

Impacts of Guerrilla Marketing on Consumer Buying Behavior

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Abstract

Guerrilla marketing is much cheaper than other advertising techniques. Now a day's marketer are used guerrilla marketing frequently and avoiding the other traditional techniques and it is mostly based on Word-of-Mouth technique. The purpose of this study is to check the impact of guerrilla marketing on consumer buying behavior. The variables are involved in this study one is Guerrilla marketing and other is Consumer buying behavior. Guerrilla marketing is the independent variable and consumer buying behavior is dependent variable. In these variables positive relation are occurs. The study which is conducted quantitative in nature in this study sector is tobacco industry and area is Okara Pakistan with 200 sample sizes. The study will be analyzed by linear regression analysis using SPSS software the survey is conducted with the help of questionnaire technique the study is exploratory and five points likert scale is used (1-5) 1 is given by Strongly Disagree and 5 is given to Strongly Agree.

Key Words: *Guerrilla Marketing, Impact, Buying Behavior.*

Introduction

"If marketer stop advertising to save the expenses is just like stopping the clock to stop time" Marketing means promotion of products or services of business also include marketing research and advertising (distribution") Marketing is a vast field it is about the consumer need and satisfaction of consumer. (google) Marketing also means a right product, on right place at right time for gaining of high profit increase efficiency and product development. It's not just only publicity of your product or business it's about finding and understanding what is consumer want.

Advertising

The advertising is any paid form of non-personal presentation of Ideas, Goods and Services by an identified sponsor. It is a method of communication intended to satisfy the customer to purchase some products, services and info. Now a day's every one grow up in the world through a mass media which includes internet, advertising, radio, television films, music etc. in all marketing weapons advertising is a more effected tool of marketing. Advertising is the subset of promotional mix that is one of the tools of marketing mix. Advertising is a main tool to make product awareness in the mind of final consumer and it's helpful for consumer to take a final purchase decision. There are many advertising mediums are used but media is the one of best the medium which is used for an advertising. (Raju, 2013) In June 1836 first time a French newspaper La presses contain paid advertising pages to spread its readership rise in productivity and decreases its price. (Habib, 2014) Marketing is a main point and advertising is a little part of advertising. It is playing an important role in modern era. It is a tool to encourage firm's products and services. A company should have a huge part of their investment for a promotional purpose. A company's advertisement must have to present its product in this way that the environment around the customer or buyer turns into a motivational incentive. (Nawaz, 2014)

Guerrilla Advertising

It is an advertising technique used to establish the business performance products or services in an unconventional way with a little business expenses. There are many types of advertising but we select Guerrilla marketing which is related to our topic. In product marketing it is a current system used to promoting the product. It is a rising technique in marketing which used in firms. The most common technique used in guerrilla advertising is stealth marketing. In stealth marketing many techniques are used. In other advertising method use many tools such as radio, internet, magazines, newspaper, social media and television but in guerrilla marketing cannot used that techniques (Nawaz, 2014).

Guerrilla Marketing

When the other strategies cannot achieving the goals in the market then the companies send the guerillas that are the additional special forces the killer strategies is once that they used to turn the tide and downfall the opponent. It is a good alternative of the traditional marketing. Guerrilla marketing is inexpensive then other marketing technique (Marrs, 2014). Marketing and advertisement is all around us and we constantly prejudiced in different type of messages. Guerrilla marketing is the rising technique which is used by advertising industries. Now a day's Guerrilla marketing is commonly used. Word of mouth is a technique of Guerrilla marketing in which when a person tells a person that tells a person about product that he purchase last time (Nawaz, 2014).

Advantages of Guerrilla Marketing

- Guerrilla marketing is much cheaper than other traditional marketing techniques.
- In Guerrilla marketing thoughts is more important than budget.

- The most power full weapon of guerrilla marketing is Word of Mouth better than many other power full weapon of the market in which message is transferred from people to people through campaign.

Disadvantages of Guerrilla Marketing

- Some forms of Guerrilla marketing like non permission street graffiti make a tightness with authorities
- Most of the guerrilla marketing strategies are lost by bad weather, wrong timing and other small instances that could easily make the campaign weak.
There is no doubt Guerrilla marketing give a great result to marketers while they work in unique way but it will for that business that are not scared of risk taking (Marrs, 2014).

Problem Identification

The problem is identified in advertising that is very important technique for marketing but it is very costly. In which there is high chances of losses because peoples cannot see advertising they ignore or avoid the advertising that's why company faces the losses.

Problem Statement

The problem is that firstly the other marketing techniques is very costly rather than Guerrilla marketing and in other marketing techniques consumer cannot properly watch or hear advertisement many people's ignore and avoid the advertisement (i.e. on television, radio, internet etc.) and that's why they cannot know about the product (Belic, 2012) and (Belic, 2012).

Research Objectives

- To determine Guerrilla marketing and consumer buying behavior.
- To explore risk taking and consumer buying behavior.

Research Questions

The research attends to get the answers of the following questions.

- Does Guerrilla marketing significant impact on consumer buying behavior?
- Does risk taking significant impact on consumer buying behavior?
- Why thy effect of guerrilla marketing is faster and stronger than other techniques?

Limitations of the study

Moreover this research can be more precisely an perfectly with extra sample size my sample size is 200 peoples of general public because the shortage of time and the burden of other work I conduct my survey just in Okara and sector which I choose is tobacco industry. If any other researcher makes a research on guerrilla marketing then they choose the other cities of Pakistan and also conduct a research with more sample size.

Significance or importance of the study

The importance of the study is that how Guerrilla marketing impact on consumer buying behavior. Guerrilla marketing is an effected technique because in which word of mouth technique is used its means communication between two persons. Through this advertisement the loss and cost of advertisement is minimized and peoples aware the product at high level.

Scope of the study

The scope of the research is to show up the study on tobacco industry sector that helps to decide the Impact of Guerrilla marketing on consumer Buying Behavior and it is also helps to know the Marketing of tobacco products in Okara city.

Literature Review

This thesis work was present the Guerrilla marketing as a valued marketing technique for medium and small companies. The thesis is based on literature and case studies. The practically use of theory is established in the marketing plan based on Guerrilla marketing approach. Marketing plan was written based. The place of the company in Oslo Norway The thesis provide clear and complete definitions of Guerrilla marketing and differentiate the main difference of Guerrilla marketing and traditional marketing approach (Zujewska, 2014).

The research purpose was to examine Guerrilla marketing effects on consumer behavior. It is based on previous Guerrilla marketing literatures and proposed model of advertising. The research evaluates perception of consumer through their experience to twenty guerilla advertisements. The multiple regression and factor analysis techniques are used in this research to examine such effects. The results shows that creativity, emotion arousal and message clarity had significant results on purchase intention on the other hand surprise and humor didn't (Tam, 2015).

In fast changing conventional world it is a need of hour of doing conventional things unconventionally. Advertising does not demand anything but creativeness and budget which Guerrilla marketing does not. Guerrilla marketing means to get maximum profit at minimum cost to the company Guerrilla marketing term is used to define rare way to permute the business at very low cost.

The paper tells about the uses and needs of Guerrilla marketing method and how they differ and superior from other traditional marketing technique. The related marketing techniques of advanced marketing in the modern time of cost cutting but bearing high impact on the consumer will also be highlighted. This research also be try to understand the terminology, literature, application to the small business and profitability (Jose, 2013).

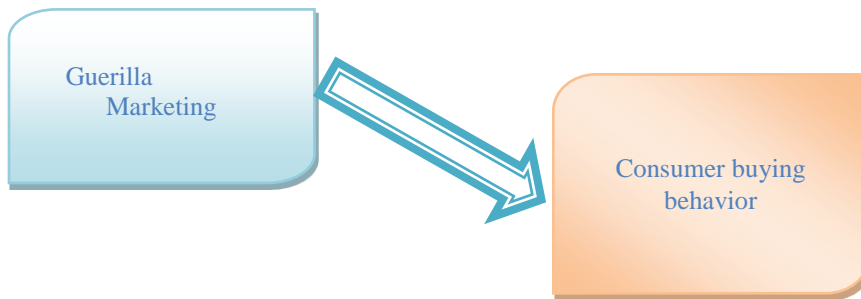
Advertising is a form of communication whose satisfy the audience like viewers, readers and listener's it convey message to consumer to purchase or take an action upon products, information and services etc. The purchase procedure is a decision making process under risk. This research paper is tells about the relationship between independent and dependent variables. Which is expressive answer with attitudinal and behavioral aspect of consumer buying behavior by typing the results of One hundred and ten respondents? The basic objective of this research is that to assess the buying behavior and attitude the influence of advertising between male and female. (Raju, 2013).

It is a rising technique in marketing which used in firms. The most common technique used in guerrilla advertising is stealth marketing. In stealth marketing many techniques are used. In other advertising method use many tools such as radio, internet, magazines, newspaper, social media and television but in guerrilla marketing cannot used that techniques. This paper tries to find the significant effect of Guerrilla marketing on the consumer perceptions.

This research design on quantitative analysis to check in what way celebrity marketing which is used in ad industry I cellular industry in Pakistan efficiently used in molding the perception of consumer in reaching buying behavior. (Shakeel, 2011, pp. 1-9)

Research Model

After the literature view we make a research model for study which is showed in figure in this model shows that Guerrilla marketing is an independent variable and consumer buying behavior is a dependent variable.



Research Hypothesis

H1: There is a positive impact of Consumer buying behavior on Guerrilla marketing

Methodology

In the previous chapter the study has been discussed in detail. There are many different methods to conduct the research but I chose to use a quantitative research through survey using questionnaire. A pretest was done to classify questions that respondents found hard to understand or interpret differently than I intended. In this chapter I give a summary of the procedure the member and to end the different variables of this study and the measurements of research will be described. I chose the area Okara, Pakistan. and sector is university and colleges of Okara city.

Research Design

There are two types of research are Quantitative research and qualitative research. But There researcher use the Quantitative research to analyze the data. To design an exploratory research in this research my sample size is 200 and data is collected with the help of questionnaire and the software which I used that is SPSS to examine the Impact of Guerrilla marketing on Consumer Buying Behavior.

Population

The population that we choose in this research is 400 peoples from general public and they have knowledge about guerrilla marketing from Okara, Pakistan.

Data collection

The data is collected in this research with the help of survey and questionnaire techniques is used the researcher for the collection of data. All the questions are close ended. The questionnaire was made less than five points Likert scale started from Strongly Disagree to Strongly Agree (1to5) points are given to each one and the main reason of this study is find The Impact of Guerrilla marketing on Consumer Buying Behavior.

Sample size

The researcher was collecting the data form 200 respondents of Okara, Pakistan. The natures of respondent’s are users of tobacco and the respondents which are targeted these are from general public. Questionnaire was used to collect data and the questionnaire is making on five point Likert scale there are five options in questionnaire and any one option is chosen by respondent.

Statistical Technique

For this research the statistical technique which I used is SPSS (Statistical Package for Social Sciences)

Data Analysis

The data is analyzed with the help of SPSS and different techniques are used to interpret the data

Reliability

Chron bach Alpha is a reliability coefficient which tells about the validity and consistency of instrument. The range of validity is 0 to 1.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	15

Interpretation

The values in above table are shown that chron bach alpha is above 0.5. Internal consistency is also good in this table.

Correlations

Correlation is the inferential statistics which tells about the relationship of variables without the effects of variables one another. In correlation the value is more near to 1 the result is more positive.

Correlations

		Consumer Buying Behavior	Guerrilla Marketing
Consumer Buying Behavior	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	200	
Guerrilla Marketing	Pearson Correlation	.946**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation is the technique which is used to measure the strongest of relationship between the variables. The results shown in this table there is a positive correlation in variables with correlation coefficient of .946. The significant level is below 0.05.

Regression

Regression is the statistical measures that tells us about how much difference in dependent variable due to change in one or more independent variables.

Regression Coefficient

Actually Regression is the test of how much independent variable has effects on dependent variable.

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Guerrilla Marketing		. Enter

- a. All requested variables entered.
- b. Dependent Variable: Consumer Buying Behavior

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.894	.894	.25927

- a. Predictors: (Constant), Guerrilla Marketing

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.518	1	112.518	1.674E3	.000 ^a
	Residual	13.309	198	.067		
	Total	125.828	199			

- a. Predictors: (Constant), Guerrilla Marketing
- b. Dependent Variable: Consumer Buying Behavior

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.053	.070		-.768	.443
	Guerrilla Marketing	1.030	.025	.946	40.913	.000

- a. Dependent Variable: Consumer Buying Behavior

Interpretation

The value of R Square shows the coefficient of determination and shows that the part of dependent variable explained by independent variable and extent to which line fit the points. It means consumer buying behavior is caused by .894 due to the impact of independent variable. The value of Adjusted R square shows that dependent variable is caused by independent variable by .894 and remaining portion is affected

by other factors held constant. And the value of F shows that the overall fitness in table and T value shows the test statistics. Value of Beta shows independent variables have impact on consumer buying behavior which is dependent variable.

Conclusion

Now days the main aim of marketing is not to disrupt and encourage but to attach, satisfy and motivate the consumers. Tobacco industry needs to satisfy their customers and how they meet their necessities. The purpose of this research was to check the impact of guerrilla marketing on consumer buying behavior in which guerrilla marketing is an independent variable and consumer buying behavior is dependent variable and there is a positive relationship between both variables in this research questionnaire technique is used and data I collected from general public in questionnaire five point Likert scale is used five options are used (1-5) points are given to each scale 1 is given to Strongly Disagree and 5 is given to Strongly Agree and with the help of SPSS results are analyzed and we finding the positive results with the help of literature review we conclude that guerrilla marketing is a significant impact on consumer buying behavior mostly respondents says that guerrilla marketing is a creative and effective strategy guerrilla marketing is fulfilled the needs and wants of customers because customers demand always new and innovative thing in market and this thing is fulfilled by guerrilla marketing. On the other side result also shows that today advertising and word of mouth technique is very favorable for marketing.

Future Recommendation

Due to the positive results of my study I recommend the following for future.

Guerrilla marketing is a conventional marketing strategy and the common thing which is used in guerrilla marketing is word to mouth technique. Tobacco industry should make local campaigns planned to meet the culture. With the shortage of time and burden of other work this research is only conducted in Okara city with sample size 200 from general public. I used the questionnaire technique and results are getting from SPSS. For future I recommend to other future researcher they conducted their research in other cities of Pakistan like Sahiwal, Faisalabad or Lahore in other sector like beverage, controversial products and pesticides with more sample size because in future guerrilla marketing is obtain more considerable and broad results in Pakistan.

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