequency	Percentage
Student	55	55%
Self Employed	11	11%

Professional	12	12%
Business	4	4%
Service (Govt./Pvt.)	11	11%
Other	7	7%
Total	100	100%

Table 3: Table showing Occupation of respondent

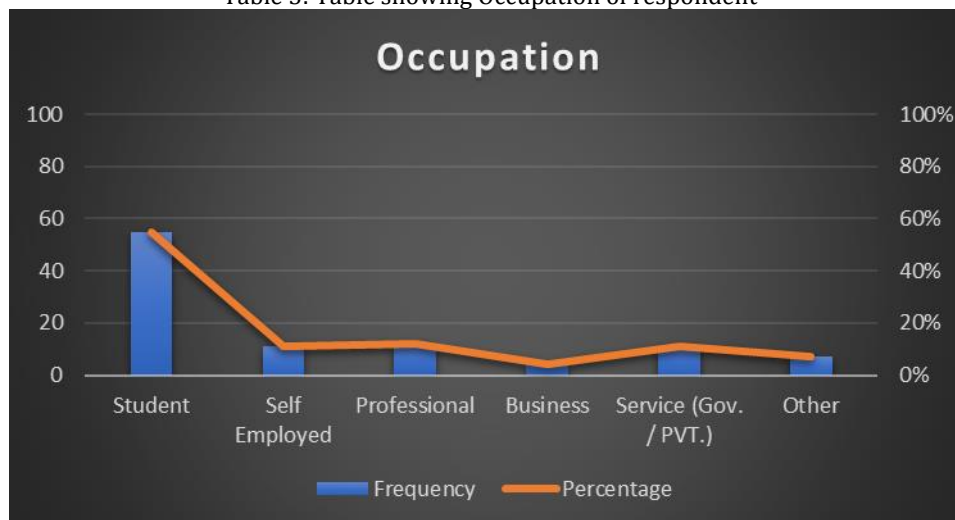


Figure 3: Figure showing Occupation of respondent

Interpretation: The above table shows that majority respondents are Students i.e. 55%, here there are 11% respondents who are Self-Employed, 12% respondent are Professionals while 4% belongs to Business and only 11% belongs to Service and 7% belongs to Other categories.

4. Do you use any OTT service?

Do you use any OTT Services?	Frequency	Percentage
Yes	93	93%
No	3	3%
May be	4	4%
Total	100	100%

Table 4 : Table showing use of OTT services

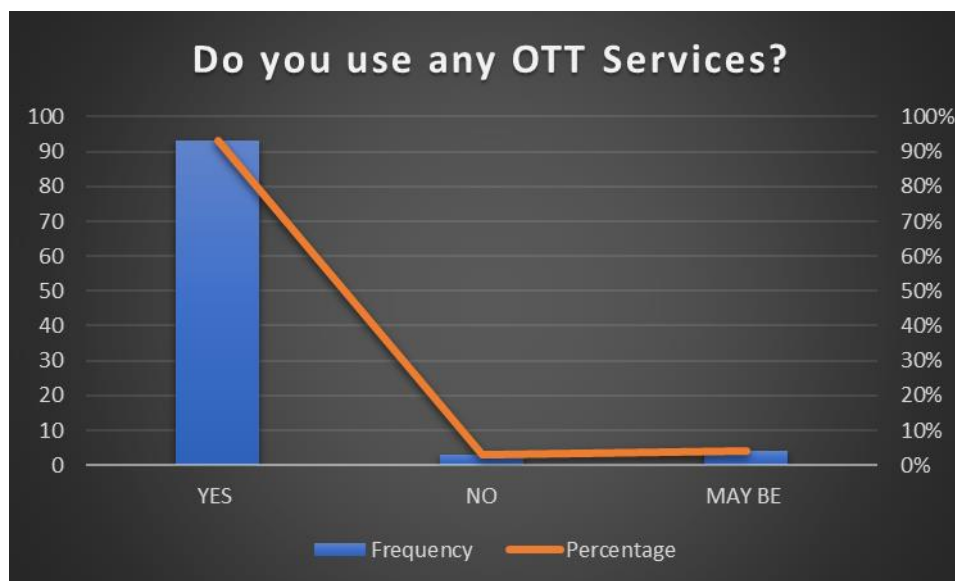


Figure 4: Figure showing use of OTT services

Interpretation: Out of total 100 respondents, “93%” of respondents are using OTT service where as “3%” respondents do not use any OTT service and “4%” belongs to may be category of using OTT Service. From this an analysis can be drawn that major respondents are using OTT service.

5. Which is the main OTT service Platform, you use on regular basis to stream?

Which is the main OTT service Platform, you use on regular basis to stream?	Frequency	Percentage
YouTube	83	83%
Netflix	67	67%
Amazon Prime	66	66%
Hotstar	67	67%
Voot	27	27%
Sony Liv	28	28%
Others	12	12%

Table 5: Table showing the main OTT service Platform used by respondent on regular basis

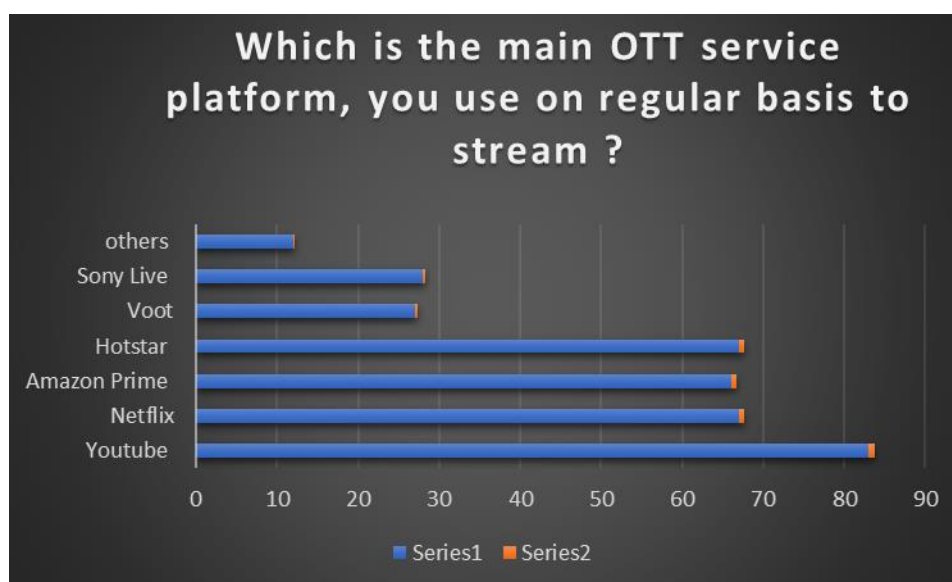


Figure 5: Figure showing the main OTT service Platform used by respondent on regular basis

Interpretation: The above table shows that out of 100 respondents, 83% of respondents use YouTube as a main OTT service platform used on regular basis to stream, whereas, 67% of respondents uses Netflix as main OTT service platform on regular basis to stream, whereas, 66% of respondent uses Amazon Prime as main OTT service platform on regular basis to stream, whereas, 67% of respondents uses Hotstar as main OTT service platform on regular basis to stream, whereas, 27% of respondents uses Voot as main OTT service platform on regular basis to stream, whereas, 28% of respondents uses Sony Liv as main OTT service platform on regular basis to stream while only 12% of respondent belongs to other category i.e. (ALT Balaji, Eros Now etc.) as main OTT service platform, on regular basis to stream.

6. How familiar are you with meme?

How familiar are you with meme?	Frequency	Percentage
Not at all Familiar	2	2%
Little Familiar	2	2%
Familiar	23	23%
Highly Familiar	30	30%
Extremely Familiar	43	43%

Total	100	100%
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Table 6: Table showing familiarity of MEME

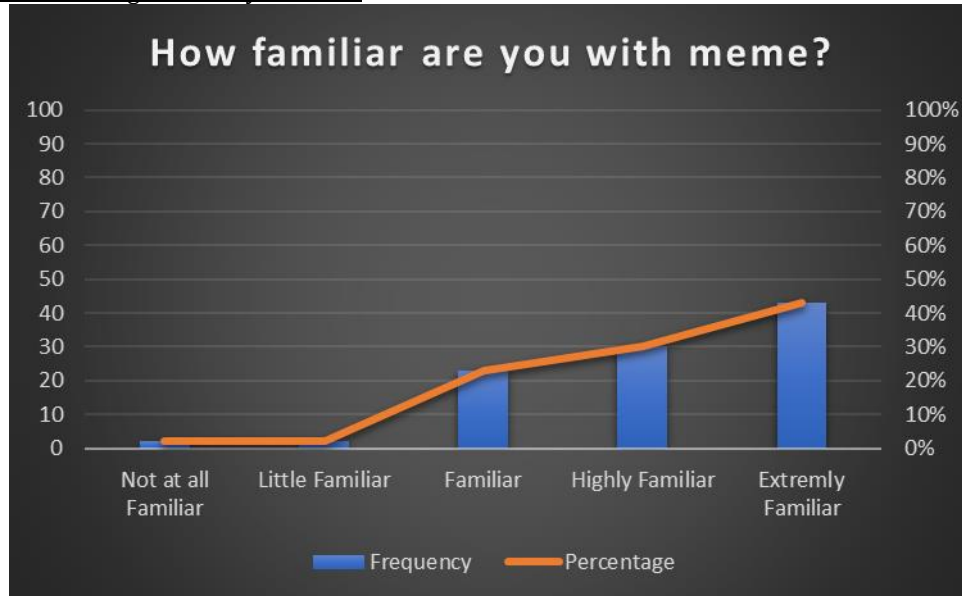


Figure 6: Figure showing familiarity of MEME

Interpretation: The above table shows that majority of respondents are “Extremely Familiar” i.e., 43% with the “MEME”, whereas 30% of respondents are Highly Familiar towards “MEME”, there are only 2% respondent who are Little Familiar and similarly only 2% respondents are not at all familiar with the “MEME”.

7. Do you think meme is a new strategy for OTT platform for marketing?

Do you think meme is a new strategy for OTT platform for marketing?	Frequency	Percentage
Yes	66	66%
No	3	3%
May be	31	31%
Total	100	100%

Table 7: Table showing MEME as new strategy for OTT platform for marketing

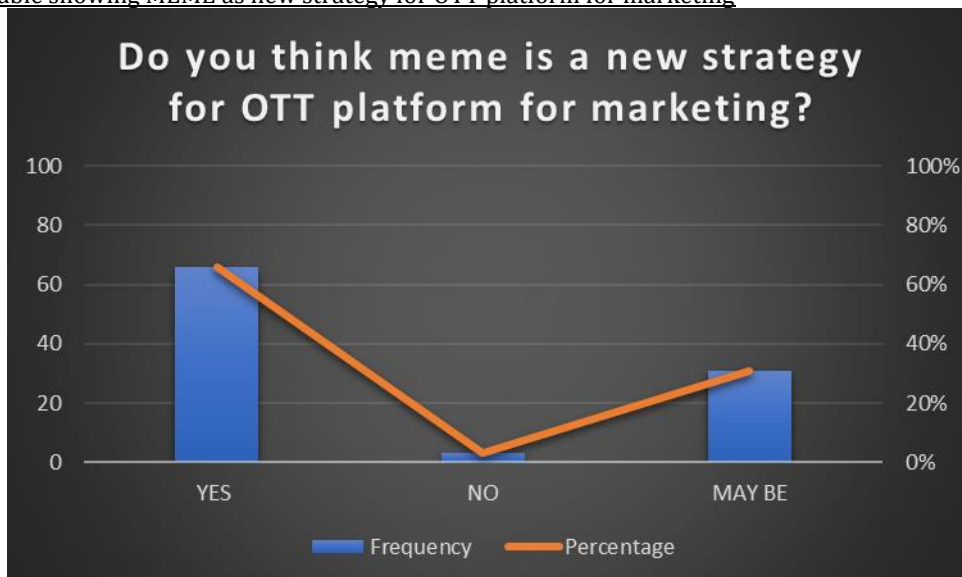


Figure 7: Figure showing MEME as new strategy for OTT platform for marketing

Interpretation: The above table depicts that 66% respondents believe that MEME is a new strategy for OTT Platform for marketing, while 33% respondents are Not Sure about the MEME as a new strategy for OTT platform for marketing, while only 3% respondents are having opinion that MEME is not a new strategy for

OTT Platform for marketing. From this an analysis can be drawn that respondents strongly believe that MEME is a new strategy for OTT platform for marketing.

8. On which social media platforms do you view memes on?

On which social media platforms do you view memes on?	Frequency	Percentage
Facebook	29	29%
Instagram	92	92%
Twitter	19	19%
Others	16	16%

Table 8: Table showing social media platforms to view MEMES

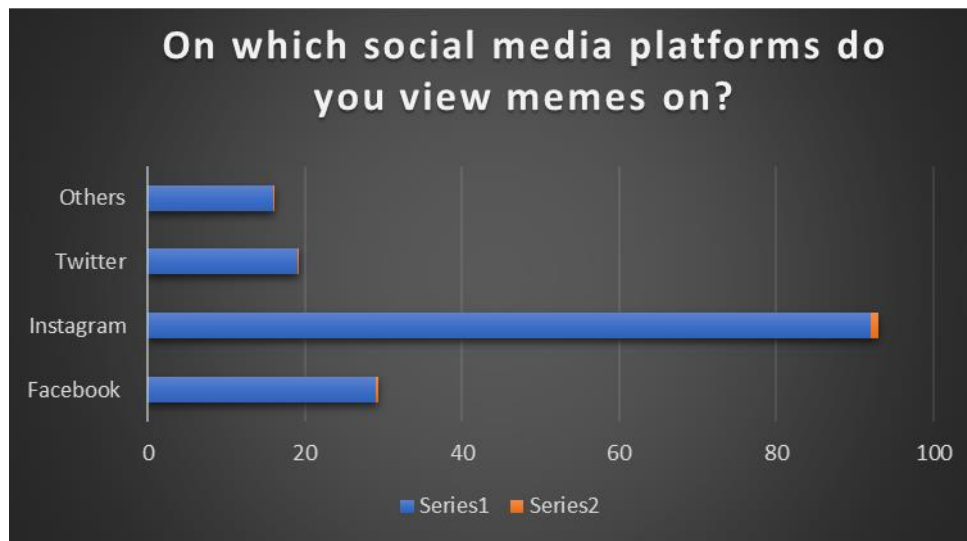


Figure 8: Figure showing social media platforms to view MEMES

Interpretation: The above table show that major of the respondents i.e., 92% view MEME on Instagram, whereas only 29% respondent view MEME on Facebook, whereas very few respondents i.e., 19% view MEME on Twitter and only 16% view MEME on other social media platform. From this an analysis can be drawn that majority of the respondents view MEMES on Instagram.

9. Do memes influence you to watch various series on OTT platform?

Do memes influence you to watch various series on OTT platform?	Frequency	Percentage
Yes	66	66%
No	10	10%
May be	24	24%

Table 9: Table showing MEMES influence to watch various series on OTT Platform

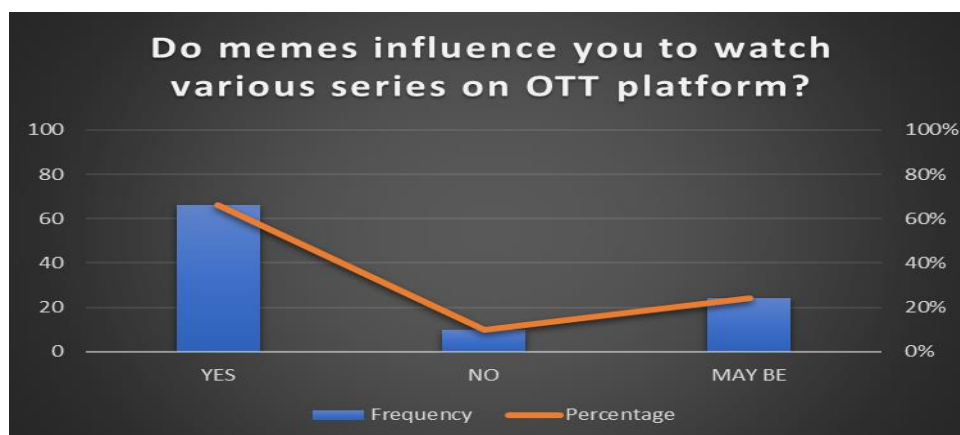


Figure 9: Figure showing MEMES influence to watch various series on OTT Platform

Interpretation: The above table depicts that 66% respondents believe that MEMES influence them to watch various series on OTT Platform, while 33% respondent are Not Sure, that MEMES influence them to watch various series on OTT Platform while only 3% respondents are having opinion that MEME influence them to watch various series on OTT Platform. From this an analysis can be drawn that respondents strongly believe that MEMES influence them to watch various series on OTT Platform.

10. According to you, do you think OTT platform catches viewers' attention through meme for various web series?

According to you, do you think OTT platform catches viewers' attention through meme for various web series?	Frequency	Percentage
Yes	80	80%
No	1	1%
May be	19	19%
Total	100	100%

Table 10: Table showing OTT platforms catches viewers attention through MEMES

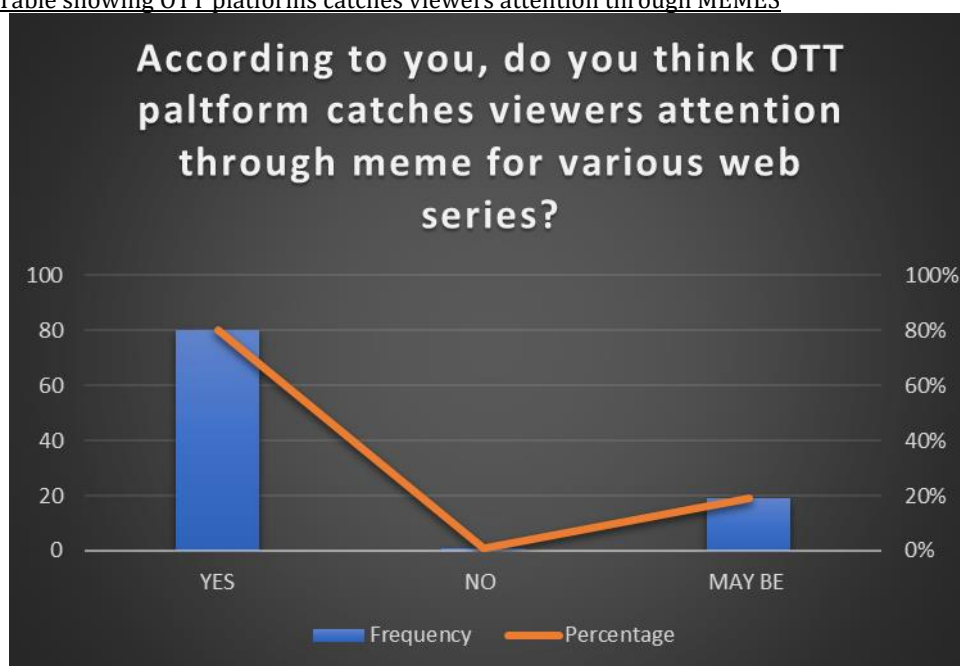


Figure 10: Figure showing OTT platforms catches viewers' attention through MEMES

Interpretation: The above table depicts that 80% respondents believe that OTT platform catches viewers' attention through MEMES for various web series, while 19% respondent are Not Sure, about OTT platform catches viewers' attention, through MEMES for various web series. that while only 1% respondents are having opinion that OTT platform catches viewers' attention through MEMES for various web series. From this an analysis can be drawn that respondents strongly believe that OTT platform catches viewers' attention through MEMES for various web series.

11. Are you familiar with the trending meme of "MIRZAPUR 2"?

Are you familiar with the trending meme of "MIRZAPUR 2"?	Frequency	Percentage
Yes	76	76%
No	19	19%
May be	5	5%
Total	100	100%

Table 11: Table showing familiarity of MIRZAPUR MEMES

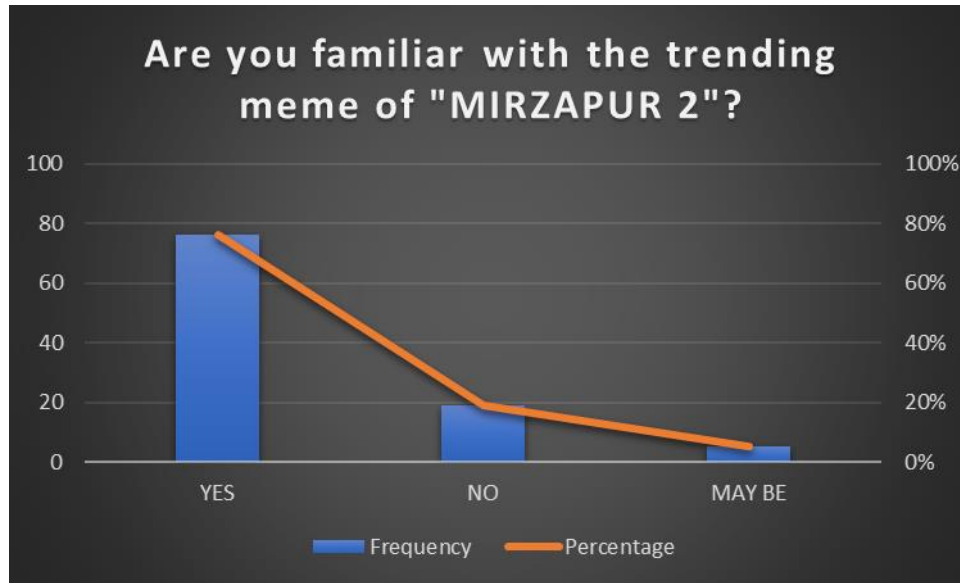


Figure 11: Figure showing familiarity of MIRZAPUR MEMES

Interpretation: The above table depicts that 76% respondents are familiar with the trending MEME of “Mirzapur 2” while 5% respondent are Not Sure, about the trending MEME of “Mirzapur 2”. while only 19% respondents are having opinion that they are not familiar about the trending MEME of “Mirzapur 2”. From this an analysis can be drawn that respondents Strongly Familiar with the trending MEME of “Mirzapur 2”.

12. Are you familiar with trending meme of "BAD BOY BILLIONAIRES"?

Are you familiar with trending meme of "BAD BOY BILLIONAIRES"?	Frequency	Percentage
Yes	49	49%
No	46	46%
May be	5	5%
Total	100	100%

Table 12: Table showing familiarity of BAD BOY BILLIONAIRES MEMES

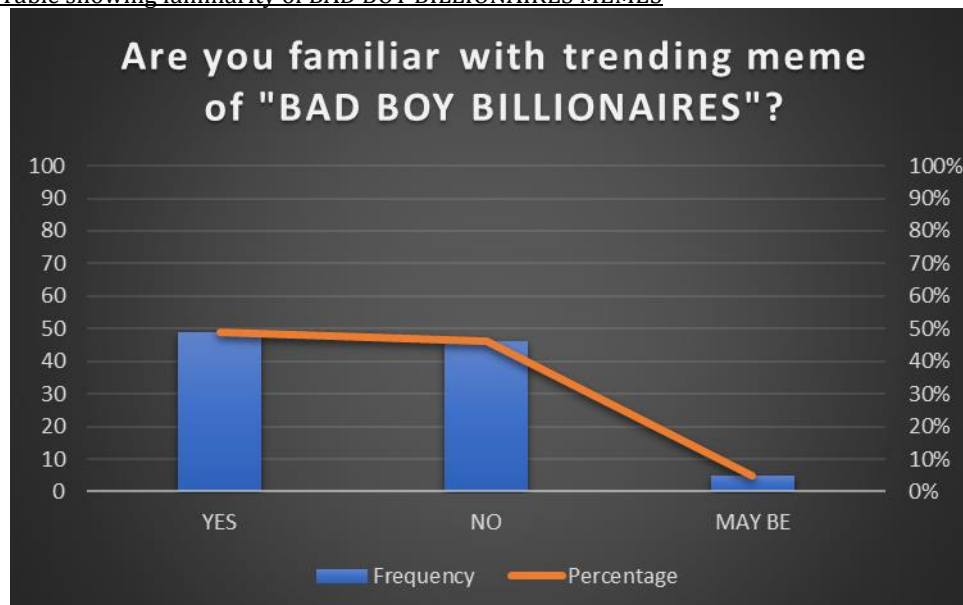


Figure 12: Figure showing familiarity of BAD BOY BILLIONAIRES MEMES

Interpretation: The above table depicts that 49% respondents are familiar with the trending MEME of “BAD BOY BILLIONAIRES”, while 5% respondent are Not Sure, about the trending MEME of “BAD BOY BILLIONAIRES”. while only 46% respondents are having opinion that they are not familiar about the trending MEME of “BAD

BOY BILLIONIERS". From this an analysis can be drawn that respondents are very much Neutral about the Familiarity of trending MEME of "BAD BOY BILLIONIERS".

13. Are you familiar with trending meme of "THE SCAM 1992"?

Are you familiar with trending meme of "THE SCAM 1992"?	Frequency	Percentage
Yes	89	89%
No	8	8%
May be	3	3%
Total	100	100%

Table 13: Table showing familiarity with MEMES of THE SCAM 1992

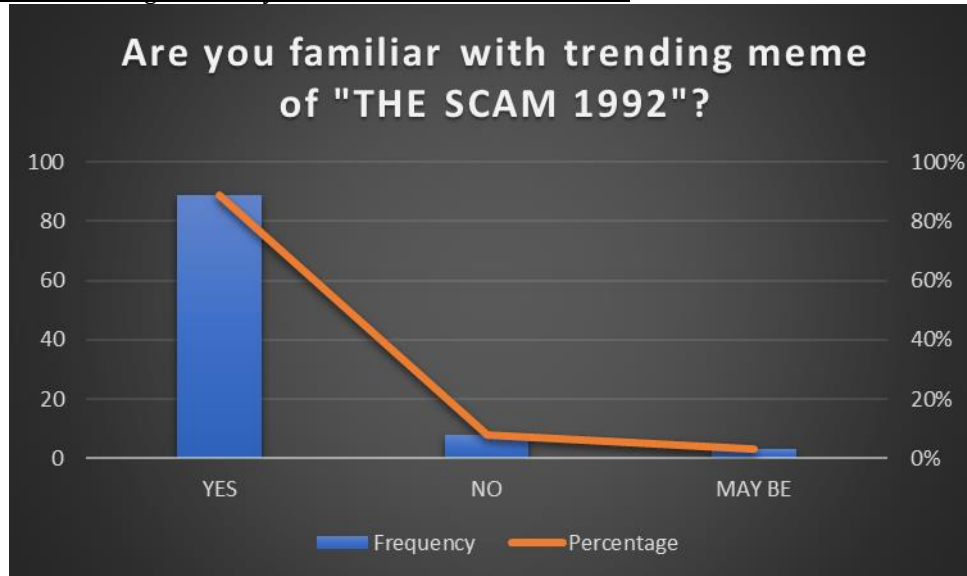


Figure 13: Figure showing familiarity with MEMES of THE SCAM 1992

Interpretation: The above table depicts that 89% respondents are familiar with the trending MEME of "THE SCAM 1992", while 3% respondent are Not Sure, about the trending MEME of "THE SCAM 1992". while only 8% respondents are having opinion that they are not familiar about the trending MEME of "THE SCAM 1992". From this an analysis can be drawn that respondents are very much Neutral about the Familiarity of trending MEME of "THE SCAM 1992".

14. After seeing memes of various web series, did you think to buy subscription of any OTT platforms?

After seeing memes of various web series, did you think to buy subscription of any OTT platforms?	Frequency	Percentage
Yes	45	45%
No	32	32%
May be	23	23%
Total	100	100%

Table 14: Table showing buying subscription of any OTT platforms

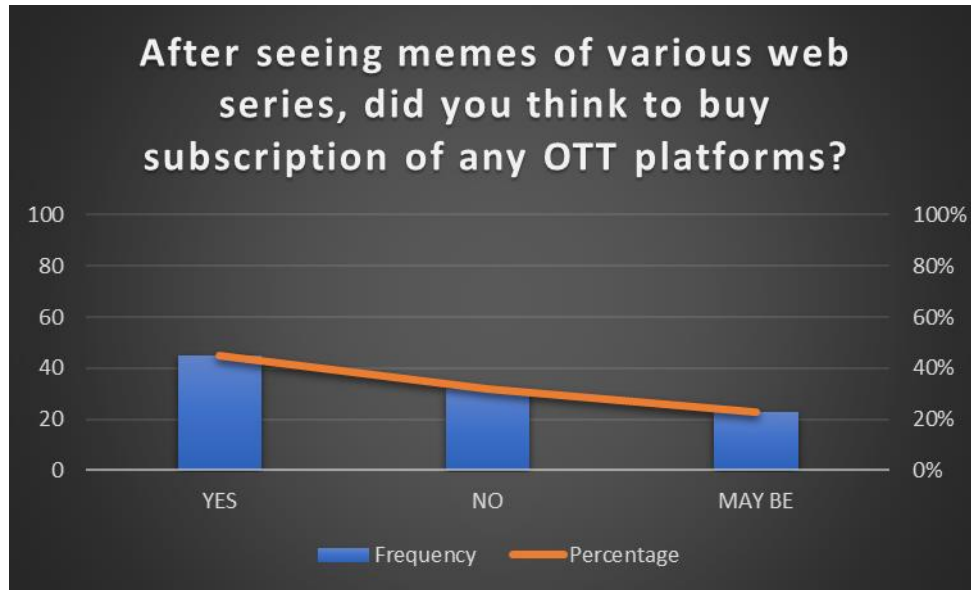


Figure 14: Figure showing buying subscription of any OTT platforms

Interpretation: The above table depicts that 45% respondents believe in buying subscription of OTT platform of various web series, after seeing the MEME, while 23% respondents are Not Sure about buying subscription of OTT platform of various web series, after seeing the MEME, while only 32% respondents are not willing to buy subscription of OTT platform of various web series, after seeing the MEME.

15. How much influence do you feel memes create among the viewers to subscribe on OTT platforms?

How much influence do you feel memes create among the viewers to subscribe on OTT platforms?	Frequency	Percentage
No Influence	4	4%
Less Influence	4	4%
Normal Influence	31	31%
High Influence	39	39%
Strong Influence	22	22%
Total	100	100%

Table 15: Table showing influence of MEMES among viewers to subscribe OTT platform

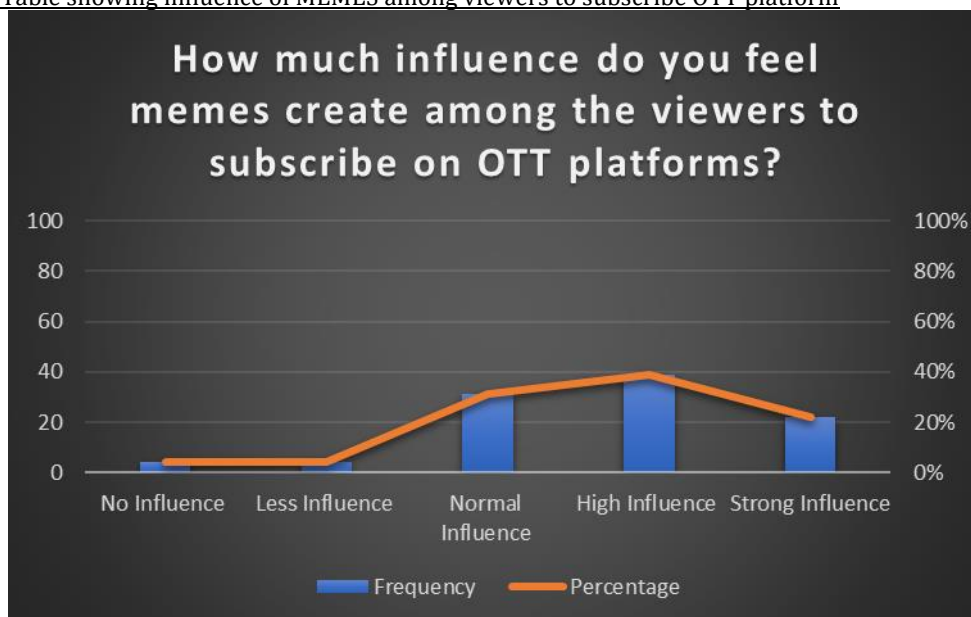


Figure 15: Figure showing influence of MEMES among viewers to subscribe OTT platform

Interpretation: The above table depicts that 22% respondents are Strongly Influence by MEME to subscribed on OTT Platforms, while 39% respondents are highly Influenced, by MEME to subscribed on OTT Platforms while 31% respondents are having natural opinion that MEME influence them to subscribed on OTT Platforms. Where as only 4% of respondents are less influence as well as there seems no influence on them by MEME to subscribed on OTT Platforms From this an analysis can be drawn that respondents are Highly Influenced by MEME to subscribed on OTT Platforms.

Rate the following statement which creates Engagement to meme and influence the viewers towards OTT Platforms?	Strongly Agree		Agree		Disagree		Strongly Disagree		Total
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
Humour of meme	21	21%	70	70%	3	3%	6	6%	100%
Sarcasm & Innovation of meme	27	27%	65	65%	7	7%	1	1%	100%
Trolling through meme	23	23%	60	60%	14	14%	3	3%	100%
Trending or viral memes	23	23%	68	68%	7	7%	2	2%	100%
Easy to understand	22	22%	63	63%	11	11%	4	4%	100%

16. Rate the following statement which creates Engagement to meme and influence the viewers towards OTT Platforms?

Table 16: Table Showing Engagement to MEME and influence towards OTT platforms

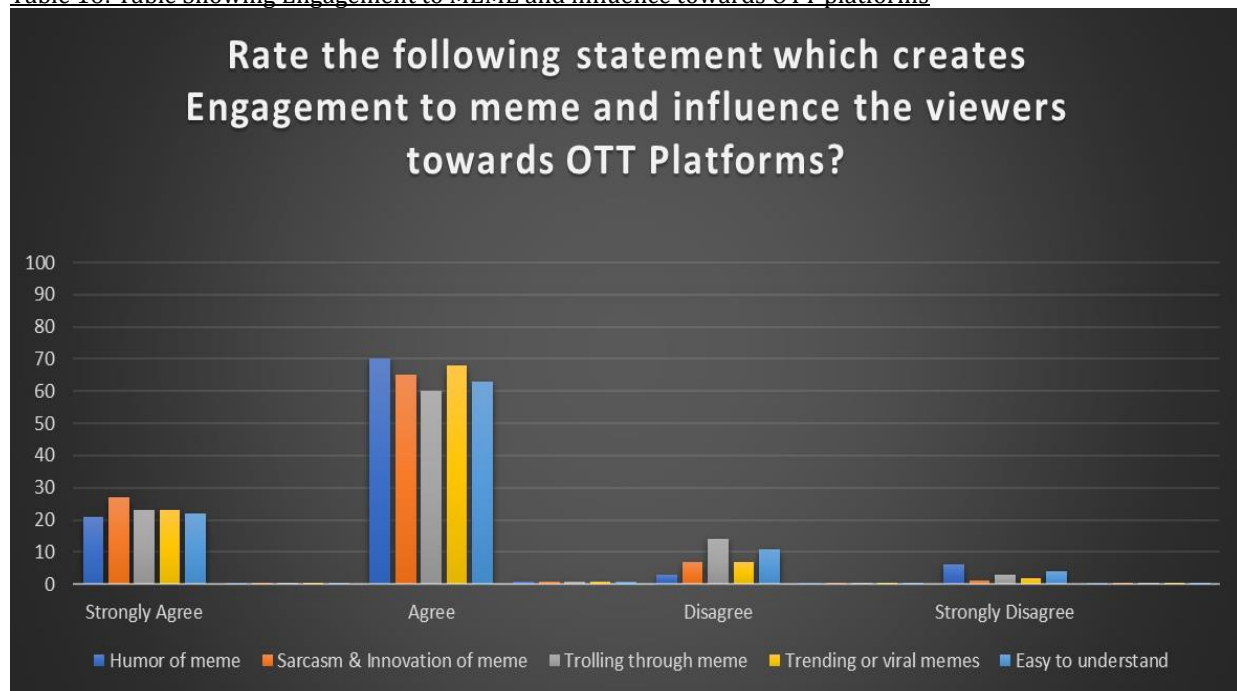


Figure 16: Figure Showing Engagement to MEME and influence towards OTT platforms

Interpretation: The above table shows that around 20% - 27% respondents strongly agrees that the above reasons influence the viewers towards OTT Platforms while around 60% - 70% respondents agree that the above reasons influence the viewers towards OTT Platforms. And, approximately 1% - 15% respondents Disagree/Strongly Disagree that the above reasons influence or engage the viewers towards OTT Platforms.

INTERPRETATION OF HYPOTHESIS:

Based on the above analysis, the researcher has interpreted the hypotheses as follows;

HYPOTHESIS 1:

H0: There is no significant relationship between Familiarity of MEME and influence of meme to subscribe on OTT Platform

H1: There is significant relationship between Familiarity of MEME and influence of meme to subscribe on OTT Platform

How familiar are you with meme? * How much influence do you feel memes create among the viewers to subscribe on OTT platforms? Crosstabulation

Count

	How much influence do you feel memes create among the viewers to subscribe on OTT platforms?					Total
	1	2	3	4	5	
How familiar are you with meme?	1	2	0	0	0	2
	2	0	1	1	0	2
	3	0	2	11	8	23
	4	0	0	8	14	30
	5	2	1	11	17	43
Total	4	4	4	31	39	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		Monte Carlo Sig. (1-sided)			
				Sig.	95% Confidence Interval		Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	71.127 ^a	1	.000	.000 ^b	.000	.000			
Likelihood Ratio	33.141	1	.007	.003 ^b	.002	.004			
Fisher's Exact Test	29.093			.004 ^b	.003	.006			
Linear-by-Linear Association	12.191 ^c	1	.000	.000 ^b	.000	.001	.000 ^b	.000	
N of Valid Cases	100								

a.16 cells (64.0%) have expected count less than 5. The minimum expected count is .08.

RESULT:

Here the significance level obtained is 0.08 which is more than 0.05 hence the Null hypothesis (H0) is rejected which results into there is significant relationship between Familiarity of MEME and influence of meme to subscribe on OTT Platform.

HYPOTHESIS 2:

H0: There is no significant relationship between Gender and influence of meme to watch web series.

H1: There is significant relationship between Gender and influence of meme to watch web series.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Do memes influence you to watch various series on OTT platform	100	100.0%	0	0.0%	100	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	.490 ^a	2	.783	.781 ^b	.773	.789
Likelihood Ratio	.492	2	.782	.781 ^b	.773	.789
Fisher's Exact Test	.519			.781 ^b	.773	.789
N of Valid Cases	100					

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.60.

RESULT:

Here the significance level obtained is 4.60 which is more than 0.05 hence the Null hypothesis (H0) is rejected which results into there is significant relationship between Gender and influence of meme to watch web series.

FINDINGS

- As the study conducted, results clearly shows the majority respondents, i.e., 78% belongs to age group between 21 to 30 years while only 3% belongs to 31 – 40 years, and 1% respondent are between 41 – 50 years and there is not a single respondent above 50 years, hence mostly respondent is young in age.
- As the study conducted, the result evidently depicts the ratio between Male and Female respondents i.e., Male respondents are more in number than Female respondents.
- As the study conducted, that majority respondents are Students i.e., 55%.
- As the study conducted, the result evidently depicts major respondents are using OTT service. i.e., “93%” of respondents are using OTT service.
- As the study conducted, the result evidently depicts that major of respondents use YouTube as a main OTT service platform used on regular basis to stream, followed by Netflix, Hotstar, Amazon Prime.
- As the study conducted, the result evidently depicts that majority of respondents are “Extremely Familiar” i.e., 43% with the “MEME, while only 2% respondents are not at all familiar with the “MEME”.
- As the study conducted, the result evidently depicts major respondents, strongly believe that MEME is a new strategy for OTT Platform for marketing.
- As the study conducted, the result evidently depicts i.e., 92% view MEME on Instagram in comparison to other social media platform.
- As the study conducted, the result evidently depicts that respondents strongly believe that MEMES influence them to watch various series on OTT Platform i.e.66%, while only few respondents i.e, 3% are having opinion that MEME does not influence them to watch various series on OTT Platform.
- As the study conducted, the result evidently depicts that respondents strongly believe that OTT platform catches viewers’ attention through MEMES for various web series.

- As the study conducted, the result evidently depicts that respondents are Strongly familiar with the trending MEME of “Mirzapur 2” while very few respondents are Not Sure, about the trending MEME of “Mirzapur 2”.
- As the study conducted, the result evidently depicts that respondents are very much Neutral about familiarity of the trending MEME of “BAD BOY BILLIONIERS”.
- As the study conducted, the result evidently depicts that major of the respondents are familiar with the trending MEME of “THE SCAM 1992”.
- As the study conducted, the result evidently depicts that most of the respondents are neutral and believe in buying subscription of OTT platform of various web series, after seeing the MEME, while few respondents are Not Sure about the same, over and above 32% respondents are not willing to buy subscription of OTT platform of various web series, after seeing the MEME.
- As the study conducted, the result evidently depicts that only 22% respondents are Strongly Influenced by MEME to subscribed on OTT Platforms, while 39% respondents are Highly Influenced by MEME to subscribe on OTT Platforms while 31% respondents are having Neutral Opinion i.e. MEME may/may not influence them to subscribe on OTT Platforms. Where as only 4% of respondents are Less Influenced by MEME to subscribe on OTT Platforms and similar 4% respondents do not have any influence of MEME to subscribe on OTT Platforms. From this an analysis can be drawn that majority of the subscribers of the OTT Platforms are Highly Influenced by MEME.
- As the study conducted, the result evidently depicts that major respondent are Strongly influenced towards OTT platforms due to humour, sarcasm and innovation, trolling, trending and easily understandability of memes i.e., 60% - 70%

CONCLUSION:

A large number of social media users provides communicators with a large audience. The popularity of memes can be gauged by the success of meme apps where users can create their own memes. These apps have seen an exponential growth of users in recent years. But what makes it interesting in the Indian context is the depth and penetration of this market. Most users access social media on their phones. The rise of meme marketing in India echoes the same growth patterns.

Another reason for the rising popularity of meme marketing is the presence of vibrant pop culture. Many popular memes centre around popular movies and shows. Popular culture has provided characters who are recognised across the different demographics in India. In fact, the popularity and cross-cultural connect of such fictional characters has been used brilliantly by many media companies like Amazon Prime, Hotstar, and Alt Balaji who use memes to promote their shows.

However, memes that revolve around the web series can be created at a fraction of the cost. Consequently, it was a favourite subject for meme creators. When any new web series releases on the OTT platform, the contents of such web series such as dialogues and humour are surfaced on the internet, it started the campaign with a flurry of memes. The best part was that many of these memes were not created by the company, but the ordinary viewer. Their initial engagement with memes was stronger than other advertisers.

OTT can help content reach millions of potential consumers at the fraction of the cost of a formal release and traditional ad promotions. The launch of a new movie on DTH and OTT simultaneously can garner over billions of viewers across the globe. The production house could potentially make millions within the first weekend of release by monetizing their online ads. While cinemas can still see multi-million-dollar releases, they can minimize the monetary risk by taking out a minimum guarantee deal for covering their production cost.

Over and above meme marketing creates a better engagement toward the OTT platform, as viewers are Influenced by MEME to subscribed on OTT Platforms, As humour, sarcasm and innovation, trolling, trending and easily understandability of memes makes the content of web series more interesting and helps to catch the viewers' attention towards the new content which indirectly builds the audience for OTT platform.

Meme marketing is a niche area that is changing all the time. Based on the contemporary and current events, it offers OTT platforms/Web series a unique way of participating in India's fascinating, unique, and forever dynamic popular culture. It may be a comparatively new approach, but it has already proven to be indispensable when connecting with the country's vibrant social media users.

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1. Name: _____
2. Age
 - a. Below 20 years
 - b. 21 – 30
 - c. 31 – 40
 - d. 40 – 50
 - e. Above 50 Years
3. Gender
 - a. Male
 - b. Female
 - c. Others
4. Occupation
 - a. Student
 - b. Self employed
 - c. Professional Business
 - d. Service (Gov. / Pvt.)
 - e. Other
5. Do you use any OTT Platforms?
 - a. Yes
 - b. No
 - c. Maybe
6. Which is the main OTT service Platform, you use on regular basis to stream?
 - a. You tube
 - b. Netflix
 - c. Amazon Prime
 - d. Hotstar
 - e. Voot
 - f. Sony Liv
 - g. Others
7. How familiar are you with meme?
Not at all Familiar 1 2 3 4 5 Extremely Familiar (Linear Scale)
8. Do you think meme is a new strategy for OTT platform for marketing?
 - a. Yes
 - b. No
 - c. Maybe
9. On which social media platforms do you view memes on?
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - d. Others
10. Do memes influence you to watch various series on OTT platform
 - a. Yes
 - b. No
 - c. Maybe
11. According to you, do you think OTT platform catches viewers attention through meme for various web series?
 - a. Yes
 - b. No
 - c. Maybe

12. Are you familiar with the trending meme of "MIRZAPUR 2"?



- a. Yes
- b. No
- c. Maybe

13. Are you familiar with trending meme of "BAD BOY BILLIONAIRES"?



- a. Yes
- b. No
- c. Maybe

14. Are you familiar with trending meme of "THE SCAM 1992"?



- a. Yes
 - b. No
 - c. Maybe
15. After seeing memes of various web series, did you think to buy subscription of any OTT platforms.
- a. Yes
 - b. No
 - c. Maybe

16. How much influence do you feel memes create among the viewers to subscribe on OTT platforms?
Less Influence 1 2 3 4 5 Strong Influence (Linear Scale)

17. Rate the following statement which creates Engagement to meme and influence the viewers towards OTT Platforms?

Multiple Choice Grid	Strongly Disagree	Disagree	Agree	Strongly Agree
Humor of meme				
Sarcasm & Innovation of meme				
Trolling through meme				
Trending or viral meme				
Easy to understand				