

## **A Study on the Significance of Guerilla Marketing on Consumer Buying Behaviour**

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## **Abstract**

*With the opening of Indian economy for the rest of the world in 1991 under the Liberalisation, Privatisation and Globalisation (LPG) scheme, there is emergence of new and advanced technology and also incoming of foreign companies in the Indian market. This has led to an increase in competition in the market. In order to face the competition and survive in the competitive environment there is a growing need to focus on marketing of the product. Guerilla Marketing is one of the techniques of marketing which is in trends because it creates an element of surprise for customers and thereby able to attract their attention. The purpose of study is to find out the significance of Guerilla Marketing on Consumer Buying Behaviour. For the purpose of research, a quantitative study is done by collecting primary data through the method of questionnaire. A non-probability sampling method is selected to gather responses of the sample size of 80 respondents.*

*To analyze the impact of Guerilla Marketing on Consumer Buying Behaviour Correlation and Percentage method has been used. R studio and Microsoft Excel have been used to apply the statistical tools. Guerilla Marketing is the dependent variable and Consumer Awareness, Consumer Perception, Consumer loyalty are the independent variable. It was found that 76% of the respondents were aware of Guerilla Marketing as a promotional technique. Also, Consumer Buying Behaviour has a very high and positive correlation with Consumer Perception, Guerrilla Marketing Motivation, Frequency of Purchases, Promotional Techniques, Ambient Marketing, Social Media Marketing and Customer Loyalty*

**Keywords:** Guerilla Marketing, Consumer Buying Behaviour, Ambient Marketing, Ambush Marketing

## **Introduction:**

The concept of Guerilla Marketing was first coined by Jay Conrad Levinson in his 1984 book Guerrilla Marketing. Guerilla Marketing is a result of shift from traditional

marketing to electronic marketing where the purpose of marketing is to create buzz about the product and brand so as to increase the likeliness of purchase of product.

Guerilla Marketing is an unconventional low cost method of attracting customers with gifts and surprises. It is one of the methods of promoting sales of the company.

The various ways of practicing guerrilla marketing as follows:

1. Ambient Guerilla Marketing: Ambient marketing is about placing brand or ads of the product unconventional or unusual places.
2. Ambush Guerilla Marketing: Ambush marketing is the technique where the marketer takes advantage of audience being present at the event to promote their products.
3. Experiential Guerilla Marketing: It aims at providing an experience to the customer by providing an opportunity to interact with the product and give an emotional response to the brand. BMW provided its customers with a flash projection of their logo and product to give them an experience of what a product would be.
4. Viral Guerilla Marketing: Viral Guerilla Marketing is a technique that uses social media as a platform for word of mouth marketing of the product.

Guerrilla marketing is evident in Indian scenario as many are using this as a technique for promoting their sales for example

1. Super dry is offering a 60% sale on their apparel for 1 hour at any point of time on any day.
2. Stanmax is also offering flat 50% sale to the customer at any point of time in a day.
3. Coca-Cola has set up a vending machine in the premises of a University where they provide a feel sensor and if any two student's hand matches by the sensors both of the students will get 2 free Coca-Cola cans from the vending machine.
4. To create an element of surprise McDonald's have used posters in graffiti on the entire road of the drive thru.
5. Color bar offers free replacement of any it's used lipsticks with a new one.

Consumer Buying Behaviour is a study of how individual customers or a group of organisations are purchasing goods or services. The study of Consumer Buying Behaviour will help the marketer to understand what all possible factors will affect the consumer's decision of purchasing a particular product. The understanding of these factors will help the marketer to adopt the correct marketing technique to induce sales of company.

The marketing technique used for study is Guerilla marketing. The paper tries to find out the significance of Guerilla Marketing on Consumer Buying Behaviour. The paper focuses on identifying whether the unconventional and low cost method of marketing is able to grab customer attention and encourages them to purchase the product. Factors like Consumer Awareness, Consumer Perception, and Consumer loyalty are considered to measure the impact of Guerilla Marketing on Consumer Buying Behaviour

#### **Variables considered for the study:**

##### **Dependent Variable:**

**Guerrilla Marketing** is the unconventional low cost method of promoting the product or services where customer is taken by surprise.

##### **Independent Variables:**

**Consumer Awareness** means how well the customers or potential customers have knowledge about the product provided by the company.

**Consumer Perception** means how a customer analyses the product or what is the impression of customers regarding the product or services provided by the company.

**Consumer loyalty** means the tendency of the customer to select one brand or the extent to which customer associates itself with a particular brand or company.

## **Review of literature**

**Saira Iqbal and Samreen Lohdi** analysed the impact of guerrilla marketing on consumer buying behaviour through a case of Beverage industry in Karachi, Pakistan. The researchers have considered guerrilla marketing as independent variable and consumer buying behaviour as dependent variable. The sub variables of consumer buying behaviour considered for the study were loyalty, demand of buying the same product and frequency of buying the same product. The researchers collected the data of 204 respondents using questionnaire consisting of 15 questions on a 5-point likert scale and analysed the data using pie chart presentation and concluded that customer loyalty and innovative advertisement like guerrilla marketing techniques can influence the consumer buying behaviour.

**Vikas Behal and Sania Sareen** emphasised the term guerrilla marketing as low cost marketing strategy and analysed various advantages and ethical issues involved in guerrilla marketing. The researchers focussed various tools of guerrilla marketing like out of home weapons which includes ambient marketing, ambush marketing and guerrilla marketing along with New Media Weapon like viral marketing, guerrilla marketing and Low Budget Ideas like clever ideas for SMEs. The paper also discussed various merits of guerrilla marketing in terms of flexibility, its impact, low cost and simplicity.

**Gerd Nufer** in the research paper entitled “Guerrilla Marketing- Innovative of Parasitic Marketing” discussed the marketing mix for guerrilla marketing i.e. guerrilla product policy, guerrilla pricing policy, guerrilla communication policy and guerrilla distribution policy. The researcher also explained the various guerrilla marketing tools like infection guerrilla marketing which includes viral marketing and guerrilla mobile, Surprise guerrilla marketing which includes ambient marketing and sensation marketing and lastly ambush marketing.

**Ludmila Navrátilová<sup>a</sup> and František Milichovský<sup>a</sup>** studied the intensity of guerrilla marketing on the gender of customers in Czech Republic. The researchers collected data

of 199 respondents and analysed it using chi square test using IBM SPSS Statistics 20 and concluded that food marketing campaigns and beauty products marketing campaigns have dependency on gender.

**S. Gkarane et al.** analysed the use of guerrilla marketing by SMEs in Greece using a case of cosmetic company. They developed a conceptual model which can help SMEs to increase its exports. The model includes the traditional and digital marketing tools to increase sales in the foreign countries with minimum usage of resources. The researchers proposed a conceptual model to enhance the export performance of SMEs which includes traditional tools of marketing like advertising and exhibition along with digital tools of marketing like social media platforms and websites and adding to the above two, guerrilla marketing like ambush marketing, viral marketing and buzz marketing. The researchers collected qualitative data by organising in-depth interviews with managers of the cosmetic company and concluded that the proposed framework which includes traditional marketing tools, digital marketing tools and guerrilla marketing used collaboratively can help the firms to enhance its sales in the foreign market.

**Mohsin Shakeel and Muhammad Mazhar Khan** analysed the impact of Guerrilla Marketing on Consumer Perception through one of its technique called Celebrity Marketing. The researcher created a conceptual framework that celebrity marketing impacts guerrilla marketing and guerrilla marketing then impacts consumer perception. For the purpose of study the researcher has collected primary data using questionnaire method. Likert scaling technique has been used for preparing the questions. A sample of 60 respondents was selected randomly from the population of 300 undergraduate and postgraduate students. To analyse the impact simple regression model was adopted and found that there is a statistically significant impact of guerrilla marketing on consumers.

**Priti Jeevan** has conducted A Study on Awareness and Effectiveness of Guerrilla Marketing Technique - An Innovative Means of Advertising. The researcher in order to analyse the awareness and effectiveness of guerrilla marketing has adopted the primary

method of Data collection through questionnaire. A sample of 120 respondents was selected which comprises of IT, Marketing, Advertising professionals. The acquired data was then analysed using the percentage method. It was found that 60% of the people were aware of guerrilla marketing and thus guerrilla marketing is a good technique that reaches mass population in a more effective way compared to the traditional way of marketing.

**Stanley Mwangi Kamau and Professor Henry M. Bwisa** analysed The Effects of Guerrilla Marketing in Growth of Beauty Shops a Case Study of Matuu Town Machakos Country, Kenya. The researcher created a conceptual framework where buzz marketing, marketing practices and experiential are independent variables that are impacting the dependent variable i.e. business. For the purpose of study 27 businesses were considered. The researcher has conducted an exploratory research using questionnaire, interview guide and focus groups as methods of data collection. The researchers analysed the data through tables and charts which were created using SPSS software from the study it was found that there exists a relationship between guerrilla marketing and business growth. It was found that the shop owners use buzz marketing strategy to promote their business. The research also indicate that word of mouth bus marketing strategy was used by most businesses and internet was least used by businesses as a promotional tool.

**Naeem Akhtar, Hammad Ahmad, Muhammad Shahid, Waseem Abbas, Huma Raza and Adeel Ahmad** studied the Impact of Guerrilla Marketing on Consumer Buying Behaviour. The researcher created a research model where guerrilla marketing is the independent variable and consumer buying behaviour is the dependent variable. For the purpose of study an exploratory research is conducted using questionnaire method of data collection. A 5 point likert scaling technique was used for preparing the questions. A sample of 200 respondents was selected from the population size of 400 people. The data collected was then analysed using correlation and regression as statistical tools. SPSS software was used to analyse the data. It was found that guerrilla marketing has a significant impact on consumer buying behaviour. It was concluded that 89.4% of the variation in consumer behaviour is explained by guerrilla marketing.

**R. Kajapriya and Dr. M. Sivakumar** analysed the Execution of Guerrilla Marketing and its Efficacy on Consumer Behaviour with Reference to Madurai City. The researcher adopted both primary and secondary method of data collection. The primary data has been collected using interview schedule method. A sample of 100 respondents has been selected via non probability convenient sampling. A 5 point likert scaling technique is used to analyse the primary data. The researcher adopted percentage method and Pearson's correlation method to analyse the execution of guerrilla marketing on consumer behaviour. It was found that there is a relationship between consumer behaviour and guerrilla marketing. Also consumers recognised guerrilla marketing as an effective tool for promotional activities.

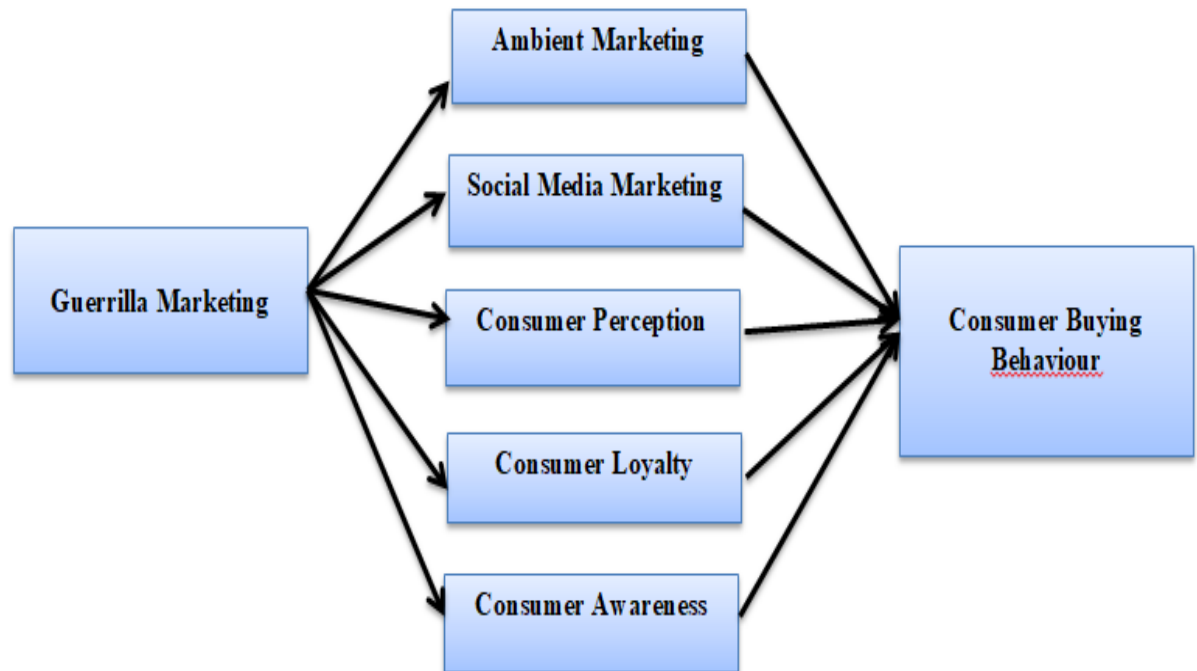
**Ali Mokhtari Mughari** studied the Analysis of Brand Awareness and Guerrilla Marketing in Iranian SME. The researcher developed a conceptual model where customer loyalty is affected by marketing budget, perceived quality of product of the brand, perceived proportion of product of the brand, substitution capability of the product. All these factors help in analysing the brand awareness. The data has been collected using primary method through post, e-mail, and questionnaire. The target population was small and medium enterprises particularly chemical industries, lighting industries, non-metallic industries food and agriculture industries and textile industries. A sample of 40 SME has been collected using stratified random sampling. The researcher applied correlation statistical tool. It was found that there is a significant relationship between guerrilla marketing and brand awareness.

### **Objectives of the Study**

- The purpose of research was to find the awareness level of Guerrilla Marketing as a method of promotional technique.
- To analyse significance of Guerrilla Marketing with respect to selected factors of consumer buying behaviour



## ProposedModel



## Research Methodology

To analyse the significance of Guerrilla Marketing with respect to selected factors of consumer buying behaviour, primary data has been collected using questionnaire which was distributed via google forms using non probability convenience sampling technique. The sample size for the purpose of study was 80. The data so collected was analysed using Percentage method in Ms-Excel and Multiple Correlation was calculated in R Studio.

## Hypothesis of the Research:

Ho: there is no significant association of guerilla marketing and consumer buyingBehaviour

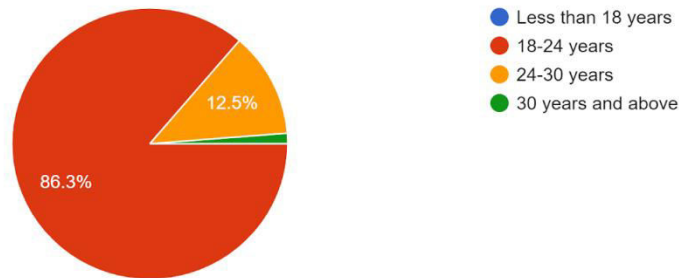
Ha: there is significant association of guerilla marketing and consumer buying Behaviour

## Data Analysis and Interpretation

AGE	FREQUENCY	PERCENTAGE
Less than 18 years	0	0
18-24 years	69	86.3
24-30 years	10	12.5
30 years and above	1	1.2
Total	80	100

The above table specifies that 86% of the respondents were of 18- 24 years of age group. Only 12% respondents were of age bracket 24-30 years.

Age  
80 responses

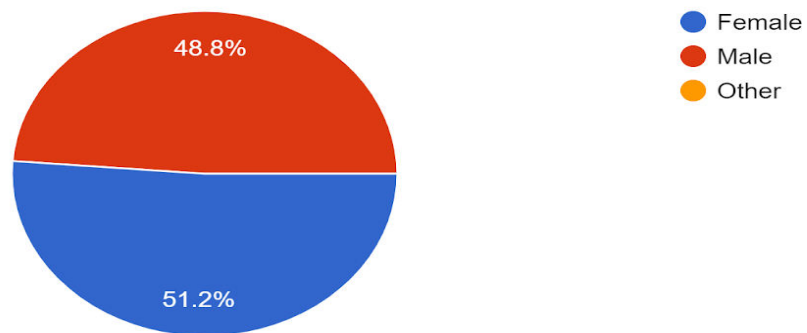


GENDER	FREQUENCY	PERCENTAGE
Male	39	49.8
Female	41	51.2
Total	80	100

49.8% of the respondents were males and 51.2% were females. This specifies that there was no gender bias in the sample survey.

Gender

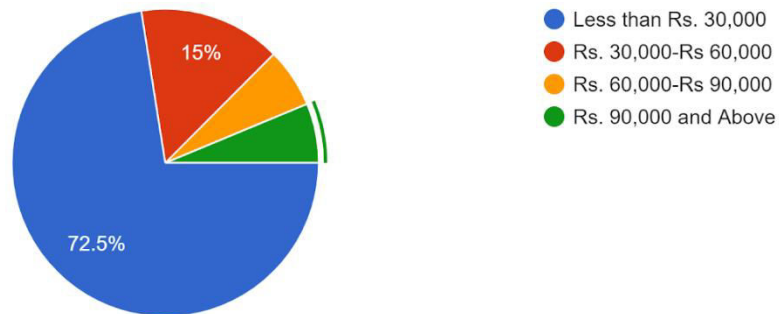
80 responses



INCOME	FREQUENCY	PERCENTAGE
Less than Rs. 30,000	58	72.4
Rs. 30,000-Rs 60,000	12	15
Rs.60,000-Rs 90,000	5	6.3
60,000-Rs 90,000	5	6.3
Total	80	100

Majority i.e. 72.4% of the respondents belong to the income group of less than Rs 30,000 per month that the purchasing power of the people is limited thereby impacting their purchase decisions.

Income (per month)  
80 responses



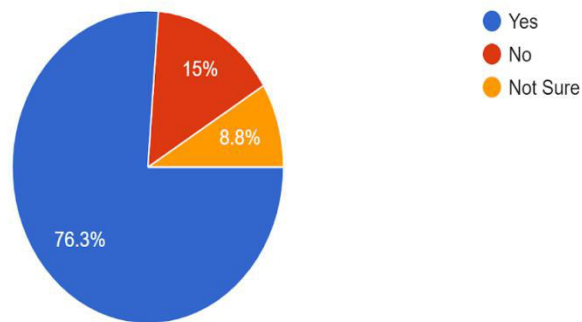
#### AWARENESS OF GUERRILLA MARKETING

AWARENESS	FREQUENCY	PERCENTAGE
Yes	61	76.3
No	12	15
Not sure	7	8.7
Total	80	100

76% of the people are aware of guerrilla marketing as one of the promotional techniques used by firms to influence their sales. Although, 15% of the people still lacks the awareness about guerrilla marketing as one of the marketing techniques to influence sales.

Have you ever heard about the term Guerilla Marketing?

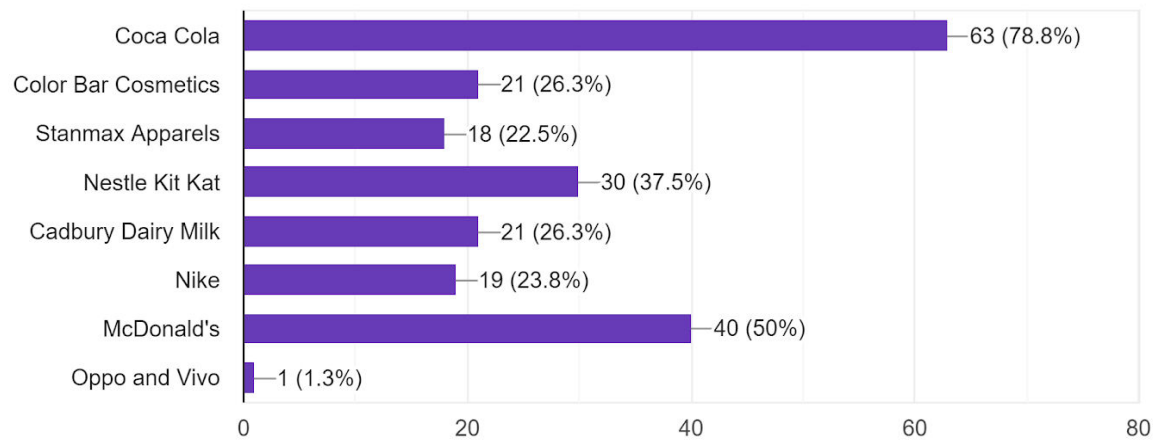
80 responses



### Awareness about Companies Using Guerrilla Marketing Technique

Do you know any of the below mentioned companies which are using Guerilla Marketing?

80 responses



**Consumer Preference Percentage Table**

Category	Consumer Buying Behaviour	Ambient Marketing	Promotional Technique	Social Media Marketing	Customer Loyalty	Frequency of purchases	Consumer Perception	Guerrilla Marketing Motivation
Strongly Disagree	6.25	6.25	3.75	2.5	5	3.75	2.5	6.25
Disagree	6.25	7.5	10	6.25	8.75	8.75	11.25	6.25
Not Sure	31.25	18.75	20	23.75	50	26.25	25	31.25
Agree	40	53.75	52.5	38.75	32.5	38.75	46.25	40
Strongly Agree	16.25	13.75	13.75	28.75	3.75	22.5	15	16.25

Form the above table it is analyzed that 40% of the people agree that guerilla marketing have a significant impact on consumer buying behaviour.53% of the respondents agree that ambient marketing techniques catches their attention.52% of the respondents believe that guerilla marketing is a good promotional techniques that can influence sales of the company. However, only 38% of the respondents feel that social media marketing is a suitable platform for guerilla marketing and only 32% of respondent feels that guerilla marketing can ensure their loyalty toward a product.51% of the respondents feel that customer loyalty can affect the repeat purchase of the product.61% of the respondents believe that guerilla marketing can influence their perception towards the product or services. Lastly, 56% of the respondents feel that guerilla marketing methods motivates them to purchase the product or services.

Multiple Correlation

Multiple Correlation	Consumer Buying Behaviour	Ambient Marketing	Promotional Technique	Social Media Marketing	Customer Loyalty	Frequency of Purchases	Consumer Perception	Guerrilla Marketing Motivation
Consumer Buying Behaviour	1.0000000	0.8831054	0.893297	0.8771491	0.8144266	0.9570482	0.9465079	1.0000000
Ambient Marketing	0.8831054	1.0000000	0.995005	0.8245725	0.5215674	0.8882759	0.9640208	0.8831054
Promotional Technique	0.893297	0.995005	1.0000000	0.8348933	0.5531715	0.9051132	0.981794	0.893297
Social Media Marketing	0.8771491	0.8245725	0.8348933	1.0000000	0.4967245	0.9728881	0.8714815	0.8771491
Customer Loyalty	0.8144266	0.5215674	0.5531715	0.4967245	1.0000000	0.6549949	0.6719875	0.8144266
Frequency of Purchases	0.9570482	0.8882759	0.9051132	0.9728881	0.6549949	1.0000000	0.9508643	0.9570482
Consumer Perception	0.9465079	0.9640208	0.981794	0.8714815	0.6719875	0.9508643	1.0000000	0.9465079
Guerrilla Marketing Motivation	1.0000000	0.8831054	0.893297	0.8771491	0.8144266	0.9570482	0.9465079	1.0000000

The above matrix shows the multiple correlation among all the for variables taken for study viz. Consumer Buying Behaviour, Ambient Marketing, Promotional Techniques, Social Media Marketing, Customer Loyalty, Frequency of Purchases, Consumer Perception and Guerrilla Marketing Motivation. From the above table, it is clear that Consumer Buying Behaviour have a very high and positive correlation with Consumer Perception, Guerrilla Marketing Motivation, Frequency of Purchases, Promotional Techniques, Ambient Marketing, Social Media Marketing and Customer Loyalty. Thus we reject the null hypothesis that there is no significant association of guerilla marketing on consumer buying behavior.

### **Findings**

From the study conducted it was found that majority of the respondents belong to 18-24 years of age group and was earning less than Rs30, 000 p.m. thereby impacting their purchasing power and purchase decision making. Also, 76% of the people were aware about the guerilla marketing technique of promotion. Around 56% of the people believe that guerilla marketing methods affect their buying behavior and also motivate them to purchase the particular product and services. There is significant and strong association of the selected factors on consumer buying behavior.

### **Conclusion**

From the research it is right to conclude that guerilla marketing has a strong significance while determining the consumer buying behavior. It was established that majority of the respondents were familiar of guerilla marketing techniques of promotion. There is a significant relationship between ambient marketing, consumer perception, consumer loyalty, guerilla marketing as a promotional technique guerilla marketing as a motivator and consumer buying behavior. This implies that the selected factors needs to be considered by firms while formulating a promotional strategy specifically guerilla marketing.

### **Scope of Future Research**



For more robust results the sample size could have been increased. The larger the sample size, the results could have been more generalized to the population. Some other statistical tools can be applied for the further empirical study.

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