

Influence of Guerrilla Marketing Practices on Consumer Behavior

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Abstract Guerrilla marketing is an unconventional concept in the field of marketing so much so that it aims at achieving the maximum goals with minimal efforts and means (Nawaz,2014). Guerrilla marketing is a cheap source of promoting products and gaining customers. The research paper examines the influence on the consumer buying behavior as a result of such innovative advertising techniques. All the aspects are amply examined and researched in detail and presented in a comprehensible manner. The study conducted was quantitative in nature and based on the state of Uttar Pradesh. The results of the research will thus provide a better understanding of Guerrilla marketing in a lucid manner.

Keywords — *Advertisement, Consumer Buying Behavior, Guerrilla Marketing, Influence.*

I. INTRODUCTION

Marketing is a way of communication to grab the attention of the customers and gain their loyalty. Advertising has a number of tools for the means of promotions namely television, billboards, newspapers, radio, direct marketing and personal relations (Miller, 1993). It is not just about how a product is promoted or advertised but is also about providing the customers with the right products at the right place and time to ensure product development and higher profits. In today's world of business war in the market, price is not the only driving force but consumer attraction and loyalty is also of utmost importance. This is where advertisements come into play.

Advertisements are a paid act of presenting certain ideas to the customers and communicating to them some products and services to satisfy their needs and make them aware so as to increase the buying phenomenon through paid presentations. For any kind of firms or business to boost up their performance graphs advertisements play a crucial role. It has the power to change a customer's way of thinking about a particular product in a positive manner and thereby influencing the masses. Advertisement is a promotional agenda turning into a motivational incentive. It has various sub techniques to carry forward its aims, one of which being Guerrilla marketing (Naeem, 2016).

Guerrilla marketing, a term not much common to people, had been created very many years ago. The term is inspired from guerrilla fighters who are known for attracting and attacking large enemies by surprising them. Guerrilla marketing is quite similar a strategy which is not a physical battle like it used to be earlier but a more psychological

kind of a battle which aims at winning the minds of the customers (Shakeel, 2011). Guerrilla marketing has a very unique effect on the minds of the consumers such that they seem to get aware about the product and thus talk about it. It thus complements the traditional marketing strategies that have been existing since time immemorial. Guerrilla marketing thus defined are unconventional advertising campaigns attracting the attention of a large number of people at a low cost in a creative manner.

Guerrilla Marketing involves certain unusual and unique ideas such as product giveaways on the streets, PR stunts, etc. so as to get maximum results using minimal resources. It is a low cost strategy. Hence for those firms which have a low marketing budget it is a ideal advertising technique. Though its success depends on social acceptance it works for the firms because it is easy to implement and simply understandable.

This research paper examines the influence on the consumer buying behavior as a result of such innovative advertising techniques. All the aspects are amply examined and researched in detail and presented in a comprehensible manner. The study conducted was quantitative in nature and based on the state of Uttar Pradesh. The results of the research will thus provide a better understanding of Guerrilla marketing in a lucid manner. Keeping in mind the importance of Guerrilla Marketing practices in the present time the research was conducted with the following objectives in mind: a) To examine the relationship between Guerrilla marketing techniques and consumer buying behavior and b) To study the impact of age on consumer buying behavior.

To achieve the above set of objectives, the subsequent chapter 2 discusses the evolution of Guerrilla marketing demonstrating the growth of this strategy overtime. Chapter 3 then discusses the relationship between Guerrilla marketing and consumer buying behavior with chapter 4 citing the results to prove the same. Chapter 5 puts forward the findings and policy implications. Finally chapter 6 concludes the research paper with recommendations for further growth of Guerrilla marketing.

CHAPTER 2: EVOLUTION OF GUERRILLA MARKETING AND ITS GROWING IMPORTANCE IN INDIAN MARKET.

Guerrilla marketing was term coined by *Jay Conrad Levinson* in his book named 'Guerrilla Marketing' back in the year 1984 . Guerrilla marketing has an objective of engaging consumers and generating buzz among the public by creating unique thoughts and concepts. Innovation and creativity is what Guerrilla marketing deals with by using digital technologies. The need for innovative strategies can be seen in the frequent failures of small and big businesses. The frequent failures has led to the increased demand for Guerrilla marketing practices because one of the main reasons for such failures is the lack of understanding the concept of marketing. Guerilla marketing is an affordable technology which works for small businesses around the world. It works because it's inexpensive and simply understandable.

Guerrilla marketing has many unique features that make it an important strategy. It is unconventional and flexible and helps in overcoming the barriers put forward by the traditional form of marketing. It is a low cost marketing strategy which helps the firms grab loyal customers and increase their profits who don't have huge budgets for marketing. It is not only cost efficient but is also environment friendly and minimizes waste of resources thus reaching the target audience in an effective manner. Easily usable strategies and simple ideas make such kind of marketing strategy grab larger share of customers (Niazi, 2012).

In 1960 most businesses and firms focused on spending lump sum amount on advertising through mediums such as radio and print. It was in the late 1980s that advertisements and messages were being aired on television. The consumers were though tired of being marketed to in a monotonous manner which called for a change and *Levinson* came up with a new term Guerrilla Marketing. He suggested that campaigns should be outrageous with the motive of creating social buzz.

Guerrilla marketing was an idea developed majorly for small businesses but the big firms took no time to adopt the

ideology. There were many a failed attempts in the early 21st century until the strategy became a success. The 2007 Boston bomb scare is one such example of a failed attempt of promoting a new film promoting a cartoon network program which eventually turned into a citywide bomb scare. Certain devices were used which explosive characteristics that eventually had caused the scare.

There were continuous attempts of success and failures. Coca Cola on the other hand was getting successful using guerrilla marketing tactics. In 2010 January, Coca Cola released a video named "Happiness Machine" which went viral amongst students and earning 4.5 million views in no time. Over the years the company decided to continue making similar videos after enjoying huge profits. In 2012, Red Bull grabbed a lot of attention by sending its athlete named Felix B. for the highest skydiving jump earning world records and also breaking the social media with more than 8 million views on YouTube.

India is an active participant in adopting these practices as also showcased from the above examples. From small advertisements on rickshaws to Pepsi sponsoring Indian Premier league to Whirlpool care counts, Guerrilla marketing examples could be evidently witnessed in the country successfully helping the firms in earning profits. Having understood the evolution of Guerrilla marketing and its growing importance worldwide the subsequent chapter will delve into the relationship between these strategies and its impact on consumer buying behavior.

CHAPTER 3: RELATIONSHIP BETWEEN GUERRILLA MARKETING AND CONSUMER BUYING BEHAVIOR.

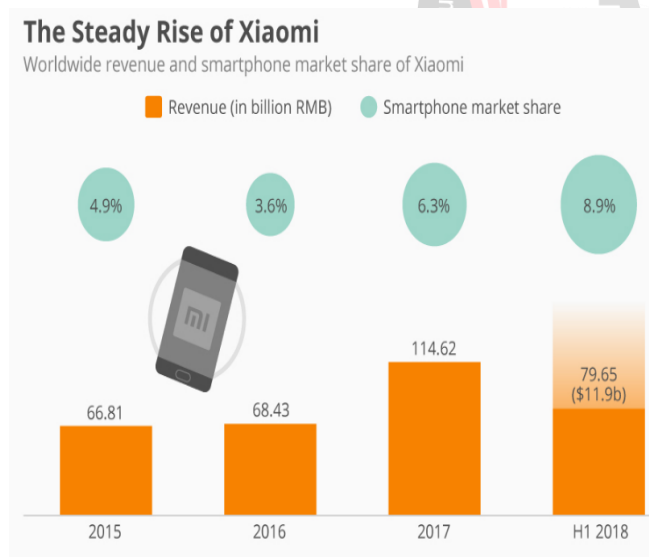
In marketing terms Guerrilla means war with competitors (Bwisa, 2013). Through Guerrilla marketing techniques consumers are exposed to innovative concepts (Hills and Hultman, 1999). Guerrilla marketing has grab customers for small and big businesses overtime and build good relationships thus creating a trust between them (Arun , 2018). It is based upon psychology rather than assumptions and judgement (Ahmed, 2014).

Guerrilla Marketing has been prevalent since a very long time but not on such a high scale as it is now. Advertisements didn't have such high investments earlier but since people started getting interested towards the advertisements, it started gaining the amount of importance it has gained presently. When it comes to the consumer point of view advertisements have always helped them to gain knowledge about the product and hence even in the past, consumers found it interesting when innovative advertisements increased their awareness about the product The 1996 summer Olympics was actually sponsored by

Toyota but General Motors scored over its competitor by promising a Golden Holden car to all gold medal winners. The vast majority of people still believe that General Motors had sponsored the event.

Usage of Graffiti on walls, transforming alleyways into a giant canvas, treasure hunts and publicity stunts are some of the important strategies used nowadays to implement Guerrilla marketing. Consumer's reaction to such art is overwhelming as they receive prizes and money because of lucky draws etc. Sony's campaign in 2002 to promote its mobile phones by hiring actors who wandered around cities clicking pictures with strangers was loved by the audience. Since then Sony's production of mobile phones has increased three folds which shows 180% increase as of 2018 (Shaun, 2018).

Xiaomi's marketing is also very effective as they make their competitive price as the main title. Recently in an interview Jony Ive complaint that Xiaomi is the copy-cat of Apple it became a hot topic for people to talk about the incident (Pasick, 2014). Any kind of publicity whether positive or negative works in case of increasing the production for Xiaomi. Now Xiaomi through its word of mouth publicity has crossed 70 million users. The following table will demonstrate the growth trend of Xiaomi from 2015 till 2018, showing an increase of 4% in the smart phone market shar



Source: Statista Charts and Xiaomi

Having critically analyzed the existing relationship of guerrilla marketing practices with consumer buying behavior, the subsequent chapter will put forward the analysis conducted by collecting data from 110 respondents in Uttar Pradesh evaluating the above explained relationship.

CHAPTER 4: DATA ANALYSIS: GUERRILLA MARKETING AND CHANGES IN CONSUMER BUYING BEHAVIOR.

The research paper is based on analytical evaluation and interpretation of primary data. Primary data was collected from sample respondents based on random sampling technique. A total of 110 customers have been selected from Uttar Pradesh for the research. For the analysis of the data simple statistical tools have been used such as mean, standard deviation, simple linear regression and multiple regression analysis. The respondents of the study were asked to fill a circulated questionnaire and rate the provided statements on a five likert point scale which ranges from agreement to disagreement. The neutral point on the scale was three. Thus responses above three show overall agreement and below three show overall disagreement. Cronbach Alpha was used to showcase the validity and consistency of the instrument used. The following models have been used for the study:-

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \quad (1)$$

Where Y= Consumer Buying Behavior

X₁= Attractiveness of the consumers

X₂= Awareness about the product

X₃= Adverse Behavior of the consumers

In this model consumer buying behavior is the dependant variable and attractiveness, awareness and adverse behavior is the independent variable.

$$Z = \alpha_0 + \alpha_1 W_1 + \epsilon \quad (2)$$

Where Z= Consumer Buying Behavior

W= Age of the respondents

From the cited objectives at the end of chapter 1, four hypotheses were framed as under:

H₀: There is no significant relationship between consumer buying behavior and attractiveness of the consumers towards products marketed through Guerrilla marketing.

H₁: There is no significant relationship between consumer buying behavior and Awareness about the product.

H₂: There is no significant relationship between consumer buying behavior and adverse behavior of the consumers towards excessive marketing.

H₃: There is no significant relationship between consumer buying behavior and age of the respondents.

SOURCE OF INFORMATION

The perusal of Table 1 showcases the varied sources of information from which the sample respondents get information about guerrilla marketing. Respondents as high as 40 per cent have responded that internet was their main source of information about Guerrilla Marketing. Subsequently hoardings were reported to be the source of information with the second highest percentage of 29.09. Similarly, 22.72 percent of the consumers claimed their source of information to be media and the remaining 8.18

percent through friends and family. Thus from the above discussion we can state that the sample respondents have got the maximum information from the internet and hoarding about Guerrilla Marketing practices.

Table 1. Source of Information

Sources	Percentage	No. Of consumers
Internet	40	44
Hoardings	29.09	32
Media	22.72	25
Family and Friends	8.19	9
Total	100	110

Source: Collected and Compiled

RELIABILITY

Cronbach Alpha is a reliability analysis which examines the consistency of the instruments used ranging from 0 to 1.

Table 2 Reliability Statistics

CRONBACH ALPHA VALUE	NO. OF ITEMS
0.817	5

Source: Collected and compiled

The perusal of Table 1 analyses that the Cronbach Alpha value is above 0.5 which shows a good internal inconsistency.

MULTIPLE REGRESSION ANALYSIS

The perusal of Table 3 showcases the influence of attractiveness of the consumers towards such advertisements, awareness about the product and adverse behavior of the consumers towards excessive advertisements on consumer buying behavior. In the results shown in Table 3, the independent variables are significant at 5 per cent level of significance. The model shows 61 percent of the total variation in consumer buying behavior explained by three explanatory variables. The F-stat for all round significance of the model is significant at 5 percent level of significance.

Table 3. Regression analysis of Impact of various variables on Buying Behavior

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.783794							
R Square	0.614332							
Adjusted R Square	0.546721							
Standard Error	0.084873							
Observations	5							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	3	0.011474	0.003825	0.530969	0.73644			
Residual	1	0.007203	0.007203					
Total	4	0.018678						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.506792	0.140534	0.095612	0.013287	14.6009	14.38282	14.6009	14.38282
X Variable 1	0.803011	0.047371	0.357311	0.002458	27.7526	29.35857	27.7526	29.35857
X Variable 2	0.685252	0.063342	0.419507	0.012185	20.0699	21.44045	20.0699	21.44045
X Variable 3	-0.43637	0.020374	0.025843	0.000052	27.9443	28.05816	27.9443	28.05816

Source: Collected and Compiled

From the table, the p value of X_1 variable ($p=0.013$) is less than the significance level 5%. Thus, we reject the null hypothesis H_0 and conclude that there exist a positive relationship between the attractiveness of the product and consumer buying behaviour. Similarly, p value of X_2 variable ($p=0.012$) and X_3 variable ($p=0.000$) is less than the alpha value of 0.05. Thus, we can reject null hypothesis H_1 & H_2 and conclude that X_1 and X_2 are positively related to consumer buying behaviour and X_3 variable is negatively related to consumer buying behaviour.

So, the multiple regression equation formed is:

Consumer Buying Behaviour = $-0.4363(X_3 \text{ Variable}) + 0.8030(X_1 \text{ variable}) + 0.6852(X_2 \text{ variable})$

It can be concluded from the results that attractiveness towards the product is the most important antecedent affecting the consumer buying behaviour with beta coefficient 0.8030. Awareness and adverse behaviour of consumers towards excessive marketing with beta co-

efficient 0.6852 and 0.4363 comes at second and third respectively. All the three variables explain around 61.4% ($R \text{ square} = 0.614$) variance in the dependent variable.

SIMPLE LINEAR REGRESSION ANALYSIS

The perusal of table 4 demonstrates the impact of age of the sample respondents on consumer buying behavior. In the results shown in Table 4, the independent variable is significant at 5 percent level of significance. The model shows 71 percent of the overall variation in consumer buying behavior explained by an explanatory variable. The F-stat for all round significance of the model is significant at 10 percent level of significance.

Table 4 Regression Analysis of Impact of Age on Buying Behavior

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.845056
R Square	0.714119
Adjusted R Square	0.618825
Standard Error	0.136735
Observations	5

ANOVA

	Df	SS	MS	F	Significance F
Regression	1	0.140109	0.140109	7.49387	0.071489
Residual	3	0.056089	0.018696		
Total	4	0.196198			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.071078	0.077183	0.92090	0.42501	-0.17455	0.31670	-0.17455	0.31670
W Variable	0.644608	0.235474	2.73749	0.07148	-0.10477	1.39399	-0.10477	1.39399

Source: Collected and Compiled

From the table, the p value of W variable ($p=0.071$) is less than the significance level 10%. Thus, we reject the null hypothesis H_4 and conclude that there exist a positive relationship between the age of the respondents and

consumer buying behaviour. Thus, we can conclude that W variable is positively related to consumer buying behaviour

So, the simple linear regression equation formed is:

Consumer Buying Behaviour = $0.6446(W \text{ variable})$

It can be concluded from the results that age of the consumer's affect the consumer buying behaviour with beta coefficient 0.6446 .The variable explains around 71.4% ($R^2 = 0.714$) variance in the dependent variable.

Having analyzed the results collected from 110 respondents the following chapter will summarize the findings and put forward the policies for better implementation of such strategies and thus undertake further growth in the country.

CHAPTER 5: FINDINGS AND POLICY IMPLICATIONS

The results of the analysis undertaken confirms a positive relationship between the guerrilla marketing practices and consumer buying behavior i.e. innovative advertisements to promote a particular product influences the buying behavior of the consumers. Along with this the analytical framework also confirms that consumers are now aware of these marketing practices taking place and depend on them to get informed about a particular product. Also, excessive advertisements and celebrity endorsements leads to an adverse impact on the consumer buying behavior for a smaller section of the people. Age also have a positive relationship with the consumer buying behavior. Younger people perceive these ideas more than the older people.

These innovative marketing strategies also have flaws which are being worked upon by the businesses over time. Every business firm has a team of experts working upon the content which should be proper and acceptable to make the advertisements effective and desirable (Farouk, 2012). The focus is on the uniqueness of the brand and its products and not on the competition so that every brand has loyal customers of its own.

Government checks are relied upon false and misleading advertisements thus disclosing correct facts and figures). These checks make sure that the customers don't take wrong decisions about a particular product by delivering something which is not true. Advertisements or images having brutal content are not allowed to be showcased in front of the general audience. Advertisements which are not suitable for children to watch are not aired on television during the prime time. Copyrights are also available so that none of the company can copy the innovative promotion idea of any other firm.

A number of Guerrilla marketing strategies are susceptible to bad weather conditions majorly storms and rains. Hence it is important for the usage of water proof paints and chemicals for the implementation of graffiti and wall arts. A lot of such advertisements try to create mystery to gain customer attention that might lead to lack of clarity for the customers. Hence the messages should be formulated in a manner that serves both the purposes and is clearly

understandable to the audience. The most important task of the government should be to create awareness by educating the masses and reducing illiteracy .Only then the messages can be understood by the customers and the buying behavior will have a positive impact.

CHAPTER 6: CONCLUSION

Nowadays the main objective of marketing strategies is to make the customers get attached to its product and get encouraged and motivated to buy the same (Farouk, 2012). The purpose of this research was to study the influence of Guerrilla Marketing practices on consumer buying behavior where consumer buying behavior is the dependant variable and the result shows that it has a positive relationship with all the respective independent variables and thus we can conclude with the help of significant results that Guerrilla Marketing strategies have a significant influence on the consumer buying behavior.

It is evident that such advertising is favorable for successful marketing. It is effective and creative and also fulfils the needs and wants of the customers. The aim is to increase consumer awareness about the product and also of the brand that it is associated with, thus creating loyal customers (Raheem, 2014). On the other hand because of certain issues with such practices if the public start disliking such advertisements then it may lead to erosion of the goodwill the consumer has with the brand and the product thereby reducing the effectiveness of the advertisement.

Firms and marketers should come up with innovative and unique ideas which will keep the customers attached to the product and should also present it in a responsible manner because the ethical nature of such practices is measured by its consequences (Duncan, 2002). A little government intervention with effective policies may help brutal content and undesirable content out of the reach of the public.

Appendix

LITERATURE REVIEW

1. **Title :**Guerilla Marketing: The nature of the concept and propositions for further research.

Author: Katharina Hutter and Stefan Hoffman

Hutter and Hoffman(2011) in their paper considered guerrilla marketing as an umbrella concept to put forward the theory of unconventional advertising campaigns. The aim of such campaigns is to draw the attention of a large number of customers to the message shown by the advertisement at very little costs by evoking the dillusion and the surprise effect. They further researched on the term Guerrilla effect which is just a better expression used for such kind of activities in the market. Traditional marketing has a product and a marketing mix of which guerrilla deals with only the promotional part. Hence it is kind of

misleading to use the marketing according to the researchers.

2. Title: Analysis of Brand awareness and Guerrilla marketing in Iran.

Author : Ali MokhtariMughari

Mughari(2011) stated in his paper that Guerrilla marketing is not just a campaign but a mentality as a well, a mentality to think out of the box and find solution to the communication gaps and thus promote certain products. He conducted research on tradition and guerrilla marketing and their integration. It also showed that it lead to the improvement of productivity of organizational marketing. Hence there existed a positive relationship in this case which lead to such an improvement in examined enterprises.

3. Title: Guerrilla Marketing: structuring the manifestations and critical evaluation.

Author:GerdNufer

Nufer(2013) stated that the concept of Guerrilla marketing is not here to replace or rather cannot replace the concept of the classic marketing mix strategies but rather it will provide for new and improved directions and thus in turn support the proven marketing tools with un conventional elements. It is rather a dynamic concept that sheds its skill again and again over time. It is increasingly developing overtime into an effective spearhead of the marketing and communications mix. This released everyone from the bonds of old marketing conventions.

4. Title: Guerrilla Marketing concept and further research possibilities.

Author: Martin Klepek

Klepek(2014) in his paper reviewed the available literature on Guerrilla Marketing and found inaccuracies in the theoretical field and inconsistencies were found in defining the concept of Guerrilla Marketing as a form of promotional activity rather than a complex marketing mix oriented strategy. Klepek states that Guerilla Marketing is not and should not be considered as a salvation tool. The outcome of this analysis showed lack of articles in processing the guerrilla campaign and study its impact on the consumer behaviour.

5. Title: Impact of Guerrilla Marketing on Consumer Perception.

Author: MohsinShakeel

Shakeel(2011) aimed in finding out the association of celebrity endorsement on the consumer perceptions. Recognizing the right celebrity endorser is one of the essential discussions for a brand which is engaged to endorse. This study attempt to discover the positive relation between Guerilla Marketing and the consumer perception, by using the celebrities and endorser in cellular sector of Pakistan. This study shows the trustworthiness and

attractiveness as potential strategies to enhancing consumer percept in to facilitate purchased behaviour.

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