

To Study the Techniques and impact of Guerrilla Marketing on Purchase Intentions with reference to Gen Z

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ABSTRACT: Guerrilla Marketing, a term pioneered in the late 1900s, has gained significant traction in the 21st century, with brands designing their campaigns to capture the attention of this new tech-savvy generation. As part of this study, we examined different guerrilla marketing techniques including Ambient, Sensation, Buzz, Ambush, and Guerrilla Publicity to determine if they affected generation Z's purchase intention. In addition, a questionnaire was administered in person and online to gather quantitative data. A total of 203 questionnaires were distributed to respondents, 200 of which were returned, resulting in a response rate of 98.4%. The hypotheses were tested using least-squares regression (OLS) and multiple regression analysis. Following a thorough study and a statistical analysis of multiple hypotheses, the result indicated a positive relationship between novelty, relevance, aesthetics, surprise, humor, emotional arousal, clarity (the independent variables), and purchase intention (the dependent variable). We hypothesized that the same set of independent variables would lose their significance if they were considered together, so Multiple Regression was conducted, and we obtained different results. Thus, novelty, aesthetics, surprise, and humor had a stronger impact on purchase intention, while relevance, emotional arousal, and clarity had a weaker impact, and were not statistically supported. In the context of practical implications, the aesthetics of the studies led to the strongest impact on purchase intentions, which should be taken into account when Guerrilla marketing-related activities are employed. Also, firms and advertising agencies should find new ways of communicating with target audiences in order to effectively interact with them. In the context of Guerrilla marketing, novelty, aesthetics, surprise, and humor should be emphasized as they are strong reinforcers and thus marketers should focus more on these elements to strengthen their campaign presence in front of Gen Z.

Keywords: Guerrilla Marketing, Purchase Intention, Generation Z, Guerrilla Advertising

INTRODUCTION

In this crowded and deeply serious business world, it is imperative for businesses to look for ways on how to feature their proposal to attract the attention of their customers. Worldwide the number of ads shown has grown dramatically, with each individual being exposed to hundreds or even thousands of limited-time ads every day. The challenges have grown to new highs, and it requires marketers to think out of the box, in order to attract their target market. Marketing has evolved from a product-centric world to a consumer-centric world, and thus constantly.

The American marketing association defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society." (American Marketing Association, 2013)

Globally, The concept of marketing deals with everything that consumers perceive about your company and means that this image is passed on to the public so that there can be an exchange of products and/or values. Through campaigns in various media, the main goal is to attract the attention of the consumer, so that the customer gets to know the brand, buy your product and generate profit for your company.

The concept of guerrilla marketing was first introduced by Levinson when he was inspired to write a book about simple, low-cost methods of marketing (Levinson, 1984). Initially, the term guerrilla stems from the Spanish word for war, guerrilla, and is a form of irregular warfare fought by a small and independent group, using military tactics to fight the bigger and less mobile military. (Bigat, 2012). Levinson further defines it more loosely as "the art of changing people's minds - or sustaining their minds if they're already inclined to do business with you." (Levinson, 2007).

Advertising credibility strongly links with the concept of guerrilla marketing and it can be defined as the degree to which consumers believe the brand promises with what is stated in advertisements are truthful and trustworthy, with the goal of using these advertisements to affect consumers' impressions of their products (Acar and Temiz, 2017). As a result, the credibility of the advertising message becomes a customer criterion for determining whether the information communicated by a product is accurate or not. Using the appropriate media can help improve advertising credibility, which has a beneficial impact on advertising and brand perceptions. (Dahlén et al., 2008)

Guerrilla marketing is primarily known for its unconventional campaign. We have examined this fundamental aspect of guerrilla marketing in detail above in order to better understand what it is. There are many reasons why a campaign may be unconventional, including its content, structure, format, and sometimes a combination of factors. Guerrilla Marketing is continuously evolving and is now more consumer-centric and sales oriented than ever.

LITERATURE REVIEW

This section investigates the current amount of literature available on open-source databases such as google scholar, academia, etc. Further research illustrated that Guerrilla marketing seeks to maximize effectiveness with minimal investment. Using unconventional methods of advertising, it aims to attract the attention of customers to small businesses, so that they could

compete with large corporations. However, large companies have increasingly turned to this strategy as they began to realize the benefits of Guerrilla marketing. (Milak, A., & Dobrinic, A. 2017).

A very classic example of Guerrilla Marketing was brought into notice by Volkswagen, wherein, they created "the fun theory" a guerrilla marketing concept to move people's usual behavior patterns, this concept encourages them to do something different. (W3 Lab, 2021)

While, on the other hand, Traditional marketing activities are often unaffordable due to their high costs. Guerrilla marketing is therefore an inexpensive and unconventional way to gain popularity, especially if it is done through social media which is explored on a wide spectrum inside this paper. The results of this study showed that social media is an important part of Guerrilla Marketing activities since it enhances trust in the CrowdFunding campaign and extends the reach of Guerrilla Marketing activities. (Lubyte, V 2020)

Therefore, there was an ever-growing need for new, innovative guerrilla marketing strategies as traditional advertising fails more and more often. It is necessary to shift inter-instrumental communication in favor of non-classical instruments to minimize scattering losses. Guerrilla marketing offers new, unusual ways to win the attention of the target group and counter the increasing aversion to advertising among recipients. (Nufer, G 2021)

Techniques of Guerrilla Marketing

It is important to talk about the various techniques of Guerrilla Marketing. The various techniques associated with Guerrilla Marketing have been gaining prominence as marketers continue to adapt them for various campaigns and advertisements.

The very first type of guerrilla marketing is Ambient marketing which is described as "the placing of advertising in odd and unexpected places (location), typically using unconventional means of execution. (Luxton and Drummond, 2000). It involves placing adverts in places or on products where they are unlikely to be seen. In other words, advertisements are placed in unusual places, typically in the target group's immediate social surroundings (Luxton and Drummond, 2000). This style of advertising comes in a variety of sizes and shapes. It can range from simple stickers in toilets to large buildings covered with art. One example is turning an airport baggage claim into a roulette wheel to promote a new casino. (Hutter and Hoffmann, 2004).

The second technique of guerrilla marketing is sensation marketing which is defined as "the act of surprising people in public spaces with activities that exceed their expectations." (Hutter and Hoffmann, 2011). A flash mob is a type of sensation marketing in which a group of people gathers in a public place and performs an unexpected act. Anything from a choreographed dance routine to a public pillow fight qualifies (Lum, 2010). People on the street come to a halt to watch this stunning and attention-getting performance, where they are the only ones to witness this irreproducible once-in-a-lifetime event. Sensation marketing requires no prior setup and is an example of a "hit and run" strategy (Lum, 2010). One advantage is that the action is frequently seen as entertainment rather than danger.

Guerrilla Marketing's third technique is in the form of Buzz marketing, which is the antithesis of Astroturfing. To increase brand awareness and exposure, they leverage genuine endorsements, particularly those made by high-profile individuals. The fourth technique of Guerrilla Marketing is experiential marketing. The strategy encourages and engages customers to participate in the business' growth and success through guerrilla marketing. Grassroots marketing is the fifth technique of Guerrilla Marketing. This is one of those guerrilla marketing campaigns that small businesses find especially effective. Rather than spending lots of money on elaborate advertising campaigns, small brands can help their target audiences by taking a common course or sharing a common vision. (Hall, B, 2020)

The sixth technique discusses Stealth marketing. A clever and subtle marketing strategy is used to target customers through this guerrilla marketing campaign. It is most often used to advertise a product or service to people without them being aware of it. It cleverly demonstrates that these techniques not just result in affordable outreach but are persuasive in nature too. (Hall, B, 2020)

RESEARCH METHODOLOGY

The word guerrilla is a Spanish word meaning war. Guerrilla marketing is a form of marketing where the advertising is done in a way that does not involve traditional methods. The aim of guerrilla marketing is to attract the attention of potential customers and to create an emotional response. In the past, guerrilla marketing used to be a way of creating a buzz around a product or service. Today, it has become an important tool for marketers to connect with their audience and build their brand.

Guerrilla marketing is based on the idea that creativity is the key to success in marketing. It is also known as "creative marketing." Guerrilla marketing takes place even without any money or budget. In this type of advertising, marketers use their creativity to generate attention and awareness for their product or service through unconventional means such as using low-cost production techniques, using word-of-mouth advertising, and going where no one else has gone before.

Research Objective-

- To get insights on the various techniques used in Guerrilla Marketing
- To study the impact of Guerrilla Marketing on the purchase intention of the consumers.

Research Design-

In this concept of study, we have particularly used descriptive research as a research design measure to facilitate data collection. Descriptive research is conclusive in nature and in this case since we want to define an opinion around the techniques, and impact

of Guerrilla Marketing on purchase intentions. The research data from this study will allow us to measure the significance of the results on the overall population of Gen Z we are studying.

Data Sources-

In this concept of the study, the data source which has been taken for this study is the “Primary Data Source”. The primary data source allows us to gain a first-hand overview of the things, wherein the questionnaires were distributed to the targeted respondents, and they were asked to fill them back.

Sampling-

In this study, we decided to go ahead with a nonprobability sampling method, wherein, a questionnaire was prepared and administered to college-going students. Forms obtained as a result of data collection were evaluated and a total of 200+ questionnaires were included in the sample. The first question in the questionnaire included the constructs in the research model. All questions were measured by a five-point Likert scale. For instance, “1” expressed as agree, “2” expressed as strongly agree, “3” expressed as neither agree nor disagree, “4” expressed as disagree, and “5” expressed as strongly disagree. The second part of the questionnaire included the demographic variables.

Measurement scale-

The measurement scales used in the study were adopted from previous marketing research as their reliability and validity are already established. As many respondents tend to take a neutral position, despite the pitfalls of using Likert scales. Thus, respondents will be obliged to express an opinion on each item. Therefore, all independent and dependent variables were measured on a five-point Likert scale (1=Agree and 5= Strongly Disagree).

Purchase Intention ~ Dependent Variable

Purchase intention is used interchangeably with buying willingness, and it develops when a customer has a conscious plan to purchase a product or service in the future. The attitude of individuals has a direct impact on consumers’ purchase intention (Bian & Forsythe, 2012). Also, an affirmative relationship between advertising and purchase intention was confirmed (Petrescu, Korgankar, & Gironda, 2015). One further study showed that the more creative and credible the ads are, the higher purchase intention will be there, which in turn is a critical factor to predict their purchase behavior”. In this sense, it can be said that the higher purchase intention an individual has, the greater the likelihood a particular commodity will be actually purchased. (Dinh and Mai, 2016),

Guerrilla Marketing Effects ~ Independent Variables

Even though there are various definitions, the concept, and understanding of Guerrilla marketing are mutually agreed upon. Seven Guerrilla marketing effects are constructed; novelty, relevance, aesthetics, surprise, humor, emotional arousal, and clarity (Dinh & Mai, 2015, 2016).

DATA ANALYSIS AND INTERPRETATION

The data analysis and interpretation in Guerrilla Marketing is a process that analyzes the data of customer behavior, demographics, and geographical location to identify the impact on purchase intention. This process is done by collecting data from different surveys. The collected data was then analyzed to find out which customers were more likely to be interested in the product or service.

Descriptive statistics of the samples showed that a total of 200 questionnaires were filled, yielding a valid return rate of 98.04%. Among 204 respondents, 46% percent were female and 54% were male. The average age of participants was 21. Almost 78 percent of the participants hold a bachelor’s degree. Respondents who were exposed to more than 5 advertisements per week accounted for more than 85 percent of the total respondents.

Factors Affecting Purchase Intention:

The Pearson correlation coefficient for seven independent variables and the dependent variable was employed in order to analyze the correlation and relationships between variables. The result showed a positive relationship between every independent variable and the dependent variable, all of which are statistically supported. Once consumers perceive a higher level of novelty, relevance, aesthetics, surprise, humor, emotional arousal, and clarity used in advertising, they tend to have greater purchase intention. The results are summarized in Table 4. Once the relationships between variables were statistically confirmed, Ordinary Least Squares Regression (OLS) was then run separately to test the relationship between each independent variable and the dependent variable. Consequently, seven simple regressions are presented in Tabl

Table 4

		Correlation between variables							
		1	2	3	4	5	6	7	8
Purchase Intention		1							
Clarity		0.537835647	1						
Emotional Arousal		0.502746809	0.52990797	1					
Humor		0.556602671	0.580101303	0.342672195	1				
Surprise		0.317253303	0.138601368	0.194241366	0.195578355	1			
Aesthetics		0.073657919	0.119509375	0.108434978	0.315711124	0.099901392	1		
Relevance		0.441127462	0.664703966	0.59892324	0.334287411	0.088323285	0.174706817	1	
Novelty		0.4941302	0.465395165	0.34877577	0.567434498	0.257131871	0.358263494	0.535110174	1

Table 5- Ordinary Least Squares Regression

	Coefficients	Standard Error	t Stat	P-value
Intercept	-2.867	0.821	-3.492	0.001
Novelty	0.115	0.049	2.372	0.009
Relevance	-0.105	0.095	-1.105	0.271
Aesthetics	-0.107	0.071	-1.517	0.000
Surprise	0.322	0.067	4.835	0.000
Humor	0.138	0.064	2.162	0.032
Emotional Arousal	0.181	0.056	3.204	0.436
Clarity	0.442	0.077	5.735	0.890

Based on the information shown in Table 5, all seven independent variables statistically positively affected purchase intention. However, the variables that most affected purchase intention were Novelty (80%), aesthetics (76.9%), and Humor (76.5%) whereas clarity (52.1%), surprise (55.9%), and relevance (59.7%) were the least affected consumer purchase intention.

Table 6- Multiple Regression Analysis

Independent Variables	Unstandardized Coefficients	p-value	R Square	Adjusted R-Square
Novelty	0.800	0.000	0.735	0.732
Relevance	0.597	0.000	0.685	0.643
Aesthetics	0.769	0.000	0.656	0.601
Surprise	0.559	0.000	0.615	0.594
Humor	0.765	0.000	0.598	0.581
Emotional Arousal	0.698	0.000	0.599	0.571
Clarity	0.521	0.000	0.564	0.51

Dependant Variable- Purchase Intention

<i>Regression Statistics</i>	
Multiple R	0.891
R Square	0.719
Adjusted R Square	0.692
Standard Error	2.072
Observations	201.000

Suspecting that the same set of independent variables may lose their significant effect on purchase intention when considering independent variables altogether, taking this into the consideration, Multiple Regression was used to make the research result become more rigid.

Therefore, the results of multiple regressions are reported in Table 6. The result of regressions analysis showed that R Square is 0.719, indicating that all independent variables in the table, which are novelty, relevance, aesthetics, surprise, humor, emotional arousal, and clarity can predict 71.9% of the dependent variable namely purchase intention. Hypothesis 2 ($p=.271$), 6 ($p=.436$), and 7 ($p=.890$) failed to reject the null hypothesis, which suggests that there is no relationship between the independent variables (relevance, emotional arousal, and clarity) and the dependent variable (purchase intention).

Hypotheses 1, 3, 4, and 5 predicted relationships between novelty, aesthetics, surprise, humor, and purchase intention. The result strongly confirmed that these independent variables were positively and significantly associated ($p1=.009$, $p3=.000$, $p4=.000$, $p5=.032$). Therefore Hypotheses 1, 3, 4, and 5 were statistically supported. However, after performing the multiple regression analysis, it yielded opposite results from the Ordinary Least Squares Regression. It could be interpreted that variables that strongly explain the dependent variable can make variables that weakly explain the independent variable become less significant or even no longer significant. In this sense, novelty, aesthetics, surprise, and humor reflected a strong impact on purchase intention so that other independent variables (relevance, emotional arousal, and clarity) were weakened, and were not statistically supported ($p > 0.05$).

Advertisers and brand managers should consider novelty in their advertising campaigns since Gen Z customers value novelty because it is related to advertising effectiveness as well as having a high impact on purchase intentions. Novelty creates a positive impact on the minds of consumers and their purchase intentions which means that this element should not be ignored while framing advertisements. As Guerrilla marketing has a positive effect on advertising budgets, cutting costs drastically and being more creative when it comes to promotional practices. Moreover, Aesthetics also play a vital role when designing a campaign.

The aesthetics of marketing, in contrast to other fields, refers to the structural and referential qualities of an organization's aesthetics which are working together as a whole and marketers should keep this in mind while designing and launching their campaigns as Gen Z consumers value the aesthetic element in advertisements.

Therefore, it should remain a focal point when designing or launching campaigns. Aesthetics appeal to young consumers and it creates a long-lasting impact on the minds of consumers, thus affecting their purchase intentions of Gen Z when they see new advertisements rolling out.

Surprise often astonishes the person and it is one of the most effective ways of capturing the audience's attention and building a strong brand impression through surprise. Gen Z values this element in the advertisements. A surprise could be anything that is unexpected, And when marketers infuse this element of surprise in the advertisement, the research shows that there's a high probability that it will affect the purchase intention of the targeted consumers, Gen Z Consumers are more likely to feel more connected and authentic to your business when you use humor. Humor as an element when combined with the rest of the factors, it also creates a long-lasting impression on the consumer's mind. Marketers should try and attempt to bring in the touch of humor.

The research carried out in this study revealed that for Gen Z, the most important element in the context of Guerrilla marketing campaigns impacting their purchase intentions is novelty, aesthetics, surprise, and humor. In order to create an effective marketing strategy, companies need to think outside the box and take advantage of new media opportunities. In addition to being a trend, guerrilla marketing is also a powerful tool that is used by companies of all sizes.

DISCUSSION AND CONCLUSION

This study aims to investigate the techniques and impact of Guerrilla Marketing on the purchase intention of Generation Z. An empirical finding cleared up inconsistencies in the existing theory when the existing theory was inconsistent. Therefore, firms and advertising agencies should find creative ways of communication in order to interact effectively with target audiences. Otherwise, customers may not pay full attention and interest to the given Guerrilla marketing and the results may be different. Surprise and humor shared a very close relationship with purchase intention. However, humorous advertising is quite sensitive, especially when used in foreign markets since consumers possess different humor appreciation mainly based on their home country's culture, individual personality, and experiences. As far as Guerrilla marketing context is involved, priority should be given to novelty, aesthetics, surprise, and humor as they are positive reinforcers. Switching perspective from a marketer's to a customer's point of view, customers are now looking for something different that can evoke their emotions. Guerrilla marketing provides such opportunities for firms to bridge this gap. It is, therefore, highly recommended for business practitioners to have a good combination of traditional marketing and unconventional marketing. In so doing, a firm can be distinct from its rivals, especially in terms of consumers' actual purchases. By using guerrilla marketing techniques, you can reach consumers in new and exciting ways. One can use guerrilla marketing to make a brand, product, or service go viral within a short period of time. And, also it can help in gaining millions of views quickly. Marketing companies can take advantage of this by creating campaigns that go viral. It's not always about freebies in guerrilla marketing. It's up to you to figure out how to reach your objectives. One might consider collaborating with another business that serves the same market.

LIMITATIONS

No research is ever free from limitations. There are a couple of limitations that we have identified. Firstly, Since guerrilla marketing is a new concept, it lacks a precise definition, so understanding of it is limited. Secondly, In addition, most recent research and studies have focused on separate components of guerrilla marketing rather than on a holistic view. Thirdly, there is a lack of a standardized scale to assess the concepts and constructs, so a comprehensive review of guerrilla marketing theories and concepts is recommended.

Further, The limitations in the research on guerrilla marketing are as follows.

1. The research is limited to India only.
2. No study has been conducted in any other developing country.
3. The findings are based on a small number of studies conducted in different time periods.
4. The findings are based on too few studies with too many methodological limitations to be able to draw conclusions about the effectiveness of guerrilla marketing as a whole or even for specific types of campaigns.

FUTURE SCOPE

This research further opens up the door to several other determinants which might be a major catalyst in determining whether or not guerrilla marketing campaigns are effectively able to create a purchase intent or not with reference to different generations such as baby boomers, Gen X, Gen Y in different geographies. It is important to consider cultural dimensions for further research. In different countries, researchers will find different findings. Foreign markets and international trade would benefit greatly from this. Researchers could be more specific when referring to the type of product in the questionnaire (high vs. low involvement; consumer goods vs. unsought goods). Guerrilla Marketing can be a great way to increase customer awareness, engagement and retention. It can also be used to drive sales and generate leads for your company. The future scope of research on the impact on

purchase intention in different industries with reference to guerrilla marketing will be an important factor for marketers to understand how their customers are reacting to their products and services in different industries.

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