

# Shedding the Light on Guerrilla Marketing and Purchase Intention

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## Abstract

Marketers are seeking the attention of customers through eye-catching advertising messages as customers are becoming more interested of new unconventional advertising approaches. Guerrilla marketing is one unique way to achieve this need. Guerilla marketing is a flourishing marketing approach that uses unconventional methods for promoting goods and services. The study aims at examining the effect of guerrilla marketing on purchase intention as well as the effect of selected demographic variables in relation to purchase intention. Quantitative approach was used and a sample of 400 respondents was surveyed in Egypt. Simple linear regression, ANOVA and T-test were used to test the hypotheses. Results showed that advertisement creativity, emotional arousal, clarity, humor, and surprise have a positive effect on consumer purchase intention. Females were found to have a higher effect than males to purchase intention. Additionally, the research showed that there is no significant effect of age on consumer purchase intention.

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**Index terms**— guerilla marketing, purchase intention, demographic variables, creativity.

## 1 INTRODUCTION

reativity is becoming the name of the marketing game. Organizations seek to introduce their products and services in a creative at a low-cost approach. Guerrilla marketing is a recent technique that booms with creative fads to attract consumers' attention. The advancement in technology and the popularized use of social media led many companies to advertise their products and services via the internet. However, the proliferation of advertising leads to advertising clutter which reduces consumer's attention, attitude toward the brand and lessens its memorability (Dinh & Mai, 2016). Therefore, the use of guerrilla marketing is an effective way in comparison to traditional marketing to achieve advertising effectiveness and influence consumer behavior (Shakeel & Khan, 2011).

Guerrilla Marketing has a broad range and variety of advertising tactics that identify closely the target customers. It strikes them by surprise, creating a lasting impression in a way that can affect consumer buying behavior. Thus, allowing improved opportunities to gain customer attention (Shakeel & Khan, 2011).

Revolutionary marketers have changed the conventional environment of the advertising scene in Egypt in recent years. The broadly-defined background of the Egyptian market as well as the interest of the Egyptian consumer in exciting, humor, and creative advertisements can lead to a full spectrum of user-generated ideas applied into action.

This research aims to investigate the effect of guerrilla marketing on purchase intention through an indepth-analysis for both constructs.

## 2 II.

### 3 LITERATURE REVIEW

Guerrilla marketing concept was developed by Jay Conrad Levinson, the father of guerrilla marketing (Kelpek, 2014; Tam & Khuong, 2015). The term 'guerrilla' appeared in the eighteenth century or earlier, and it has a Spanish root with the meaning of 'small war'. The term was then used in England to describe the term 'fighter' in the beginning of the nineteenth century. In most languages, guerrilla means a type of warfare and denotes a disagreement as it is associated with the battleground (Levinson, 1984).

The first-time guerrilla marketing formally used was in 1984, in Jay Conrad Levinson's book. The development of Guerrilla marketing was first defined by him in his book "Guerrilla Marketing" as the act of executing an unusual or unexpected marketing activity in a common, everyday place in order to generate a buzz for products or services. Levinson describes Guerrilla marketing as an instant result of limited resources that focuses on creativity (Levinson, 1984).

Guerrilla marketing is an unconventional marketing approach that is based on a small budget that leads to astonishing and unusual results. Levinson (1984) describes guerilla marketing as being fancy, uncommon, authentic, flexible, humorous, innovative and creative tactics. He believes that all eye-catching and innovative advertisements belong to guerilla marketing (Isaac, 2014); it has gained a lot of importance among marketing tactics and strategies. "Guerrilla" means Battle; meaning an attack strategy based on the surprise effect tactics (Behal & Sareen, 2014).

Making a tremendous social Buzz, surprise factor and executing tactics that create undeniable impressions are of the few factors that distinguish Guerrilla marketing from traditional marketing approaches. These types of communications create a more valuable impression with minimal sources than other traditional forms of traditional advertising and marketing communications. This is related to the main aim of guerrilla marketing is to strike the consumer at a deeper more personal level. (Horky, 2009) Guerrilla marketing uses common, everyday places for the execution of unusual or unexpected marketing communication in order to generate a buzz for normal products and services. Putting the name of the brand using a small budget in front of as many customers as possible is the main point of guerrilla marketing (Manker, 2012) Although there are several definitions of GM, its basic concept remains in the unconventional methods and unusual locations that enables to reach customers unpredictably in an innovative and unusual relevant ways so the impact will be enduring and unforgettable (Tam & Khuong, 2015).

Similarly, Dahlen, Granlund, & Grenros (2009) describe Guerrilla marketing as funny humorous and unexpected advertising campaigns that can be easily memorized. Guerilla marketing is one of the flourishing marketing methods which are used by advertisers to make use of the non-traditional means of promoting products (Nawarz, et al., 2014). It aims to get maximum results from minimum resources Behal & Sareen, 2014). Therefore, it follows a path of the weapons that hit the target, look at every possibility in order to have the best mix of marketing activities which can increase the efficiency of utilizing the marketing budget (Nawarz, et al., 2014).

In (Nawarz, et al., 2014) study, the results showed that Guerrilla advertising had a significant impact on consumer buying behavior (Nawarz, et al., 2014). According to Prevot (2009), guerrilla marketing can have positive effects on brand equity through the positive experience associated in the consumers' mind and consumers can be impressed by the creativity of GM which in turn increase the value of the brand. He argues that it can have a negative effect as GM relies on the element of surprise which can endanger its effects if the ad. is inconvenient for potential customers. Moreover, he contends that the effect of GM will depend on the medium used by the campaign not only how the consumers perceive it (Prevot, 2009).

Shakeel & Khan (2011) confirmed the effect of the GM on consumer perception with respect to celebrity marketing.

Guerilla marketing brings strong competitive advantage to small and medium enterprises (SME) (Navratilova & Milichovsky, 2015). It was used previously by SME because of their limited budget (Isaac, 2014) as its main goal is to increase customer awareness and interest about products through a low-cost budget. It can undermine competitors with small surprising attacks by using creativity and imagination (Ay, Aytekin, & Nardali, 2010). Nowadays, large companies use Guerrilla marketing because of financial crises. They try to reduce their marketing budget (Isaac, 2014) in the same way as a complementary tool to achieve a competitive advantage. One of the many reasons why guerrilla marketing communication has been so warmly welcomed by businesses is that it is not complex and it is very straightforward. Keeping it simple is often a desired goal of a guerrilla marketing campaign and similar tactics can often generate a powerful competitive advantage, in other words, less is more (Levinson, 1984).

An ad must be unique and appeal to the customers and attract their attention to purchase the products. Guerilla marketing uses unconventional and unusual techniques of promoting products and services. It has a broad range and variety of advertising tactics that identifies closely the target customers as it drives to strike them by surprise in unconventional and unexpected places. Most ideas are simple and inexpensive with a lasting impression in a creative and positive approach that is expected to affect consumer buying behavior (Farouk, 2012).

Nowadays, Guerrilla marketing is viewed as a complement to the traditional marketing mix. It tries to lessen the usual marketing monotony and acquire consumers at the time where traditional marketing abandons them.

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(Nufer, 2013) a) Principles of Guerrilla Marketing Some of the principles upon which Guerrilla is defined are that Guerrilla is geared especially for small business to help them gain publicity from minimal sources. Guerrilla relies on psychology rather than experience, judgment, and guesswork. Money is not the main tool for the successful use of Guerrilla; rather it is time, energy and imagination that are the main determinants of success. In guerrilla marketing, profit is the statistic to measure a business, not sales. Guerrilla focuses on gaining more transactions with existing customers and larger transactions rather than on gaining new customers. Guerrilla is not as competitive as it seems, it also suggests cooperating with other businesses to gain benefits for all. It uses current technology to empower a business (Levinson, 1984).

Researchers are able to identify the most important principles of guerrilla marketing which includes the unexpected factor, unexpected situations and surprise element are two principles upon which the strategy is based, and it catches the attention of the customer by putting unusual objects in unusual places or using unusual objects in unusual time. Another principle is creativity and innovation, Guerrilla marketing strategy is based on imagination, creative idea, and innovative design rather than a big marketing budget. Drastic is defined as having a strong or far-reaching effect, guerrilla marketing works in a drastic way in order to reach the maximum number of target customers. The humorous effect breaks the barrier between the customer and the brand; it can also significantly increase the number of receivers. Simplicity is the key in guerrilla marketing, guerrilla is also considered a oneshot game, meaning that the campaign is performed in a limited period of time and is temporary and should not be used again in the same market. The guerrilla strategy is based on low cost compared with traditional strategies and has an immediate impact on consumers .

## 4 b) Dimensions of Guerilla Marketing

Based on the study of Tam & Khuong, 2015, the researcher examines the effects of guerilla marketing dimensions: Creativity, surprise, humor, clarity, and emotional arousal on the consumer purchase intention.

### 5 i. Creativity

Creativity is regarded as an effective tool in advertising to get through the media clutter, attract consumers' attention, create an impression and lead to more effectiveness of an advertising campaign (Till & Baack, 2015). There are different perspectives on advertising creativity at one hand, people viewed that ad is creative if it sells the product, others viewed the ad. is creative if it wins awards, rather than achieve sales. The ad creativity is usually defined in terms of two determinants: divergence and relevance. According to Smith and Yang (2004), divergence refers to the extent to which an ad contains elements that are novel, different, or unusual (Smith, Chen, & Yang, 2008). Whereas relevance refers to the extent to which ad elements are meaningful, useful, or valuable to the consumer (Smith, Chen, & Yang, 2008). Smith (2007) indicated that relevance can be achieved in two ways: Ad-to-consumer relevance: "where the ad contains execution elements that are meaningful to consumers "and Brand-to-consumer relevance: "refers to situations where the advertised brand (or product category) is relevant to potential buyers" (Smith, Chen, & Yang, 2008). It is important that companies differentiate themselves from competitors to attract the right consumers at an unexpected time and unconventional location in an original but relevant way to achieve a long-lasting and unforgettable effect.

### 6 ii. Surprise

Surprise stimulates sensation and results in more information processing when there is inappropriateness between the ad. and the expectation of the ad. (Dinh & Mai, 2016) From this aspect, surprise is considered a crucial element in guerrilla advertising; it catches the attention of the customer by putting unusual objects in unusual places or using unusual objects at unusual time . The unexpectedness of the advertisement reaches consumers through the sensational feeling that makes them "WOW" (Dinh & Mai, 2016). Furthermore, when the ad. message perceived in a different way than what is expected, it will lead to more favorable attitudes toward the brand and as result increase consumer purchase intention (Nagar, 2015).

### 7 iii. Humor

Humor plays a vital role in advertisements. It helps marketers to attract audience 'attention towards both the ad. and the brand. Humor advertisements result in more positive attitude and increase customer attention before they take any interest in the products (Eistend, Plagemann, & Sollwedel, 2014). Consequently, it increases consumer perception, liking and generates better results in comparison to non-humor ads (Venkatesh & Senthilkumar, 2015; Mehmood & Masood, 2016). According to Mehmood & Masood (2016) humor advertising has a significant impact on consumer purchase Intention. Although Humor in advertising enhances the intention to purchase, it can decrease the credibility of the source company if it is not executed attractively or in an acceptable way (Christensen & Skoggard, 2017). The humorous effect breaks the barrier between the customer and the brand; and can also significantly increase the number of receivers .

## 8 iv. Clarity

Clarity of message is a key to any successful communication. Otherwise the consumer will be confused and will not understand the intended meaning of the advertising message. In guerilla marketing, whereas it relies on unusual and unconventional ways of carrying advertisements. The more complex the message is, the more cognitive efforts the audience needs to understand it (Tam & Khuong, 2015). Therefore, clarity of the message has to be considered otherwise companies will wasting budget and losing sales.

## 9 v. Emotional Arousal

According to Aaker and Bruzzone (1981) Emotional responses are significant to consumers' perceptions of and reactions to advertisements (as cited in Williams, 2000, p. 4). (Previous studies (Stayman and Aaker 1988, Edell and Burke 1987, Burke and Edell 1989) showed that emotional responses can also directly impact brand attitudes and purchase intention (as cited in Williams, 2000, p. 4). Emotions perform a key role in decision-making and marketers exert efforts in order to target consumers' emotions so as to consumers give ultimately an emotional response to the product. (Shahid, Bilal, & Majid, 2016).

Previous research has shown that positive moods have a positive relationship with good evaluation of unexpected stimuli while negative moods have an inverse relationship (Dinh & Mai, 2016). The emotional content in creative advertisements leads to increased arousal (Erik, 2012) which in turn may affect consumer purchase intention. Consequently, and according to the above discussion, the emotional content in an advertisement may affect consumer purchase intentions.

## 10 c) Purchase Intention

The consumer buying decision is a complex process. While advertising practitioners undertake a lot of different ways to reach consumers, it is ultimately the consumers' decision to purchase a particular product. Whereas purchase intention of consumers can be affected in numerous ways (Fischer, 2002). Purchase intention is the willingness to buy a particular product or service.

Shah, et al. (2012) described purchase intention as a kind of decision-making that studies the reason to buy a certain brand by consumer (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Spears and Singh (2004) defined purchase intention as "an individual's conscious plan to make an effort to purchase a brand in the future" (p. 56). On the other hand, Morinez et al. (2007) defined purchase intention as "a situation where the consumer tends to buy a certain product in certain condition" (as cited in Arengkuan, 2017, p. 11).

According to Mirabi, Akbariyeh, & Tahmasebifard (2015), purchase intention is usually related to the perceptions, attitudes and behavior of consumers. Kotler & Armstrong (2016) have proposed six stages before deciding to purchase the product, which are awareness, knowledge, interest, preference, persuasion, and purchase. Mirabi, Akbariyeh, & Tahmasebifard (2015) examined the effect of advertising on the purchase intention and results showed that it has significant impact on purchase intention and is considered to be a powerful device to affect consumer behavior. Mirabi, Akbariyeh, & Tahmasebifard (2015) emphasize that when consumers pay attention to advertising, form a feeling towards the ads that lead to brand promotion. As such, those who have favorable feeling toward brand develop favorable attitudes toward it.

Gogoi (2013) contends that purchase intention may be altered under the influence of price or perceived quality and value. Moreover, consumers are affected by internal or external motivation during the buying process.

Additionally, the consumer purchase intention is based on beliefs and attitudes and can be highly influenced by the advertisement of the company (Belic & Jonsson, 2012). As a result, when consumers perceive the advertisement with certain attitude; the more creative the ad, the higher the purchase intention which in turn will predict his buying behavior.

## 11 III.

## 12 METHODOLOGY a) Research Objective

The study aims at analyzing the effect of guerrilla marketing on purchase intention as well as the effect of demographic factors (Gender and age) in influencing purchase intention.

## 13 b) Research Hypotheses

Previous research didn't fully investigate the effect of guerrilla marketing and purchase intention especially in the middle East region. Through the review of previous literature (Tam & Khuong, 2015; Belic & Jonsson, 2012) reported a positive relationship between guerilla marketing and purchase intention. The researcher agrees with these findings as guerrilla marketing helps in arousing the motivational desires of the customers thus inspiring their intention towards the product or service. Accordingly, the research hypothesis is posed as: H1: It is expected that guerrilla marketing will have a positive effect on purchase intention.

In previous studies, that are explained thereafter; the relationship between the demographic factors and purchase intention was investigated. According to Mahdi & Sukati (2012) Gender, age and race significantly influence purchase intention. It was found that whenever the age group increases, the effect of consumer purchase intention will decrease. Omar, Narzi, Osman, & Ahmad (2016) investigated the effect of demographic

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factors towards purchase intention of organic foods. Five demographic variables gender, age, level of income, level of education and presence of children in the household were examined. The results showed that gender, age, level of education have significant impact on consumer intention. Irianto (2015) reported a difference of attitude and intention to buy organic food between male and female. As a result, the second and third hypotheses are developed as:

## **14 H2: It is expected that gender will have a positive effect on purchase intention H3: It is expected that age will have a positive effect on purchase intention c) Survey Instrument**

Questionnaire was used as the instrument that was adapted from Tam & Khuong (2015). The questionnaire was divided into two parts. The first part of the questionnaire was consisted of 33 items where the guerilla marketing was measured using 5 sub dimensions (creativity, surprise, clarity, emotional arousal and humor) as the independent variable in addition to the purchase intention as the dependent variable. The 33 items were measured by a five-point Likert scale ranging from "strongly disagree=1" to "strongly agree=5". The second part of the questionnaire was consisted of the demographic data of the respondents.

## **15 d) Validity and Reliability**

The questionnaire was pre-tested on 50 participants to check the validity and reliability of the scales. Results showed that the Cronbach Alpha of the sub-dimensions of the Guerilla marketing ranged between (0.717-0.965) whereas for the Purchase intention construct Cronbach Alpha (0.852). According to these results, the scales are suitable to be used for the study.

## **16 e) The Chosen Advertisement**

A pilot questionnaire that listed the names of four different ads. namely Coca cola, Mountain View, Careem and Garhi Steel (From the viewpoint of the research) was conducted. A number of 100 respondents received the questionnaires over the emails through a specialized marketing research organization. It was taken into consideration that the respondents belonged to different age groups, gender and occupation. The email included a link to the four ads. Respondents were asked to rank the ads. based on the guerilla marketing dimensions (creativity, clarity, humor, emotional arousal and surprise) whereby the guerilla marketing dimensions were fully explained in simple language and examples to them. Results shows that 65 respondents rated the Coca Cola ad. as an ad. that meets the guerrilla marketing criteria.

## **17 f) The Study Sample**

Convenience sampling was selected and 450 questionnaires were distributed among the participants. The participants of this study were the members of the three biggest sports clubs in Cairo and Giza governorates, Egypt. Participants were asked to join the club media room to watch the Coca cola ad. and to respond to the questionnaire following the ad. displayed to them. The duration of the study took around two months. A number of 400 questionnaires were complete and valid for the purpose of statistical analysis with a response rate of 88.9%. It is worth mentioning that thank you certificate were handed to those who accepted to participate in the study.

## **18 IV.**

## **19 STATISTICAL ANALYSIS AND RESULTS**

### **20 a) Demographic Characteristics of the Sample Table 1: Demographic characteristics of the respondents (N=400)**

Table ?? shows the demographic profile of the respondents, almost 64.5% of the respondents are male and 35.5 % of the respondents are female. The frequency of the male respondents is more than female respondents. Majority of the respondents belong to the age group 25-35 (54%) most of them are undergraduate students (53.3%).

### **21 b) Testing Hypotheses**

Simple linear regression was used to test the first hypothesis and the following scatter diagram (figure 1) shows the relationship between Guerrilla marketing and purchase intention. ??). Table ??: Model \*\* F-test at 0.01 level of significance Table ?? shows positive relationship between Guerrilla marketing and purchase intention, the above simple regression goodness of fit shows the value of  $R^2$  as 0.811 which means that 81.1% of total variance in consumer purchase intention has been explained by the model.

## 22 i. Detailed Analysis

The researcher conducted an in-depth analysis for the five dimensions of guerilla marketing and purchase intention.

### 23 a. Creativity and Purchase Intention Table 3: Creativity and purchase intention

Table ?? shows a positive relationship between creativity and purchase intention. Simple regression goodness of fit shows the value of  $R^2$  as 0.806 which means that 80.6% of total variance in consumer purchase intention has been explained by the model. As shown in table 4 there is positive relationship between clarity and purchase intention, the simple regression goodness of fit shows the value of  $R^2$  as 0.732 which means that 73.2% of total variance in consumer purchase intention has been explained by the model.

### 24 b. Clarity and Purchase Intention

### 25 c. Humor and Purchase Intention

### 26 Gender and Purchase Intention

The second hypothesis examines the effect of gender on purchase intention. The researcher used the T-test for two independent groups to test this hypothesis. As shown in Table ??, there is a significant difference between males and females toward purchase intention. Females possessed a higher level in relation to purchase intention. This hypothesis was supported.

### 27 Table 8: Gender and purchase intention

### 28 Age and Purchase Intention

The third hypothesis examines the effect of age on purchase intention. The researcher used one way ANOVA to test this hypothesis. As shown in Table ??, there is no significant difference between respondents in terms of age toward purchase intention. This hypothesis was not supported.

Table ??: Age and purchase intention 1: denotes mean value 2: denotes standard error

V.

## 29 DISCUSSION

The study contributes to the existing literature of Guerrilla marketing and purchase intention as it explores a new domain (Egypt) thus, fulfilling a market gap. The results indicate a positive effect of the Guerilla marketing to the consumer purchase intention. This result was consistent with (Tam & Khuong, 2015). These findings follow a process -outcome perspective in which creative advertisement attract the consumer attention, leading to emotional arousal which in turn lead to cognitive processing and consumers seek information about the product and finally attitudinal change (a willingness to purchase the product), this sequence of effects follows the hierarchy of effects model. A detailed analysis of all sub-dimensions of guerrilla marketing indicates that creativity contributed most to the purchase intention which reveals that consumers value creativity and it is a key factor in affecting the consumer purchase intention followed by emotional arousal, clarity, humor and the least but also significant variable is surprise.

Contrary to previous studies (Tam & Khuong, 2015) surprise and humor significantly affected purchase intention which confirms the importance of surprise as a dimension of guerilla advertising, it has the least effect in comparison to other variables. Due to the age of technology, people are adapted to changes making people expectation driven not surprised driven.

In the second hypothesis, the focus was on the effect of gender on purchase intention. The results indicated that the hypothesis is supported. Females were found to have a higher effect on purchase intention rather than males reflecting the reality that females are in general and especially in the Egyptian domain are the real customers and consumers. In general, females are more interested in shopping especially grocery items and are engaged in impulsive buying than males. Once they identified their needs, women seek detailed information about the product in comparison to men. Furthermore, women have multiple criteria to evaluate alternatives to make the purchase decision. They spend more time in shopping and to reach a decision to make their purchase. Moreover, women are more loyal than men ??Goya, n.d.). Additionally, Man's motives towards shopping are different than women. Yet, they tend to follow a utilitarian approach based on logic, whereas shopping motives for women tend to be hedonic motives based on intrinsic and emotional responses (Aswegen, 2015) This finding was consistent with the literature (Iqbal, Ghafoor, & Shahbaz, 2013; Irianto, 2015) However, the effect of age on purchase intention was not significant, demonstrating that age differences are not affecting purchase intention. The finding is different from previous studies (Mahdi & Sukati, 2012; Omar, Narzi, Osman, & Ahmad, 2016) One reason to explain this finding is that the type of the product advertised on the ad was a convenience good / low involvement product which requires less thought and less planning to purchase and it appeals to large target market at the same time its price is not too high. Respondents held indifferent views towards the ad. Instead,

respondents intend to buy the product because of the guerrilla marketing campaign that attracts consumers through the creativity and the novelty of product that surprise them, as a result, they intend to purchase it.

## 30 VI.

CONCLUSION marketing on purchase intention as well as the effect of demographic factors (gender and age) on purchase intention. The results showed that advertisement creativity, emotional arousal, clarity, humor and surprise have a positive effect on consumer purchase intention. females were found to be highly affected than males. The research showed that there is no significant effect of age on consumer purchase intention.

## 32 VII.

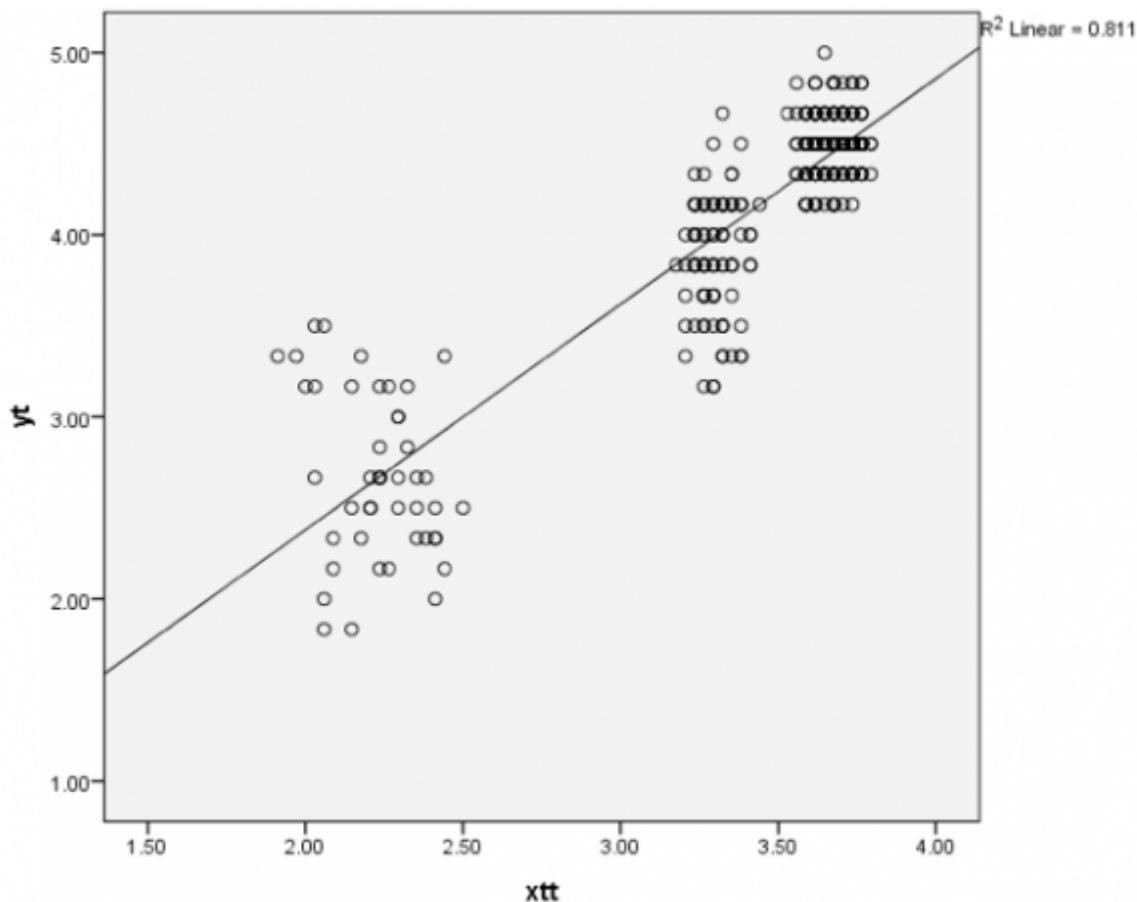
## 31 MANAGERIAL IMPLICATIONS

The key to an effective marketing strategy is to think out-of-the-box and make use of the opportunities offered by the new media. Guerrilla marketing is more than just a trend, but rather a strong instrument that is used by companies of all sizes. Marketers can strongly differentiate their marketing efforts as opposed to their competitors using different Guerrilla tactics as it proved to have an impact on consumer purchase intention.

Brand managers and advertising practitioners should consider the creativity in their advertisements as consumers value creativity not only because it belongs to advertising effectiveness but also, it had a high impact on purchase intention. Also, the inclusion of surprise proved to have an effect on purchase intention, the marketers should take into account the surprise effect of the distinguishing product and the promotional campaign that leads up to consumer purchase intention.

Moreover, Guerrilla marketing has a strong rebating impact on the advertising budget, drastically cutting costs and being more creative in performing the promotional practices.

Lastly, a combination between Guerrilla marketing and traditional marketing practices is advocated and encouraged to further maximize the profitable opportunities presented by influencing consumer purchase intention.



1

Figure 1: Figure 1 :

4

Figure 2: Table 4 :

5

It is shown that there is positive relationship between humor and purchase intention, the value of  $R^2 = 0.511$  which means that 51.1% of total variance in d. Emotional Arousal and Purchase Intention consumer purchase intention has been explained by the model. (Table 5)

Figure 3: Table 5 :

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e. Surprise and Purchase Intention

Figure 4: Table 6 :



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Figure 5: Table 7 :



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