

Impact of Guerrilla Marketing on the Buying Behavior of Consumers

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Abstract: Guerrilla marketing is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market. This advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerrilla marketing involves unusual approaches such as intercept encounters in public places, street giveaways of products, or any unconventional marketing intended to get maximum results from minimal resources. More innovative approaches to Guerrilla marketing now utilize mobile digital technologies to engage the consumer and create a memorable brand experience. Guerrilla marketing is a low cost strategy which makes ideal for firms who do not have massive marketing budgets. Its success will depend on its social acceptance and mature scripts rather than vulgar ideas. Guerrilla advertising differs from traditional advertising in that it is creative and allows for maximum turnover while spending the least amount of money since it is able to benefit from innovative strategies and promotional tactics. Guerrilla marketing employs various techniques which keep costs at a minimum, and it is utilized for companies that have a say about their products. Of course this approach to marketing involves procedures, but these are not realized as TV commercials or advertisements which solely intervene in the perceptions of the audience; rather, this form of advertising appears in unexpected locations, Guerrilla forms of marketing offer businesses various opportunities to boost sales figures through the use of unusual strategies. The purpose of this study is to check the impact of guerrilla marketing on consumer buying behavior.

Keywords: Guerrilla marketing, low cost strategy, examples, Impact, Buying Behavior

1. Introduction

In today's overcrowded and highly competitive marketplace has become important that Companies seek alternatives methods to highlight their offer to attract the attention of consumers. The number of advertisements worldwide has increased exponentially in recent decades, one person being exposed to hundreds or even thousands of promotional messages daily. Most of the flourishing companies recognized the importance of customer's lifetime value because customer satisfaction is observed as a key differentiator. Advertising is the essential medium of communication which is used as a transformative mean and commercial tool all around the globe. Guerrilla marketing is one type of communication which contains the power to gets the customer concentration quicker than any other kind of advertising. It is greatly involved in the

advertising world and providing a message for consumers that is very interactive and this practice has been engaged by many companies such as Nike, beverage industry. Guerrilla marketing is an essential marketing technique which consist a chain of strategies that can be applied with a little budget in the company. It can also bring new customers over the time and the customers which have a good relationships with companies tend to talk about their good experiences and they will attach to a brand because they trust the brand and the firm.

A. Research methodology

A secondary study has been done to find out how companies use guerilla marketing strategy in marketing their products. Information from journal articles and websites was taken to provide this information.

B. Objectives of the study

- To get insight knowledge of the entire concept of Guerrilla Marketing.
- To evaluate and understand the advantages of Guerrilla Marketing.
- To analyze the different practices involved in Guerrilla Marketing.

2. Literature review

The Guerrilla campaign has greatly effects on brand image, brand attitude and purchase intension. Guerrilla marketing campaign is more credible and more creative than the traditional marketing campaign and perceived more amazing, comical and interest creating. A credible campaign contains a positive effect on brand attitude, as well as brand image and a campaign which creates word-of mouth has a positive effect on purchase intension and brand loyalty. If the campaign perceived as both creative campaign and credible campaign, it will make a positive effect on brand image, brand attitude and as well as buying intension [1]. Ahmad Nawaz [2] examined that Guerrilla advertising has a great impact on consumer buying behavior and it is suitable for all companies and instead of assumption, judgment and experience it should based upon psychology. Guerrilla Advertising is a popular marketing technique which is used in product marketing and that makes the use of unusual of unconventional ways of providing the product to the marketplace. The another growing technique

used in Guerrilla Advertising is Stealth Marketing that includes a number of techniques such as celebrity marketing. Usually Celebrity Marketing is used by the Market leaders.

A. Pros of guerrilla marketing

- *Cheap to execute:* Whether using a simple stencil or a giant sticker, guerrilla marketing tends to be much cheaper than classic advertising.
- *Allows for creative thinking:* With guerrilla marketing, imagination is more important than budget.
- *Grows with word-of-mouth:* Guerrilla marketing relies heavily on word-of-mouth marketing, considered by many one of the most powerful weapons in a marketer's arsenal. There's nothing better than getting people to talk about your campaign on their own accord.
- *Publicity can snowball:* Some especially noteworthy or unique guerrilla marketing campaigns will get picked up by local (and even national) news sources, resulting in a publicity powerhouse affect that marketers drool over.

B. Cons of guerrilla marketing

Mysterious messages can be misunderstood: There's often an air of mystery to guerrilla marketing campaigns, and while it's this sense of mystery that can often propel a campaign's attention and notice, the lack of clarity can also skew audience interpretation.

Authority intervention: Some forms of guerrilla marketing, such as non-permissioned street graffiti, can result in tension with authorities.

Unpredicted obstacles: Many guerrilla marketing tactics are susceptible to bad weather, thrown timing, and other small instances that could easily threaten to undermine an entire campaign.

Potential backlash: Savvy audiences may call out businesses who are implementing guerrilla marketing campaigns they don't approve of. This is especially true of undercover marketing campaigns – if you're caught, prepare to face the wrath. There's no doubt that guerrilla marketing can provide fantastic results while allowing marketers to exercise their creativity in a unique way, but it will only work for businesses who aren't afraid of risk-taking.

3. Strategies of guerilla marketing

Guerrilla marketing tends to be cheaper than traditional marketing, relying on smaller, more localized brick and mortar strategies like:

- *Graffiti:* Graffiti marketing uses city streets and alleyways as a giant canvas. While smaller, more covert operations will make their mark wherever they want, for most businesses it's recommended to get permission from a property owner before going Monet on the walls of their establishment.

- *Stencil Graffiti:* Stencil graffiti uses stencils to create repeated works of street art. The advantage of stencils is that you can create multiple instances of your art across many different spaces in a short period of time. Stencils tend to be small in size (as opposed to a full-wall mural) and consist of simple designs.
- *Reverse Graffiti:* Reverse graffiti is when, instead of adding to a surface, marketers remove dirt and grime from a street or wall to create an all-natural marking message. Just put a stencil on a sidewalk and then wash the uncovered spaces!
- *Stickers:* Creative use of stickers is another great guerrilla marketing tactic that can be very successful when implemented well.
- *Undercover Marketing:* Also known as "stealth marketing," marketers disguise themselves as peers amongst their target audience. One example is Sony's campaign in 2002, in which actors were hired to wander about cities, asking strangers to take a photo of them. During the interaction, actors would rave of their cool new phone, boasting of its features and capabilities.
- *Flash Mobs:* Flash mobs involve organizing a group of individuals to perform a specific action or task at a pre-determined location and time. In some cases participants are hired actors, other times they are simply members of the community who enjoy the randomness of flash mobs!
- *Publicity Stunts:* Publicity stunts involve specific feats of awe and amazement, usually sponsored or in partner with a brand. Red Bull is very adept at this practice, exemplified by their 2012 skydiving record as part of their Stratos project. Red Bull sent Austrian extreme-sports athlete Felix Baumgartner above the stratosphere, dominating the world record for highest skydive, launching himself from over 128,000 feet above earth. Arguably much more than a mere stunt, the Red Bull Stratos project set numerous world records and was viewed live on YouTube by over 9.5 million users (setting yet another record).
- *Treasure Hunts:* Creating custom, high-quality treasure hunts is another cool guerrilla marketing tactic that can energize audiences. Guerrilla marketing treasure hunts often involve posting online clues to hidden items scattered across a single or several cities. Winners are rewarded with digital codes, prizes, or a hint for the next level of the treasure hunt.
- *Urban Environment:* The most successful guerrilla marketing strategies make great use of the spaces around them. Urban environments allow for many opportunities to implement clever marketing strategies. While today we're mostly showing physical, visual examples of guerrilla marketing, there are plenty of online examples. Online guerrilla

marketing campaigns often appear in the form of

- Viral videos
- User generated content competitions
- Creative landing pages

4. Conclusion

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. Moreover, the study also entails that consumer buying behavior can be improved with the rich customer loyalty and innovative

advertisements and by making positive consumer behavior through the help of a strong marketing techniques such as guerrilla marketing. Customer always wants something different and something creative and this need is fulfilled by guerrilla marketing. Once the customer is satisfied they shows loyalty and buying the same product frequently, in short its demand for the product will be increased.

References

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