

# Guerrilla Marketing



S.Lakshmi, Gee Varghese

**Abstract:** *In Today's World It's Become Very Difficult For The Companies To Differentiate Their Marketing From The Existing Practice. One Method For Doing This Is To Promote The Guerrilla Marketing. It Is An Imaginative, Outrageous And Eye Catching One Than Conventional Type Of Advertising.*

*The Purpose Of This Article Is To Focus On How The Use Of Guerilla Marketing Affects Consumer Behaviour In Terms Of Emotion, Excitement, Anticipation, Temptation And Aggressive And Purchase Decision. Guerilla Marketing Is More Innovative And Credible Than Traditional Marketing. It Has Great Impact On Brand Image, Brand Association And Purchase Decision. Company Use This Guerilla Marketing As A Surprise Strategy To Promote A Product Or Service.*

*Traditional Media Like Print, Television, Posters And Notice Lose Popularity Among The Consumers, Company Try To Adopt New Technology By Following Various Channels Like Face Book, Instagram, Twitter And Youtube To Make A Good Impression About The Product Or Brand. To Be Successful, Companies Don't Need To Spend Huge Money, They Just Think In A Different Way To Create A Memorable Experience.*

**Key Words:** *Marketing, Technology, Promotion, Consumer Behaviour And Perception.*

## I. INTRODUCTION

Now a days, many companies follow Guerrilla Marketing strategy, to promote their product and services in the market.

It is a type of publicity. Company tries to establish a direct contact with the customers through guerrilla marketing. Consumer can easily recognize and recall an event or piece of information.

Guerrilla marketing find the way to deliver the information to the consumer, the advertisement should be designed in such a way to create unforgettable memories. Consumers share or pass the message to one another through word of mouth. Creativity, Innovativeness, time, energy and imagination is very essential for guerrilla marketing rather than spending too much of money. It is advisable one to the small scale business to capture the market. Through Innovation business can easily raise the market share. Many big companies like Sony Ericsson, coco-cola, Nokia to show their difference from competitors and to make use of social campaign.

Information or messages should be clear, concrete and specific and not vague. Unclear information or messages is form as a barrier of communication. This paper seeks to find the significant effect of the guerrilla marketing on the consumer perception.

## II. STATEMENT OF THE PROBLEM

Sales is not the primary objective to measure the business success but profitability is used as a barometer to measure the efficiency of the business enterprise. In guerrilla marketing, company tries to make a large promotion for a small amount of money. It emphasis on retain existing customers instead of focus on acquiring new one. At a certain point, people may get irritated and it create a negative image about the particular brand or company in the minds of the customer. It is risky to apply guerrilla marketing and especially there are more ethical issues involved. Customers will wait for the guerrilla marketing opportunity and it will mislead the marketing

## III. OBJECTIVES OF THE STUDY

- To study about the Guerrilla marketing among the customers
- To identify the creation of Buzz around the product
- To analyse the ethical issues involved in guerrilla marketing.
- To evaluate the impact of guerilla marketing on consumer perception.

## IV. RESEARCH METHODOLOGY

Structured questionnaire is used for gathering data from the respondents for the study. Deductive methodology is used to collect the data. The secondary data is collected from the records, text books and journals. In the present study as the population size is infinite and decided to select 492 as sample size. The research is descriptive research. The objective is that to get the accurate response from the respondents. The statistical tools like Multiple Regression and correlation has been used to analyse the relation between independent variable ( Emotion, Energy, Excitement, Anticipation, Temptation and Aggressive strategy ) and dependent variable ( Guerilla Marketing )

## V. DATA ANALYSIS

This section depicts the regression analysis for the impact of independent variables (Emotion, Energy, Excitement, Anticipation, Temptation and Aggressive) on Guerrilla Marketing. Multiple regression analysis is performed to identify the impact of independent variables on Guerrilla Marketing.

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**Null Hypothesis H<sub>0</sub>15:** There is no significant impact of independent variables on Guerrilla Marketing.

**A. Multiple Regression:**

**Table I: Regression analysis for Guerrilla Marketing**

Independent Variables	R <sup>2</sup>	Beta	F-statistics	t- value
(constant)		0.198		2.477*
Emotion	0.844	0.296	57.172**	15.316**
Energy		0.041		1.483
Excitement	<b>Adjusted R<sup>2</sup></b>	0.034		1.175
Anticipation		0.191		5.496**
Temptation	0.842	0.119		4.934**
Aggressive		0.341		14.441**

\* Significant at 5% level \*\* Significant at 1% level

**INFERENCE:**

From Table No. 1 It is noted that the conducted regression F value **57.172** is significant at 1% level. The null hypothesis H<sub>0</sub> is getting rejected. The coefficient of determination R<sup>2</sup> (0.844) explores 84.4% percentage of variability. Emotion, Anticipation, Temptation and Aggressive are significant predictors and have positive impact on guerrilla marketing. Further the Beta values in the Table shows that one unit increase in Emotion, Anticipation, Temptation and Aggressive improves Guerrilla Marketing by 0.296, 0.191, 0.119 and 0.341 units respectively. Aggressive strategy is the important factor for developing Guerrilla marketing but Energy and Excitement are not significantly contributing to the regression model. The regression equation of the above model is as follows:

$$\text{Guerrilla Marketing} = 0.198 + 0.296 (\text{Emotion}) + 0.191 (\text{Anticipation}) + 0.119 (\text{Temptation}) + 0.341 (\text{Aggressive})$$

**B. Correlation:**

**Correlation between Excitements strategy, Temptation strategy with Anticipation strategy**

It is known fact that the Excitement strategy and Temptation strategy have good positive relationship with Anticipation strategy. Karl Pearson’s coefficient of correlation is adopted to identify the relationships between these three independent variables. Table No.2 depicts the relationships between Excitement strategy and Temptation strategy with Anticipation strategy

**Null Hypothesis H<sub>0</sub>:** There is no significant relationship exists between Anticipation strategy and (a) Excitement strategy (b) Temptation strategy

**Correlation between Excitements, Temptation with Anticipation**

**Table No.II**

		Anticipation strategy
Excitement strategy	r-value	0.634**
	p-value	0.000
Temptation strategy	r-value	0.788**
	p-value	0.000

\*\*Significant at 1% level

It is noted from the above table that a positive relationship exists between Excitement strategy (r = 0.634), Temptation strategy (r= 0.788) with Anticipation strategy. It is also noted that it is a significant relationship, the null hypothesis H<sub>0</sub> is rejected. Hence Excitement and Temptation strategy significantly enhances good anticipation strategy of guerrilla marketing.

**C. Marketing Communication Channel Of Guerrilla Marketing**

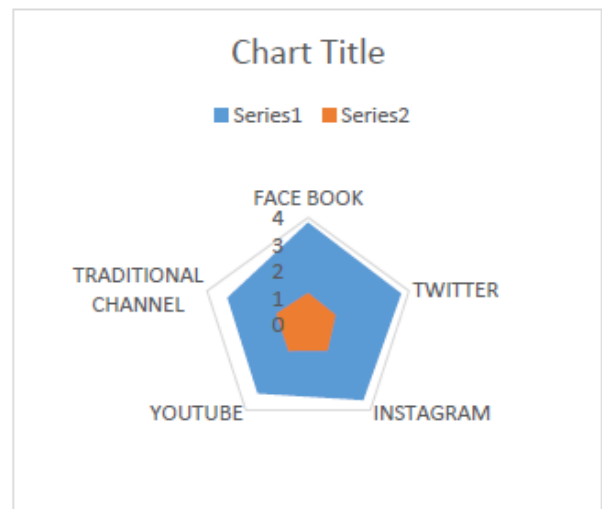
Respondents’ opinion about the communication channel of Guerrilla Marketing is inferred through (i) Facebook (ii) twitter (iii) Instagram (iv) YouTube and (v) Traditional channel. The perception of the respondents are recorded through the descriptive statistics (Mean and Standard deviation) and the same is presented in the

**Table No.III -Marketing communication channel of Guerrilla Marketing**

Statements	Mean	SD
Facebook	3.81	1.159
Twitter	3.69	1.086
Instagram	3.54	1.243
You tube	3.23	1.251
Traditional marketing	3.19	1.248

Source: Primary data

Respondents have expressed their communication channel towards guerrilla marketing. The mean response of the customers towards Facebook is 3.81, Twitter is 3.69, Instagram is 3.54, you tube is 3.23 and Traditional marketing is 3.19. Facebook is considered as the important communication channel of this marketing. Twitter, Instagram and you tube are other important communication channel of guerrilla marketing.



**Figure No.1 Radar diagram for communication channel of guerrilla marketing.**

**VI. FINDINGS**

- Emotion, anticipation, Temptation and aggressiveness significantly impacting Guerrilla marketing. Aggressiveness followed by energy and Excitement predicts the guerrilla marketing more.
- Positive relationship exists between anticipation, excitement strategy of guerrilla marketing (r= 0.634).
- Positive relationship exist between excitement strategy and anticipation strategy of guerrilla marketing (r=0.634). Therefore Excitement strategy significantly brings good anticipation strategy of guerrilla marketing.
- Significant relationship exists between Temptation strategy and anticipation strategy of guerrilla marketing (r=0.788). Temptation strategy significantly enhances good anticipation strategy of guerrilla marketing.
- Mean response of the customer towards Facebook, twitter, Instagram, YouTube and Traditional marketing are 3.81, 3.69, 3.54, 3.23 and 3.19 respectively.

**VII. CONCLUSION**

The article deals with the concept of guerrilla marketing defined as the differential effects of emotion, energy, excitement, anticipation, temptation and aggressiveness and other related concepts on consumer response. Guerrilla marketing is still as valuable marketing but now-a-days the brands are often over saturated due to new and innovative brands. Guerrilla marketing is used as a tool to build a good relations with customers may be the best marketing more of the future.

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**Journal Publication**

Journal	Title	Date
INTERNATIONAL RESEARCH JOURNAL OF COMMERCE TIMES	Effective Brand Building	Aug 2014 ISSN: 2320-9461

PRESTIGE INTERNATIONAL JOURNAL OF MANAGEMENT AND INFORMATION TECHNOLOGY	Brand Crisis and Brand Reputation	Jul – Dec 2014 ICV Impact Factor-4.94 points (Index Copernicus value) ISRA-Journal Impact Factor- 0.692 Scientific Journal Impact Factor- 2.601 Listings Pro Quest Directory of Research Journal Indexing (DRJI) Scientific Indexing Services International Impact Factor Service Global Impact Factor
INTERANTIONAL JOURNAL OF ECONOMIC RESEARCH	Consumer Brand Perception	June – Dec 2016 ISSN: 0972-9380 SCOPUS INDEXED
FAME 2016 – IOP CONFERENCE SERIES	Building Brand Power	JUNE DOI:10.1088/1757-899X/197/1/0120712017 SCOPUS INDEXED
ASTRA SALVENSIS, REVIEW OF HISTORY AND CULTURE	Brand pyramid	1/2017, Vol.No.10, ISSN 2457-9807, PP- 133-137, SCOPUS INDEXED

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