

# Impacts of Guerrilla Advertising on Consumer Buying Behavior

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## Abstract

The main aim of this study is to investigate the association of guerrilla marketing on consumer buying behavior. Guerrilla advertising is one of the growing marketing techniques which are used by advertising industry that makes a use of unusual or unconventional means of promoting the product to the market. Questionnaires are utilized and administered in the process of collecting data on the primary level. We floated a total of 230 questionnaires out of which we got appropriate answers of 200 questionnaires that consumer-buying behavior is greatly affected by guerrilla advertisement. The nature of this research is causal. The buying behavior of consumer is taken as a dependent variable and guerrilla advertising as an independent variable. We have two variables Dependent and Independent variable. We alienated independent variable into their sub variables as marketing activities, promotional activities, man vs. information, annoyance, low budget ads and ads. Dependent variable sub divided into convincing power, billboards and buying behavior, according to the questions present in our questionnaire. **Response rate of 86.95% was reported.** This is a causal research therefore we will use the simple regression model to check the significance effect of guerrilla marketing on consumer buying behavior. On the basis of our research it has been found that there is a significant impact of guerrilla advertising on consumer buying behavior.

**Keywords:** Guerrilla Advertising; Buying Behavior; Guerrilla Marketing; Dependent Variable; Independent Variable; Informational Annoyance

## 1. Introduction

**1.1 Advertising:** A key role is played by Advertisement in modern life. It has become an important tool to promote products or services and for communication purpose as well. To become a market leader a company has to spend a major part of their investments for promotional purposes. A business advertisement has to present its product in such a way that the surroundings around the consumer or buyer turns into a motivational incentive. The Aim of advertising a certain product or service is to draw customer's attention and examine the impact on customer behavior as they are valuable assets for the firm but their acquiring and retention can be costly.

A good Advertisement is created with an emotional link with the consumer due to which the consumer has emotional association with the values and messages. On the present era, the marketers are unable to convey any information or message about their product or services to their viewers or buyers without Advertisement. Information perceived by seeing has the largest amount. The simplest way of pertaining information is Visual Presentation as minimal energy is consumed to perceive visual information. At least one part of the add affects the costumer's subconscious.

The more realistic the ad is illustrated, the more proficient the ad is as it directly affects the customer's intellect. The elevated demand for the product or service will depend on the information shared to the customer's psychology. An ad must be different from others and also attract the customer's consideration and maintain concern. Finally, it should entice the customer's stimulus to purchase the product or services.

**1.2 Guerrilla Advertising:** Advertising has many types but we will be choosing one type relevant to our topic that is guerrilla advertising. Guerrilla advertising is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market. The company under consideration of this study is Coca-Cola, which is a popularly known producer of a product of the same name. However, the company grew over the years and managed to create a multinational operation handling a diversified range of products. Apparently, it made use of various marketing techniques to entice more customers and lure them to buy the myriad of products offered by the company. Guerrilla advertising originated from guerrilla warfare operations where the armed group utilized unconventional techniques in fighting the enemy, even to the point that violates the ordinary rules of engagement. In the case of marketing, the techniques are designed to create a buzz among consumers and consequently turn the advertising into something that is viral.

Guerrilla advertising is one of the growing marketing techniques, which are used, in advertising industry. Stealth marketing is also a most popular technique use in the Guerrilla advertising. There are number of techniques used in stealth marketing in which one technique, celebrity marketing is in practice mostly by the market leaders. This paper seeks to find the significant impact of the Guerrilla advertising on the consumer's

buying behavior.

The modern era has made each consumer experience a newer concept of marketing communication in his continuing quest for satisfying needs and wants. Such communication process involves various tools, which marketers utilize to attract his attention such as newspapers, tabloids, magazines, television, billboards, radio and the Internet. Also included among the modern marketing techniques are direct marketing and person-to-person marketing. In most companies, these activities are combined into one Integrate Marketing Communication or IMC, one that supplants the traditional marketing strategy with inter-company cooperation and interaction such as outsourcing and retailing. As businesses compete for survival, unconventional means of advertising comes to life based on continuous Research and Development which even resulted to the proliferation of black markets and fake products (Back et al., 2008)

We take a sample of the guerrilla marketing techniques commonly used nowadays. Word of Mouth (VoM) stands for when a friend tells a friend that tells a friend about the new product that he had bought last weekend. Marketers are aiming for VoM that is planned and executed by people in order to spread the “Buzz”. But generations of using the product could be a good indication of a successful guerrilla marketing aspect because, in the Coca-Cola example, the utilization of the soft drink itself by the family for generations is passed on successively by word of mouth and taste. (Cottea et al., 2005)

There is no direct marketing technique involved here by the company. And as the practice replicates over different types of people, newer concepts of guerrilla marketing have evolved to penetrate uncharted markets based on the word of mouth and taste phenomenon. The paper analyzes the effectiveness of guerrilla marketing techniques and evaluates their impact on consumer’s buying behavior in modern day marketing emphasizing on attractiveness or popularity and commonality. (Brennan & Binney, 2010).

The study attempts to measure the impact of utilizing guerrilla marketing in the product promotion endeavors, which necessarily deviates from the traditional and common marketing activities. Coca cola as a beverage drink is a perfect example of analyzing the effectiveness of marketing techniques that goes beyond the borders of conventionalism. In this world of extreme competition, a company needs to rethink its position in the market and formulate strategies to maintain customer satisfaction and loyalty. (Belch & Belch, 2009)

It’s a brand new game that each company has to be familiar with and implement to ensure business continuity and assure itself of market survival. In so doing, a company may try to duplicate guerrilla-marketing practices or devise a new one to temper off competition at all levels. In the case of Coca cola, rival Pepsi cola in the soft drink industry continually threatens the company and each of them tries to maintain market supremacy by copying the marketing strategies of the other. (Burns & Bush, 2000)

### **1.3 Objectives of the study**

- To gain an in-depth knowledge of the whole concept of guerilla advertising.
- To analyze the various techniques involved in guerilla advertising and how they are applied to increase product acceptability.
- To understand the economic benefits of guerilla advertising.
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**1.4 Research question:** The study is focused on the effects of guerrilla marketing particularly in advertisements on consumer buying behavior. Specifically, it aims to answer the following research questions:

1. How effective is guerrilla marketing in influencing consumers buying behavior?

### **1.5 Hypothesis**

There is no impact of guerilla advertising on consumers buying behavior.

**1.6 Previous Research:** Guerrilla advertising has a major and important influence on all types of consumers and is supposed as a marketing communication (MC). It is commonly headed to words gaining their attention by various methods and means such as direct marketing, PR and advertising (Miller, 1993). In advertising, it “set out a greatly stronger meaning by the advertising agencies showed the enhanced results. Public will not be confused by the other segments of the organization because this practice allows one company’s marketing campaign to be completely integrated that the specific message they are trying to send”(Duncan, 2002). Advertising is the wide method used by celebrity followers as a form of payback to companies-advertisers and provokes their optimistic feelings towards them than non-celebrity followers. This is the reason it is easy for these companies to use marketing techniques such as guerrilla marketing because of the never-ending availability of hold up from celebrity followers who are eager on improving their fame and exposure to the public much to the enthusiasm of consumers and followers alike. It is however unfortunate that talent cost continues to increase with the followers raking up more profits to the compassion of the companies concerned. The companies uncover to alter their products to something that provides a personality and a brand name that is demanded by the consumers (Dickenson, 1996).

The followers in a manner support these firms and association to re-position and re-brand their products through the anticipated response of consumers (Louie et al, 2001). Celebrities to increase exposure to the market for the product to appear in ads is common nowadays, new technologies, innovative technologies to meet the needs of up to date Advertising repeated exposure to media, consumers in a difficult position Consumption of product. But the trend continued the trend of market products followers by celebrities (Atkin & Block, 1983).

This new marketing pattern at the end of the Second World War began to take profile, which should be emphasized. Factories may wait for consumers to do everything the market no longer had an insatiable demand. More productive capacity in many industries due to cutbacks took place. This business factories can produce consumer goods necessary for the development and expansion of markets for the sale and aggressively promote that became clear. This business was to first determine what it means, how much, what price and under what conditions the final consumer purchase. Then meet these conditions to organize production and marketing facilities had to meet these conditions (Ay et al., 2010).

The Word-of-Mouth method used in guerrilla advertising makes use of actions that permits people to start talking about the firm's good presented in the market. It involves the multiplying effect, when a person shares his or her experience after test a product, he tells to five to ten (family members and friends) persons about the product that further pass the information to other people and this goes on and on. (Wu & Wang, 2011). A third form of competition is that of a giant retailer either manufacturing or purchasing of private brand goods competing with nationally advertised brand: for example, a chain departmental store selling a sewing machine under a private brand in completion with a nationally advertised machine. Both may and often are made by the same manufacturer (Kotler, 2008).

Much spending depends upon consumer discretionary buying power. At this point, it is enough to note that competition is a many-headed, complex marketing phenomenon (Dye, 2001). If participants to a product testing are provided with questions to the trustworthiness of a celebrity endorser, some are kept blind of hideous matters surrounding the product itself, as for instance, without telling the participants that the celebrity endorser never uses the product regularly. This situation could be potentially damaging to the sponsoring company if the information is leaked out unexpectedly to the press (Silvera & Austad, 2004). Modern business has been characterized by shrinking profit percentages, by increasing size of production and distribution units, and by the need for new products and innovations. One way to meet these demands has been for business to diversify. This diversification is the third force affecting modern marketing (Douglas et al., 2010).

When discussions about the brand and their expressions of interest and satisfaction spread on the social media, it is like good news to everyone and the information keeps on repeating endlessly until a substantial number of customers is established by the company (Ferguson, 2008). As to the use of social media in conducting guerrilla marketing, Facebook, Twitter and MySpace have started a phenomenon known as buzz marketing. A buzz is created when companies uses a celebrity in promoting its product, creates an event or promote online marketing among social media. As people "likes" the product and promote it to family circles and friends, 13 the "posting" and "liking" becomes a buzz for everyone to talk or think about, spreading it like a wild fire (Henry, 2003). This type of guerrilla marketing utilizes trust and friendship to create a buzz among social media users and with the increasing number of social media users; its effectiveness is proven and unquestionable.

Buying behavior has six stages and of these stages, the first four are the agent-mediated where guerrilla marketers can take advantage of in convincing consumers to buy their products, as follows: (1) Need Identification; (2) Product Brokering; (3) Merchant Brokering; and (4) Negotiation. Companies such as Coca-cola analyze buying behavior in order to predict consumers' responses to marketing strategies, to design marketing mix ideal for the product concerned, and to measure the success of the company in pursuing a marketing strategy (Ross & Harradine, 2010).

Marketing is undoubtedly expensive – but it provides real services to society. For without marketing, manufacturers would produce more good that would go unsold, and the cost of those goods that were sold would be higher. Marketing brings about a balance to the exchanges carried on within the economic system (Gummesson & Polese, 2009). Once objectives have been established, strategies to achieve them can be developed. Advertising has two strategic components, creative and media. Planning the creative message involves to interrelated decisions: the creative strategy, often called the copy strategy, which focuses on what an advertisement is to communicate; and the creative tactics, a determination of how the message is to be communicated. Tactics are the actual advertising executions. The 38 creative strategies identify the idea that will best communicate the product-related message to the audience in a memorable way (Raboy & Dagenais, 1995). The guerrilla marketing thoroughly explores every possibility and beyond, in order to implement the best possible business combination – the winning combination. Personal sale, personal letters, telemarketing, circulars and brochures, ads on bulletin boards, section ads, external advertising, billboards, yellow pages, newspapers and magazines, radio and television, mail offers, promotional peculiarities like emblazoned pens, free samples, seminars and promotions, sponsor relationship, exhibitions and fairs, t-shirts with a company logo,

public relations, and word-of-mouth advertising (Praxmarer & Gierl, 2009). Through the selection of marketing strike, the guerrilla follows in footsteps of the weapons that hit the target, and not the ones that miss it. This way, it abandons failed or insufficient good methods and stresses ones, by means of which it can boost the efficiency of marketing budget many times over. The guerrilla often thinks back as to come to the needs and wants that invoke incentive. The guerrilla contemplates the trends, for the client dedicated businesses will be increasingly developed (Alexander & Colgate, 2000).

Free time, elderly persons, health and healthy life, recreation, women, time savings in industry, cheaper materials, pet care, vegetarian nutriment, help for those depressed, environmental protection, pregnancy prevention, bold people are just some of the opportunities. Besides a better idea, one has to have a better argumentation and focused strategy (Goodwin, 1987). The foundation of successful guerrilla marketing is also control, correction and problem overcoming. The guerrilla marketing is not: notoriously expensive, easy, common, empty, schoolbook defined, recognized by the competition, inefficient, unserious, and easily copied but 40 it is good to be so (Rotfeld, 2002).

The plan should not be too elaborate, but also not too simple. The more it is compressed, the easier it will be to follow as a manual in doing business. Levinson also provides ten most important secrets of marketing, which are of great importance for the guerrilla, and these are: investment, consistency, faith, patience, choice, sequence, suitability, surprise (Scassa, 2011), and gauging. One of the best characteristics of guerrilla marketing is its applicability. It is not a “visual” marketing where everything depends on the logo, slogan or image of the product. Instead, the guerrilla marketing includes the search for fresh and original ways of luring new buyers, retaining the old ones, and influencing buyers to spread the word to others (Syrett & Lammiman, 2003).

If buyers develop loyalty to our way of doing business, they will more probably choose us before any other new and exciting competitor (Albers-Miller & Stafford, 1999). The knowledge intended to be imparted in this research pertains solely to digging deeper into the realm of guerrilla marketing. This is the ultimate philosophy of the research in its entirety. Research philosophy can be defined as the development of the research background, research knowledge and its nature (Saunders & Thornhill, 2007)

Research philosophy is also defined with the help of research paradigm. In the words of Cohen, Manion & Morrison (2000), research paradigm can be defined as the broad framework, which comprises perception, beliefs and understanding of several theories and practices that are used to conduct a research. It can also be described as a procedure involving a myriad of steps through which a relationship between the research objectives and questions is created (Cooper et al., 2006)

The various literatures used in this paper include those made by individuals and organizations that are experts in the field of guerrilla marketing or are attempting to search for specific answers to questions on guerrilla marketing and its influence on consumer buying behavior and its associated phenomena, if any. The tables and figures serve to illustrate what has been discussed about the subject matter, and they come from academic researchers who have properly analyzed the topic (Edris & Meidan, 1990). It is generally based on the neoclassical theory of needs and wants and how a consumer is influenced psychologically when confronted with the techniques. The wants of the final consumer or household and the utility to him or it of final consumption goods is the starting point for the analysis of guerrilla marketing (Grönroos, 1997).

## 2. Material and Methods

**2.1 Data:** Questionnaires are utilized and administered in the process of collecting data on the primary level. We floated a total of 230 questionnaires out of which we got appropriate answers of 200 questionnaires that consumer-buying behavior is greatly affected by guerrilla advertisement. We floated questionnaires in Bahria University as well as in different malls as we all our consumers. Therefore, the data we gathered was purely based on primary techniques of research.

**2.2 Variables:** As we are doing a causal research, we have two variables Dependent and Independent variable. We alienated these variables further into their sub variables according to the questions present in our questionnaire. These are:

“Guerrilla advertising” is our independent variable as we are interested in observing its effect on consumer buying behavior. Sub variables of guerrilla advertising are:

- Marketing activities
- Promotional activities
- Man vs. information
- Annoyance
- Low budget ads
- Ads

“Consumer buying behavior” is our dependent variable as Guerrilla advertising affects it. Sub variables of consumer buying behavior are:

- Convincing power
- Bill boards
- Buying behavior

**2.3 Sample and sample technique:** Convenient sampling is done for conducting the research through surveys in which a sample of 200 is used. Questions will take the form of a Likert Scale of 1-5 in 1 shows high level of disagreement and 5 shows high level of agreement. Respondents were required to answer intelligently and expeditiously as possible.

**2.4 Response Rate:** Response rate is the number of participants who completed a questionnaire divided by the total number of participants who were asked to participate. A respondent who fails to provide sufficient information is treated as a nonresponsive.

We use basic formula for computing response rate in which 200 responses were adequate out of 230 questionnaires. Computation for response rate is as follows:

$$\text{Response Rate} = \text{Number of responding units} / \text{Number of questionnaire floated} \times 100$$

$$\text{Response Rate} = 200/230 \times 100 = 86.95\%$$

In this report response rate of 86.95% was reported through calculation, which shows a satisfactory response from the respondents.

**2.5 Model:** This is a causal research therefore we will use the simple regression model to check whether guerrilla advertising have momentous impact on consumer perception or not. Following equation is formed which shows the effectiveness of guerrilla advertising on consumer's buying behavior:

$$Y = \alpha + \beta (X)$$

$$\text{Consumers buying behavior} = \alpha + \beta (\text{Guerrilla advertising})$$

### 3. Results and Discussion

#### 3.1 Reliability

**Table 1: Reliability Analysis**

	Cronbach's Alpha	N of items
Guerrilla Advertising	.709	6
Consumer Behavior	.680	3

The alpha coefficient for the six items is .709 of independent variable that is guerrilla advertisement, suggesting that the items have relatively significant reliability. Note that a reliability coefficient of .70 or higher is "acceptable". The alpha coefficient for the three items is .680 of dependent variable that is consumer buying behavior, suggesting that the items have relatively significant reliability.

#### 3.2 Descriptive Analysis

**Table 2: Descriptive Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Guerrilla Advertising	200	3.6425	.74149	.05243
Consumer Buying Behavior	200	3.7833	.84918	.06005

200 are the number of valid observations for the variables. 3.6425 are the arithmetic mean of guerrilla advertising and 3.7833 is the arithmetic mean of consumer buying behavior. It is the most widely used measure of central tendency. It is commonly called the average. Standard deviation is the square root of the variance. It measures the spread of a set of observations. The standard deviation of guerrilla advertising shows .7414 and for consumer's buying behavior it is .84918.

#### 3.3 Inferential Analysis

**Table 3: Correlation**

		Guerrilla Advertising	Consumer Buying Behavior
Guerrilla Advertising	Pearson Correlation	1	.468**
	Sig. (2-tailed)		.000
	N	200	200
Consumer Buying Behavior	Pearson Correlation	.468**	1
	Sig. (2-tailed)	.000	
	N	200	200

The Pearson's  $r$  for the correlation between Guerrilla advertising and Consumer buying behavior is 0.468. This means that there is a correlation between the above two variables. Since  $p$ -value is less than 0.01, which is 0.000, therefore the correlation between two variables is significant.

**Table 4: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.468 <sup>a</sup>	.219	.215	.75221

Above simple regression goodness of fit shows the value of our  $R^2$  as 0.219, which means that 21.9% of the total variance in consumer buying behavior has been explained by the model.

**Table 5: ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.466	1	31.466	55.611	.000
	Residual	112.034	198	.566		
	Total	143.500	199			

We can see the significance level that is 0.00, which is below 0.01; therefore there is a significant effect of guerrilla advertising on consumers buying behavior. As you can see, there is much difference between the two Mean Squares that is 31.466 and .566, resulting in a significant difference with the value of  $F = 55.611$ .

**Table 6: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.830	.267		6.846	.000
	Guerrilla Advertising	.536	.072	.468	7.457	.000

The relationship between guerrilla advertising and consumer buying behavior is 0.536. A value of .468 indicates significance at the 1% level with a  $t$ -value of 7.457.

### 3.4 Hypothesis Assessment Summary

**Table 7: Hypothesis Summary**

HYPOTHESIS	T-VALUE	P-VALUE	RESULTS
Guerrilla Advertising is not effectual to Consumer's perception.	7.457	.000	Reject Ho

### 3.5 Discussion

The hypothesis that can stand with the literature of the research can be the following: Guerrilla advertising has significant effect on consumer buying behavior. The guerrilla follows in path of the weapons that hit the target, and not the ones that miss it. Like Coca-Cola used a variety of ways in pursuing guerrilla-marketing techniques just to impress upon the consumers.

Marketing is undoubtedly expensive but it provides real services to society. For without marketing, manufacturers would produce more good that would go unsold, and the cost of those goods that were sold would be higher. Marketing brings about a balance to the exchanges carried on within the economic system. Our results show a significant impact on Guerrilla Advertising on Consumer Buying Behavior.

### 4. Conclusion

On the basis of our research we are come up to conclude that guerilla advertising has significant impact on consumer buying behavior. This research uses the regression model statistical instrument in analyzing the results of the questionnaire or survey. We have taken consumer-buying behavior as a dependent co-efficient and guerrilla marketing as the independent co-efficient. The Pearson's  $r$  for the correlation between Guerrilla advertising and Consumer buying behavior is 0.468. This means that there is a correlation between the above two variables.  $P$ -value is less than 0.01, which is 0.000; therefore the correlation between two variables is significant with a  $t$ -value of 7.457. Companies make use of modern technology, innovative advertising and cultural assimilation in implementing a guerrilla marketing technique. Guerrilla marketing is all that and much more. It is the unconventional approach to marketing in the way that maximal goals are reached with minimal means. Therefore, it is an unconventional way of reaching conventional goals! Through it, one aspires to accomplish greater marketing effect with fewer resources. The guerrilla marketing thoroughly explores every possibility and beyond, in order to implement the best possible winning business combination. Through the

selection of marketing strike, the guerrilla follows in path of the weapons that hit the target, and not the ones that miss it. The guerrilla often thinks back as to come to the needs and wants that invoke incentive. It contemplates the trends, for the client dedicated businesses will be increasingly developed. The foundation of successful guerrilla marketing is also control, correction and problem overcoming. Guerrilla marketing is suitable for all companies and it should be based upon human psychology instead on experience, judgment and assumption. Guerrilla marketers should always make use of combination of marketing methods for a campaign with a use of modern technology as an instrument for improvement of company marketing. One of the best characteristics of guerrilla marketing is its applicability. It is not a “visual” marketing where everything depends on the logo, slogan or image of the product. Instead, the guerrilla marketing includes the search for fresh and original ways of luring new buyers, retaining the old ones, and influencing buyers to spread the word to others.

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