

## A Study on Awareness and Effectiveness of “Guerrilla Marketing Technique” –An Innovative Means of Advertising

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### ABSTRACT

The ever-increasing number of similar products has made it difficult for potential customers to choose, making the price the most important criteria. Consequently, the companies became aware of the need to differentiate, starting from the way they deliver the brand message. Therefore, the unconventional means of promotion offer a way out of the advertising clutter, creating a lasting image of the brand in the mind of the consumer. This research is concentrating only one part of unconventional ways of advertising that is guerrilla marketing. This study “**A study on Awareness and Effectiveness of “Guerrilla marketing technique” –an innovative means of Advertising**” is a descriptive paper which focuses on effectiveness of unconventional means of advertising particularly Guerrilla Marketing Technique. This study is also done to understand Consumers/Buyers awareness towards Guerrilla Marketing Technique. The research uses primary data in the form of questionnaire for the collection of data. The data collected has been analysed in the form of percentages. Conclusions, based on the outcome, hereby obtained were drawn and decisions were taken about the said objectives. This study will highlight the importance of the company to move towards unconventional methods to reach out to the consumers. This strategy would benefit both the organisations and the consumers. The primary purpose of this paper is to stimulate further discussion among businesses and to be used in dialogue with stakeholders.

**Key words:** Guerrilla marketing, unconventional, questionnaire, innovative

## I. Introduction:

Customers of today are truly market literate. Companies are developing innovative strategies that break through the clutter and grab viewers' attention. All these innovative, inventive and unconventional tactics, strategies and techniques use for promoting a product can be comprised in the term "**Guerrilla advertising**". This term derives from "guerrilla marketing", a concept introduced by Jay Conrad Levinson in 1984 which refers to an alternative form of marketing that uses unconventional tactics and strategies. Levinson's first definition of the concept stated that guerrilla marketing was "a body of unconventional ways of pursuing conventional goals. It is a proven method of achieving profits with minimum money

Guerrilla marketing is an advertising strategy, in which low-cost unconventional means (graffiti, sticker bombing, flash mobs) are utilized, often in a localized fashion or large network of individual cells, to convey or promote a product or an idea. In short it is "Unconventional marketing intended to get maximum results from minimal resources".

The concept of this kind of marketing was created as an unconventional system of promotions that relies on imagination, creativity, time and energy rather than a big marketing budget. Typically, guerrilla marketing campaigns are unexpected and unconventional, potentially [interactive](#), and [consumers](#) are targeted in unexpected places. The objective of guerrilla marketing is to create a unique, engaging and thought-provoking concept to generate [buzz](#), and consequently turn [viral](#).

Guerrilla marketing involves unusual approaches such as intercept encounters in public places, street giveaways of products, [PR](#) stunts, or any unconventional marketing intended to get maximum results from minimal resources. More innovative approaches to Guerrilla marketing now utilize [mobile](#) digital technologies to engage the consumer and create a memorable [brand](#) experience.

Guerrilla marketing focuses on low cost creative strategies of marketing. Basic requirements are time, energy, and imagination and not money. Sales do not compose of the primary static to measure business but is replaced by profit. Emphasis is on retaining existing customers then acquiring new ones.

## II. Objectives of the study:

A research paper should have clearly defined set of objectives so that the research will reach its goal successfully. As this research is concentrating only one part of unconventional ways of advertising that is guerrilla marketing, the research objectives stated here are concentrating only on guerrilla marketing. The major objectives are.

- Effectiveness of unconventional ways of advertising particularly Guerrilla Marketing Technique
- Understanding Consumers/Buyers awareness towards Guerrilla Marketing Technique

## III. Need for the study:

In the past years, more and more companies have allocated a bigger part of their marketing budgets for the unconventional strategies. There are several factors that have contributed to the growth of the importance of the nontraditional advertising:

- The lack of credibility and the inefficiency of traditional advertising
- Customer's reluctance to the advertising message
- The need to reduce the costs of promotion
- The need for differentiation of the products and brands
- Consumer's better understanding of marketing and selling techniques which makes them immune to commercial messages
- The need for a better targeting of the audience which has become more and more fragmented

The need for guerrilla marketing can be seen in the light of three facts:

- Because of big business downsizing, decentralization, relaxation of government regulations, affordable technology, and a revolution in consciousness, people around the world are gravitating to small business in record numbers.
- Small business failures are also establishing record numbers and one of the main reasons for the failures is a failure to understand marketing.
- Guerrilla marketing has been proven in action to work for small businesses around the world. It works because it's simple to understand, easy to implement and outrageously inexpensive.

#### IV. Data collection method:

The data was collected using the mode of survey to collect genuine opinion from the right respondents which is very important part of this research. The questionnaire method was used to collect fresh and firsthand information. A set of 14 questions were prepared and sent through electronic media and the respondents were personally asked to fill it. Once all this data was collected, it was then sorted out and statistically analyzed. A graph of each aspect contained in the questionnaire was made so as to get an exact percentage of the findings. Conclusions, based on the outcome, hereby obtained were drawn and decisions were taken about the said objectives.

#### Sample

To be certain that a fair representative of the population is selected; the sample consisted of at least 120 well educated Professional respondents chosen randomly from all over Karnataka consisting of IT, Marketing, Advertising professionals. A fixed number of 120 respondents was the sample and the data was tabulated in all possible manners to get the valid results.

#### V. Analysis and interpretation:

**Table 1: Gender wise distribution of the respondents whether they like innovative outdoor advertisement campaigns**

	Yes	No	No Idea	Total
Male	46	29	7	82
Female	12	15	11	38
Total	58	44	18	120

The tabulated result sheet differentiates the respondents on the basic of their answer option as well as their gender. This was to see whether respondents like or dislike the innovative advertisements. 48% of the respondents gave favourable answer to this question, 37% said they don't like innovative advertisements campaign remaining 15% respondents don't have any idea about these kind of advertisement campaign. One main observation was even 50% of the respondents don't give much thinking about advertisements and is not getting serious viewers

for it. And when we go for gender based evaluation Male population remains little more favourable for advertisements than the female group.

**Table 2: Respondents understanding the concept of Guerrilla Marketing**

	A	B	C	D	Total
M	15	14	31	5	65
NM	3	42	7	3	55
Total	18	56	38	8	120

To understand whether the respondents were aware of the concept of guerrilla marketing the question and the various responses as under was given. The respondents were divided in two parts on the basic of their profession- Marketing professionals and non-marketing professionals for a better understanding and analysis. The options given was

- A. A type of selling where seller tries to sell his product forcefully to the customer.
- B. An attractive method of selling the product.
- C. A low-cost unconventional advertisementvertising strategy.
- D. No idea.

46% of respondents understood guerrilla technique just one of attractive selling technique. Second place goes to the actual definition 32% of respondents understand this method perfectly and about 15% of respondents tells this is a technique where they are being forced to buy or something but that is not a valid point here and remaining 7% dont know about the topic at all. Their answer is no idea for the question. The responses were analysed on the basic of marketing and non marketing professionals on that basic if we see the result the maximum sample says this technique as a attractive method of advertising the product. The one who are into the advertisement profession only could able to understand its financial aspects and the usefulness of it to the product from backend. The next question was with regard to the appreciation of the respondents towards unique and unexpected advertising campaigns. It was essential to understand the pattern where people get attracted or do people notice the advertisement because it's been presented differently.

**Table 3: The likability if any product uses unexpected, unique, drastic and funny advertisement campaign for its promotion”**

	Yes	No	Total
	67	53	120
<b>Total</b>	67	53	120

Respondents were asked to say yes or no to the query the collected data shows. More than 50 percent to say exactly its 56% of respondents like such advertisements where they use attractive unconventional techniques and 44% respondents answer was negative. Continuing with previous question the respondents has got to elaborate their answer like if they say yes to previous question then they were asked to tell us like below

If yes - is that advertisement influenced you to buy the particular product? Or just to enjoy the campaign. Answer options was

- A. Yes I purchased the product
- B. No I just enjoy the campaign

The derived responses shown below in the table

**Table 4: The reasons for liking the advertisement**

	Yes	No	Total
	29	38	67
<b>Total</b>	29	38	67

Here derived result says the advertisements people will like and they enjoy the campaign but the percentage of conversion is less. Just because of advertisement is attractive people will not purchase the product. Here out of 120 respondents 67 people told they like guerrilla advertisement campaign and in that only 29 of them want to go for the product on the basic of the information provided by the advertisement other 38 peoples just love to enjoy the advertisement campaign. This shows that one may anything to sell the product but buyer will buy what they want to buy only certain percentage only can convert through advertisements not the full 100%.

In the next run the respondents were showed some visuals of guerrilla campaign to the respondents where they asked to tell us their views

The below mentioned were the answer options

- A. Gives useful information quickly at attractive way
- B. Just exaggerates the product and decorates store
- C. No idea

**Table 5: The views about guerrilla advertising**

	Male				Female				Grand Total
	A	B	C	Total	A	B	C	Total	
M	29	11	3	43	8	12	2	22	65
NM	13	17	5	35	5	10	5	20	55
<b>Total</b>	<b>42</b>	<b>28</b>	<b>8</b>	<b>78</b>	<b>13</b>	<b>22</b>	<b>7</b>	<b>42</b>	<b>120</b>

The two way tabulation shows the respondents were divided two main categories one gender based division and other on the basic of their profession. Here a main aspect was observed i.e., almost 50% of the respondents look for valuable product information provided in the advertisement whatever may be the gender differentiation. And around 40% of the respondents both including male and female think advertisements are just to exaggerates the product and they don't think advertisement gives useful product information to the buyer and the remaining 12% or so they would like to stay constant to any of the answers.

The further analysis of the respondents was on the basis of the profession too. So when we looked at the share of marketing and non marketing professionals understanding level of marketing professionals stand first and it is obvious but when we look at non marketing professions almost 50% of the sample says guerrilla campaign is just to lift the product up among other product and nothing more. One more thing noticed that female population they think guerrilla is just to exaggerate the product. 50% of the female respondents answered the same.

The respondents were further analysed in terms of the upcoming guerrilla technique that is flash mobs. Here respondents just had to answer yes or no so that we could get to know what the percentage of people actually knows about this type of advertisement. There was no restriction on terms of place, anywhere and anytime. It was to analyse whether they are aware of flash mob or no.



**Table 6: The awareness of flash mobs? (Live/TV/Internet)**

	Yes	No	Total
	86	34	120
<b>Total</b>	<b>86</b>	<b>34</b>	<b>120</b>

Flash mob definitely attracts a huge population as per the recent trend it got popular so much in so less time this research only says 72% of the samples are aware of it and only 28% of them are unaware of it.

Continuing with the same question the respondents' were asked to write down 4 main things what flash mob consists of. Most of the respondents think flash mob is just a dance performance and not an advertisement campaign because the product was the one which was noticed least. The respondents listed out dance, songs and surprise gifts and other things but not the actual product or the actually why it has been done that part nobody noticed exactly. Some 15 to 20% of respondents knows it is a kind of advertising technique but not perfectly. This is the next question asked to the respondents in line this is where the respondents were asked to evaluate the traditional advertisement method and the present guerrilla advertisement methods. An open ended question next where the people who accept guerrilla is more effective and if yes how it is effective.

**Table 7: Modern guerrilla marketing technique is more effective than traditional way of advertising:**

	Yes	No	Total
	72	48	120
<b>Total</b>	<b>72</b>	<b>48</b>	<b>120</b>

60% respondents accepted the statement and remaining 40% think it's not more effective than the old traditional method.

To continue with the question with respect to why it's effective the respondents opined that traditional or old advertisements are usually lengthy and which just only concentrates the product and somehow the present generation could not able to cope with that they feel it's old. Present days new advertisements are like direct to point and fast where the necessary communication only will pass not the unnecessary things. And when using guerrilla the involvement of the viewer also will be more which creates interest to see the creative.



Respondents also answered answers like quick, easy to understand, attracts more with less cost, and effective reach, and viral marketing helps to promote the advertisement too.

Respondents had the following answer option in front of them.

- a. **Grabs more attention than a traditional advertisement at low cost**
- b. **A new way to drive customer to the store and to buy the product**
- c. **Entertaining general public with a brand name**
- d. **All of the above**
- e. **None of these**
- f. **Please specify your answer**

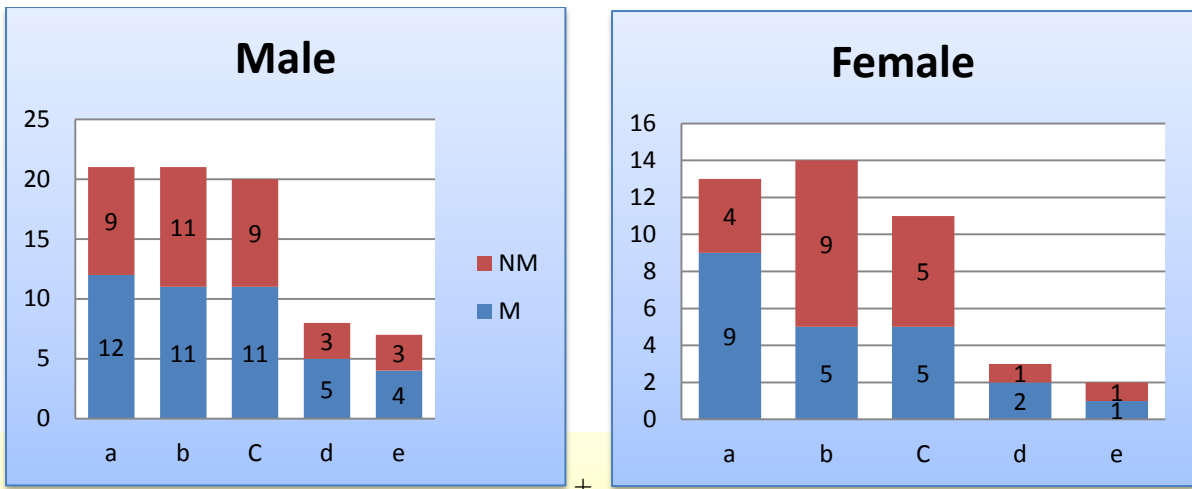
The tabulation made after data collected from the respondents, we used two way tables to display the collected data and the criteria we adopted like we differentiated the respondents on gender and profession basis. So here in the given table it explains

**Table 8: The prime cause for a guerrilla campaign**

	Male						Female						Grand Total
	a	b	C	d	e	Total	a	b	C	d	e	Total	
M	12	11	11	5	4	43	9	5	5	2	1	22	65
NM	9	11	9	3	3	35	4	9	5	1	1	20	55
<b>Total</b>	<b>21</b>	<b>22</b>	<b>20</b>	<b>8</b>	<b>7</b>	<b>78</b>	<b>13</b>	<b>14</b>	<b>10</b>	<b>3</b>	<b>2</b>	<b>42</b>	<b>120</b>

The main reason the respondents were differentiated based on gender is to know what percentage of male and female population really aware of new trend advertisement technique. Here around 65% of male respondents and about 35% of female respondents the result what we can analyze is 27% of male respondents know the exact meaning of guerrilla and whereas 31% of female respondents know what actually what guerrilla technique actually means. 28% males told it's just to drive customer into the store at the same time 33% of females too told the same answer. 25% of males and 24% of females says this is just to entertain the general public with the brand name. Rest of the population didn't have the clear idea about guerrilla and some of them have had their own ideas which we didn't consider in our analysis.

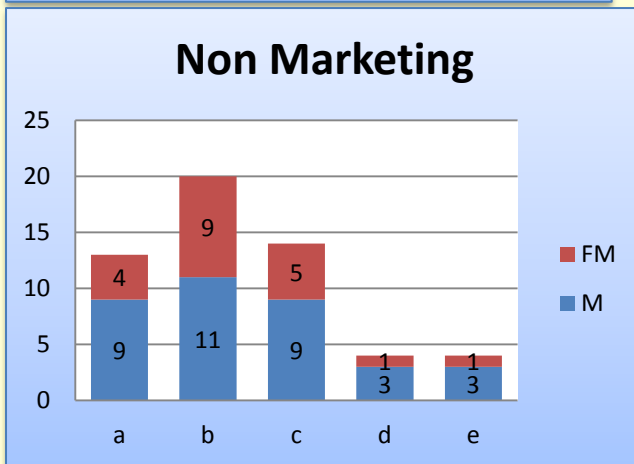
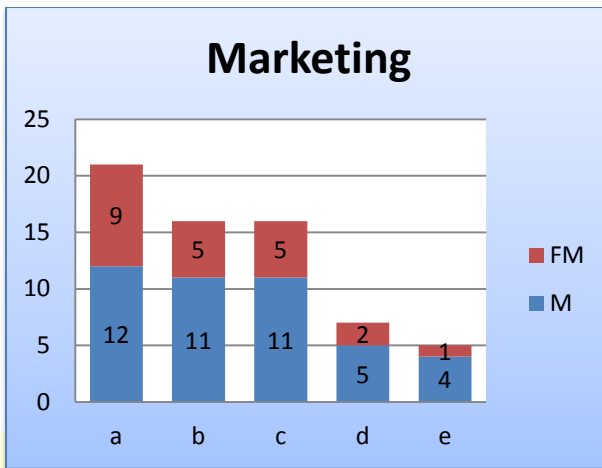
The graphical representation of the analysis shown below:



The analysis consist of one more criteria that is based on the occupation 65 of the respondents were of marketing related professionals and 55 of them are from IT and other professionals. When we look at the understanding level of the concept obviously marketing professionals stand first 32% of marketing professionals answered perfectly. At the same time non marketing professionals understands this as a new technique to attract and drive customer to the market about 36% of respondents has got the same idea. This says altogether around 60 % of our sample does understand the core concept of guerrilla and definitely it is a very important finding of the research.

The graphical representation of the analysis shown below:





At last some of the open ended question was posed to by the respondents. Most of those were just layman definition or the rough ideas what they have in their mind but when analyzing that there is a need to educate the customer or the general public regarding modern day advertisement techniques a considerable percentage of sample are not aware of this advertisement technique at all. The sample group also was restricted. When it comes to the mass general public no doubt there will be a very huge number of people they surely will come under this category.

## VI. Findings of the research:

As we are looking the research as a market analysis the research findings we are going to list out here is mostly concentrating the marketer. And it's purely based on the opinion of the sample.

- People still have the notion that advertisements is just to force the public to buy more irrespective of its necessity.
- New trends in advertising are still not so effective in converting curiosity to customer.
- New trend in advertisement, interactive methods does attract a huge number of young crowds.

- Flash mob and on ground activity etc for promotion drives lots more customers into shop than traditional advertisement methods.
- The young crowd is the main target of all advertisers' advertising techniques. They are really popular but there is a need to make them understand the core aspect.
- A wrong notion is that guerrilla marketing just exaggerates the product and hides actual information.
- Nearly 60% of the sample aware of this new trend of advertising irrespective of their profession and gender.

## VII. Suggestions:

There is a huge need for educating the customer towards product promotion activity. A huge portion of society is seemed to be illiterate of the concept. So as a marketer one should take necessary step to educate the general public towards their promotional activities so that the promotion activity will not go waste. More exaggeration of the product may lead to slip concentration of viewers so one has to adopt some kind of realistic approach which helps the customer's drive in. The retro Flash Mob definitely driving lots and lots people's attention and the involvement is becoming more which leads the product to become more popular but the moderators should make sure that the brand should not swipe off with other activities. And one should make sure that Flash Mob is for Product. Guerrilla definitely reaches younger crowd as now it's the time to concentrate to convince them more so it's the right way and when we compared it with the traditional way of advertisement it is cost effective so one need to give importance to it in the promotion process.

## VIII. Conclusion:

To sum up guerrilla marketing is not a new trend in advertising but it's become bit more popular nowadays because of the innovative ideas and creative thinking of the promoters. When we think it from the financial aspect there is a huge difference to both traditional way and guerrilla way and guerrilla reaches the customer much more effective way.

But the main problem we facing is the awareness level, the findings we saw from the research says that around 60% of the people are aware of it but we have to look at the actual marketing environment too and consumers will not be restricted with any restrictions. Guerrilla advertising is a very good technique and reaches the mass quickly and the cost incurred is also less. But it will be useful only after taking proper steps to overcome the constraint s Guerrilla

Marketing has got. Once that's taken care of then the technique will definitely benefit everyone. Guerrilla is known for its quickness and its impact and that assurance of its impact will benefit the todays generation of consumers and marketers.

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