

THE IMPACT OF GUERRILLA MARKETING ON CONSUMERS BUYING BEHAVIOR

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ABSTRACT

“Non-Conventional ways of Doing Marketing”: **Jay Conrad Levinson**

“It’s about using all your communication resources to create word-of-mouth”: **Wagnermartins**

Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. The word guerrilla marketing is taken from the word “Guerrilla warfare” which means that small tactic techniques used by the armed civilians.

It is a marketing strategy where marketers use creative, imaginative, and unconventional marketing tactics to get maximum reach and results without involving heavy costs and resources. It is a low-cost strategy for firms that do not have sufficient marketing budgets. Its success will depend on its social acceptance.

It differs from traditional advertising which is creative and allows for maximum turnover while spending the least amount of money since it can benefit from innovative strategies and promotional tactics.

It employs techniques that keep costs low, and it is best applied for companies that have a say about their products. This approach to marketing involves procedures, but these are not like TV commercials or advertisements rather, this form of advertising appears in unexpected locations. It offers businesses with a wide range of opportunities to boost sales through the use of unusual strategies.

The purpose of this study is to check the impact of guerilla marketing on consumer buying behavior.

KEYWORDS: *Guerrilla Marketing, Low-Cost Strategy, Impact, Buying Behavior*

INTRODUCTION

The idea of Guerrilla marketing was coined by **Jay Conrad Levinson in 1984**

It is a type of advertisement strategy used to promote products or services on the streets or other public places with less money. This will attract the attention of the public. This type of advertising strategy is carried out in public places such as shopping centers, parks or beaches to attract a big audience.

Traditional advertising media are channels such as print, radio, television and direct mail but since we are moving away from these channels, the marketers and advertisers have to find new strategies to make their commercial messages popular.

Guerrilla marketing is a substitute strategy and is about taking the consumer bolt from/out of the blue to make a big impression about the brand, this, in turn creates buzz about the brand or product being marketed. This is a type of advertising that increases engagement.

OBJECTIVES OF THE STUDY

- To investigate the effectiveness of Guerrilla marketing, that is considered as an innovative tool in Advertising Management.
- To know whether the strategies implemented by the businesses as a part of Guerrilla marketing, enriches the innovative and creative aspects of the brand.
- To examine the functioning of social media in guerrilla marketing.
- To revise the advantages of guerrilla marketing.

Principles of Guerrilla Marketing

- Guerrilla marketing is measured in terms of profits, not sales,
- It focuses on customers and increase their number, not on new customers,
- Send messages to small groups instead of mass audiences
- It focuses on giving more information to existing customers,
- Commit to advertising campaign, instead of creating a new message each time.



Figure 1: Examples of Guerrilla Marketing: Stealth Marketing, Stencil Graffiti Artworks, Flash Mob, Stickers, Creative Billboard.

LITERATURE REVIEW

Guerrilla marketing was originally a marketing strategy in which low-cost, unconventional means (including the use of graffiti, sticker bombing, flyer posting, etc.) were used in a (generally) localized fashion to draw attention to an idea, product, or service. Some large companies use unconventional advertisement techniques, proclaiming to be guerrilla marketing but those companies will have a larger budget and the brand is already visible.

Stealth Marketing is one of the guerilla marketing techniques where the market leaders use celebrities in their ads which are also known as celebrity marketing. (Bwisa, 2013) carried out his research on one of the guerrilla marketing method known as "Word of Mouth" where the research is done in a part of Kenya. As a result of the research, word of mouth always has a high impact among the customers in grabbing and retaining them. This marketing method helps to build a strong relationship among the customers. Internet marketing is also considered to be one of the most powerful methods of marketing which helps a company to reach the maximum number of customers.

Levison (1994) saw guerilla advertising as portrayal by easing powerful correspondence, co-agent endeavors organizing, utilizing of assets utilizing vitality and creative ability. Levison (1994) persistently takes note of the fundamental qualities of guerilla advertising, as boosting, inventive, utilizing the utilization of accessible assets and a profoundly focused on a blend of creative and viable correspondence systems, organizing, utilizing vitality and creative energy and minimal effort. The business visionary should never misfortune concentrate regardless of whether there is development of business. Realizing that individuals need relationships, guerilla promoting, does everything to set up and nature a security amongst themselves and every individual client since clients are specialists of free showcasing. They realize that long haul connections are the way to data scattering.

Drucker (1986) proposes innovativeness and advancement in the item or administration improvement are the signs of fruitful enterprise, not cautious examination into client needs. In this manner, business visionaries take part in imaginative and fitting advertising systems, which guarantee their survival and development. The primary target of promotion is to request instead of reacting to request. It ought to be discovered on man brain research instead of understanding. As indicated by Morris (2001), different spectators have proposed that business enterprise is the foremost specialist to change. Entrepreneurial advertising sees an on-going enterprise as a change specialist of showcasing discipline. This is the sort of showcasing that empowers business visionaries to find, make, spur, fulfill and meet the requests and demands of clients

Chen Jie (2011) has distributed a research paper on the title, 'Investigate Guerrilla Marketing Potentials for Trade Show'. The examination presented guerrilla-showcasing techniques by investigating the hypothesis and recognizing fruitful cases. Towards the end, particular guerrilla advertising rules were worked for tradeshow advertisers.

Ahmad Nawaz (2014) in his study detailed that guerillamarketing has a prominent influence on the purchase decision of the consumers and is apt for any type of company. Guerilla Marketing happens to be a type of marketing technique that resorts to unconventional promotional efforts that turn a product into the brand to be remembered. Another popular variant of guerilla marketing stealth marketing that includes several various other techniques like celebrity marketing.

Prasanna D Raju (2013) stated that advertising plays an important role in influencing consumer purchase behavior. Advertising and marketing modulates the consumer purchase decision by giving them useful data regarding the product through different mediums. Advertising endows the consumers with maximum satisfaction on their purchase decision as they have complete knowledge regarding the product that they have purchased. As without advertisements, the consumers end up having only partial knowledge about the products and hence end up getting dissatisfied with their purchase.

Pros of Guerrilla Marketing

- Guerrilla marketing is cheap to execute
- It allows creative thinking
- Grows with word-of-mouth
- It is cheaper than other traditional marketing techniques
- Thoughts is more important than budget in guerrilla marketing
- The most powerful tool of guerrilla marketing is Word of Mouth
- Flexible – relatively easy to respond to change
- Low Cost – one of the founding principles – ideal for firms that do not have massive marketing budgets.
- Simple – many of the methods are simple and easy to use
- Implement – ideal for the smaller business

Cons of Guerrilla Marketing

- Authority intervention
- Potential backlash
- without the permission, street graffiti make a difficult with the authorities
- Bad weather and wrong timing make the guerrilla marketing campaign weak.

Types of Guerrilla marketing

- **Ambient marketing:** Ambient marketing allows a business to create brand recognition without necessarily pushing their products.
- **Presence marketing:** Presence marketing is about making the business name recognizable and familiar by making their visibility on daily basis.
- **Grassroots marketing:** - Grassroots marketing is about winning customers one-by-one rather than on a very large scale. A successful grassroots campaign is all about building relationships and emphasizing the personal connection.

- **Alternative marketing:** - Alternative marketing may be best defined as publicity that looks to be completely separate from the company.

Strategies of Guerilla Marketing

- Selling the goods at limited cost
- Giving better quality items
- Innovative goods
- Good service strategy
- Creative and innovative distribution channels
- Low-cost manufacturing strategy

Guerrilla Advertising Methods

- SMS marketing
- Blogs
- Pop-up ads
- Word of mouth
- Sticker
- Free consultation
- Demonstration

Pitfalls of Guerrilla Marketing

- There is a strategic risk associated with the implementation of Guerrilla advertisement as there is jeopardy of legal action associated with the same.
- This concept like all other advertising campaigns as it is difficult to measure problems in the Advertising.
- Lot of determination and hard work is required in guerilla marketing as compared to traditional marketing.
- This system requires tolerance to obtain a successful outcome as time is the main investment.

CONCLUSIONS

The mission of marketing today is not to disrupt and convince but to connect, satisfy and motivate the customers. The main purpose of this research paper was to examine the impacts of guerrilla marketing on consumers' buying behavior. The study indicates that consumer buying behavior can be improved with the rich customer loyalty and innovative

Guerrilla advertising has huge opportunities ahead. The companies using this technique are minimal in Bangalore. Planning on the promotional activities which are innovative, attractive and influencing is essential in this competitive world. This will in-turn impact the purchasing behavior of the consumers. The study mainly focused on the impact of

guerilla advertising on consumers buying behavior. From the above results and discussions, we can conclude that buying behavior depends on the advertising but not the other factors. And also proves from the sample study that Guerilla advertising has no significant impact on the purchasing behavior of consumers.

This study concludes that there is an association between guerilla marketing and consumer behavior. Consumers recognized that guerilla marketing is an effective tool for promotional activities and it also influences the consumer buying behavior towards a product or service. The word of mouth (viral marketing) is considered as a highly effectual method of guerilla marketing. The study has also concentrated on consumer reliability. The majority of consumers responded with regards to consumer reliability towards a product or service that cannot be retained just because of guerilla marketing. It also depends on the consumer trustworthiness towards the product or services. And moreover, the marketers need to adopt innovativeness frequently in guerilla marketing to impress their consumers incessantly, instead of sticking with the same advertisement for a prolonged time and for a different product line of the same business.

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