

EXECUTION OF GUERILLA MARKETING AND ITS EFFICACY ON CONSUMER BEHAVIOUR: WITH REFERENCE TO MADURAI CITY

R. Kajapriya, MBA, M. Phil

Assistant Professor,
Hallmark Business School,
Trichy, India

Dr. M. Sivakumar, MBA, M. Phil, Ph.D.

Associate Professor,
Department of Entrepreneurship Studies,
Madurai Kamaraj University,
Madurai, India

ABSTRACT

In view of the fact that consumers have turned out to be more and more expert at ignoring and straining out traditional marketing messages. An approach for businesses to differentiate themselves and spread their communication across to their target market is by opting more creative marketing called “Guerilla Marketing”. It holds the supremacy to get the customer focus faster than any further advertising medium. At the meanwhile sometimes people do not understand the information and pay no attention to the advertisement which they have been exposed. Hence the execution of guerilla marketing should be more concentrated for the efficacy of consumer behaviour. This paper puts forth the uniqueness and strategies of guerilla marketing and efficacy of consumer behaviour by a survey using a Interview Schedule.

Keywords: Guerilla marketing, Consumer behaviour, Advertisement, and Consumer.

INTRODUCTION:

A superior Advertisement is shaped with a poignant bond with the consumer due to which the consumer has emotional relationship with the ideals and messages. On the current era, the marketers are not capable to convey any information or message about their product or services to their viewers or buyers without Advertisement.

Guerrilla advertising is a contemporary practice in product marketing that makes use of unusual or abnormal means of promoting the product to the market. Guerrilla advertising invented from guerrilla warfare operations where the armed crowd operated unconventional techniques in fighting the opponent, even to the point that breaches the regular policy of engagement.

In today's aggressive business situation customers always looks further for the possessions that they have not at all observed earlier and anything which helps to acquire their attention by surprise and leaves a long epoch bang on their psyche. Businesses should building efforts to assure their customers and manipulate their behavior towards any product or a service.

Marketing has become the key to industrial and national economic extension and growth. Organization is becoming marketing-oriented in order to endure.

LITERATURE REVIEW:

Dahlen, et al (2009) Advertisement that is believed to have a low expected value is automatically skipped, whereas the one with a high expected value is deemed worth the effort it takes to process. When the advertising becomes excessive, consumers are getting more experienced in avoiding traditional advertisement. As described above, he found that guerrilla marketing offers a high perceived value. With these facts in mind, I created an alternative definition of guerrilla marketing. ^[1]

Desai (2014) People are highly associated with the brand due to quality and results of the specific brand. They are attached emotionally with the brands and they can wait for the product during the non-availability of the product. Although people are becoming brand conscious but the actual brand decision is in their hands. ^[2]

Gerd Nufer 2013 guerrilla marketing activities can be seen more and more in practice; the phenomenon is either discussed very controversially in the marketing science or even neglected completely in the scientific marketing literature. There is a strong rising aversion to traditional advertising which can be overcome by this unconventional approach. Important challenge for scholars is to deliver proper theoretical fundamentals and hence limit later practical misuse. ^[3]

Gupta (2013) said that, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customers the primary responsibility to the organization is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers and seek the better opportunities in the market. Researchers find out that marketers need to understand these four things in order to serve their customers better. ^[4]

Ghulam Shabbir Khan Niazi (2012) analyzed that emotional response has a positive relationship with customer buying behavior and on the other hand there is no relationship among environmental response and consumer purchase behavior. As compared to environmental response mostly customers purchased products by emotional response. ^[5]

Hutter and Hoffman (2011) understand guerrilla marketing as an umbrella term for unconventional advertising campaigns which aim at drawing the attention of a large number of recipients to the advertising message at relatively little costs by evoking the surprise effect and the diffusion effect. ^[6]

Mehrdad Mahmooditavana (2014) said that guerrilla marketing has a great effect on entrepreneurship development. Organizational entrepreneurship is very important factor for the success and growth of every organization. Establishing individual credibility and innovation are important tools for the economic progress of developing countries. ^[7]

Muhammad Ehsan Malik (2014) for the success and growth of any organization advertisement and brand image play a vital role. A strong brand image is a commanding asset because in this

advance business era organization's Brand image is as much important as the goods and service that the organization produced. ^[8]

Kotler and Keller (2012) It is worth noting that consumer buying behaviour is studied as a part of the marketing & its main objective it to learn the way how the individuals, groups or organizations choose, buy use & dispose the goods and the factors such as previous experience, taste, price, branding on which the consumers base their purchasing decisions. ^[9]

Rai (2013) Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition. ^[10]

Fazal Rehman (2014) examined that the advertising is very necessary and effective strategy to attract the customer towards the product. The advertisements have positive and significant effects on the purchasing behavior as compared to the factors of rural areas which have negative but important effects on the buying behavior of the consumer. It is the element of promotional mix to generate awareness and interest among the target audiences. ^[11]

Sonkusare (2013) said that, television is often the most convenient and flexible advertising media as it consider as the ruler of advertising media and as well as it also consider as the ruler of advertisement expenses. It has confirmed its command to manipulate individual behavior again and again. ^[12]

OBJECTIVES:

- To explore the executing methods of guerilla marketing
- To examine the influence of guerilla marketing in promotional activities
- To analyze the efficacy on consumer behaviour by executing guerilla marketing
- To evaluate the consumers reliability towards product or service due to guerilla marketing

METHODOLOGY:

- The study has been performed among 100 respondents as a sample size.
- The survey has been conducted in the location of Madurai City.
- The sample has been selected by the method of Non probability convenience sampling.
- Both primary & secondary data has been collected for analysis through different sources.
- Primary Data has been collected by using Interview Schedule method.
- Interview Schedule was framed with the questions related to efficacy of guerrilla marketing on consumer buying behavior
- The researcher has used Percentage Analysis and Correlation analysis for the study.

HYPOTHESIS:

Ho: There is no relationship between Consumer behaviour and Guerilla marketing.

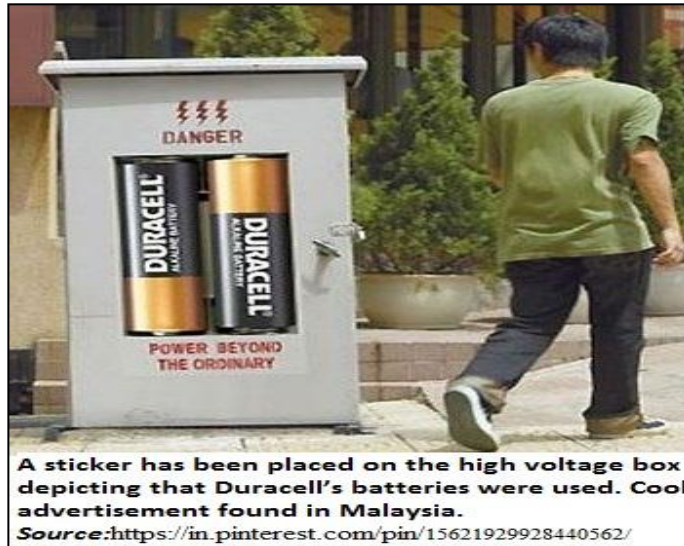
EXECUTING METHODS OF GUERRILLA MARKETING:

A marketer can concentrate on one big promotional activity at a right place and at right time to pull lots of attention at a handy budget instead of going for several petite marketing activities. Guerrilla marketing is penetrating for, to generate a sturdy power and outcome on consumers. The company should confront the consumers' fixed beliefs by an unexpected marketing doings and prove them what the company stands for. Here are some major methods to execute guerilla marketing.

- Ambient Marketing
- Ambush Marketing
- Sensation marketing
- Viral Marketing

Ambient Marketing:

Ambient advertising is about placing advertisement on unusual items or in unusual spaces we wouldn't normally see an advertisement. An ambient advertisement doesn't have to be located exterior. Ambient advertising can be found anywhere. The key to a victorious ambient media drive is to prefer the finest media design obtainable and united with valuable communication. These kinds of advertisings frequently make people to feel about a certain place or object in a different way. ^[13]



Ambush Marketing:

Ambush marketing generates the feeling that our business is connected with great when it is not. As the term proposes, ambush marketing engrosses launching a surprise marketing campaign which attacks another firm's marketing. One of the endeavors of ambush marketing is to endorse your product for as little cost as possible by upsetting a competitor's marketing drive. In simple, ambush marketing where one firm is using another firm's promotion material to promote their own firm. ^[14]



Sensation Marketing:

This nature of marketing tries to astound passers-by in public spaces with events that go beyond their expectations. A subtype of sensation marketing is a flash mob, where a group of people collected in a public place and unexpectedly performs an eccentric act. It can be anything from

a trained dance routine to a public sustains come to blows. People get stop to look at this extravagant and attention-drawing concert, where they are the only ones to see this replicate one-time action in real life. ^[13]



Nescafe Guerilla Bikes

Source: <https://in.pinterest.com/pin/389842911473708605/>

Viral Marketing

The contagion tactic of viral marketing is comparable to that of biological viruses: however, as an alternative of the propagation of pathogens, the center here is on the exponential broadcasting of a marketing communication. By counseling a product or service to friends or acquaintances, consumers themselves turn out to be the advertising medium (word of mouth) – whereby neither the spreader nor the recipient of the message perceives the suggestion as advertising. South Korean YG Entertainment made a viral campaign to capture music market of US in 2012. ^[13]



Gangnam Style viral marketing campaign from South Korean YG Entertainment
Source: <http://www.thedrum.com/news/2012/10/30/case-study-how-gangnam-style-went-viral-campaign-yg-entertainment>

DATA ANALYSIS AND INTERPRETATIONS:

Table 1: Likert Scale Rating

Answers \ Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Does advertisement influence your purchase behaviour?	59	25	5	9	2	100
Is guerilla marketing is effective for promotional activities?	51	19	13	4	13	100
Guerilla Marketing influences consumer behaviour	48	26	11	10	5	100
Consumer Reliability towards product or services due to guerilla marketing	18	13	21	26	22	100

Interpretation:

From the above table (1) indicates, 59% of respondents said that advertisements are influencing their purchase decisions i.e. on their pre-purchase buying behaviour.

From the above table (1) it is evident that 51% of respondents are stating that guerilla marketing is effective for promotional activities.

It also represents that 48% of respondents are strongly agreeing that guerilla marketing is influencing consumer behaviour

Table (1) points out that the guerilla marketing is not sufficient to make the customers reliable towards the product or services.

Table 2: Rank the Methods of guerilla marketing

SL. No	Methods of guerilla marketing	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
1	Ambush Marketing	18	40	22	19	1
2	Ambient Marketing	5	23	39	31	2
3	Viral Marketing	54	20	9	15	2
4	Sensation Marketing	14	57	3	20	6

Interpretation:

From the above table (2) indicates, that the respondents ranked the viral marketing (word of mouth) method as an effective method of guerilla marketing.

Table 3: Pearson’s correlation Analysis on Guerilla Marketing and Consumer Behaviour (Hypothesis testing)

		Guerilla marketing	Consumer Behaviour
Guerilla marketing	Pearson Correlation	1	.410**
	Sig. (2-tailed)		.000
	N	100	100
Consumer Behaviour	Pearson Correlation	.410**	1
	Sig. (2-tailed)	.000	
	N	100	100

Interpretation:

The above table (3) represents that Pearson correlation coefficient r value is .410 and p value is less than 1 that is .000. Hence H_0 is false. It says that there is a correlation between Guerilla marketing and Consumer behaviour.

MAJOR FINDINGS:

- Advertisements are influencing consumer purchase decisions i.e. on their pre-purchase buying behaviour.
- Consumers are stating that guerilla marketing is effective for promotional activities.
- Majority of consumer says that guerilla marketing is effectively influencing the consumer behaviour.
- Consumers are disagree with the statement “Consumer Reliability towards product or services due to guerilla marketing”
- The respondents ranked the viral marketing (word of mouth) method as an effective method of guerilla marketing.
- There is a correlation between Guerilla marketing and Consumer behaviour

CONCLUSION:

This study concludes that there is an association between guerilla marketing and consumer behaviour. Consumers recognized that guerilla marketing is a effective tool for promotional activities and it also influencing the consumer buying behaviour towards a product or service. The word of mouth (viral marketing) is considered as a highly effectual method of guerilla marketing. In addition, the study has also concentrated on consumer reliability. Majority of consumers responded with regards to consumer reliability towards a product or services cannot be retaining 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 a same advertisement for a prolonged time and for a different product line of a same business.

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