

## GUERRILLA MARKETING IN COMMERCIAL TRANSPORTATION

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### **Abstract**

With the globalization where market channel structures and strategies are developing is bringing to a more complex concept of marketing channels, with disintermediation or reinter-mediation, multi-channeling and new roles/specializations that are emerging as new issues. Market competition becomes much larger role in anticipating long-term development of the organization, with a basis of strategic management, business process efficiency and organizational capital. This research study examines the impact, role and advantages of guerrilla marketing in the commercial transportation. It covers different aspects which are of at most importance for guerrilla marketing and commercial transportation as well. The study has also enlightened some innovative ideas of guerrilla marketing. The innovation processes in marketing channels have occurred with high intensity and speed, especially following the changes spurred by technology that allowed the adoption of more efficient organizational solutions where guerrilla marketing can also be one of the channels.

**Key words:** Guerilla Marketing, Transportation, logistics, marketing in Transportation, Commercial transportation.

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## **INTRODUCTION**

### **BACKGROUND:**

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to the customers and managing the customer relationship in a way that is beneficial for the organization and its stakeholders. This meticulous business tool is used to show how any product or service will add value to a customer's life by satisfying customer's needs and wants. It is managing gainful customer relationships. The two fold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction. Marketing is not an exact science but rather an art form. The aim of this art form is to change people's minds or to maintain their mind-sets if they are already inclined to do business with you. Customers are the key component in modern marketing and company's ability to reach people and managing relations with customers define the success of the company's marketing. The competitive markets and over promotion created a need for brands to differentiate. Thus, the guerrilla marketing communication is argued to be a proper differentiation strategy.

### **GUERRILLA MARKETING:**

Nowadays the high competitive markets as well as over advertising have created a need for brands to differentiate in order to reach out to the consumers. Consequently, guerrilla marketing practices appeared as a proper alternative option to traditional marketing. The definition proposed below presents the main features of this type of marketing communications.

*“Guerrilla marketing is an unconventional way of performing marketing activities, which has recently been a preferable practice for its surprise value and the ability to operate on a particularly low budget.”*

OR

*“Guerrilla marketing is a promotional strategy which uses low cost unconventional means of marketing to create a unique and thought provoking impact to generate an interest of customers and consequently create a memorable brand experience.”*

Furthermore, it interacts with the customer on a personal level, as guerrilla's practitioners “aim its messages to individuals or, if it must be a group, the smaller the group, the

better”<sup>2</sup>.The concept itself was developed by marketing expert Jay Conrad Levinson and presented in his book *Guerrilla Marketing Handbook* in 1984.Even though the practice is rather new, it is widely used by different companies, as both, small and major business appreciate the benefits provided by this marketing approach.

In *The Guerrilla Marketing Handbook*, Levinson states: "In order to sell a product or a service, a company must establish a relationship with the customer. It must build trust and support. It is the customer's needs and it must provide a product that delivers the promised benefits." He described the ways that Guerrilla Marketing differs from the traditional marketing. He explained that rather than solely investing money, the guerrilla marketing involves investing time, energy and thoughts. This aspect is most eye-catching for the entrepreneurs who do not have the budget to launch large and costly marketing campaigns. The guerilla Marketing focuses on the consumer, rather than the business.

Levinson identifies the following principles as the foundation of guerrilla marketing:

- Guerrilla marketing is specifically geared for the small business and entrepreneur.
- It should be based on human psychology rather than experience, judgment, and guesswork.
- The primary statistic to measure your business is the amount of profits, not sales.
- The marketer should also concentrate on how many new relationships are made each month.
- Create a standard of excellence with an acute focus instead of trying to diversify by offering too many diverse products and services.
- Instead of concentrating on getting new customers, aim for more referrals, more transactions with existing customers, and larger transactions.
- Forget about the competition and concentrate more on cooperating with other businesses.
- Guerrilla marketers should use a combination of marketing methods for a campaign.
- Use current technology as a tool to build your business.
- Messages are aimed at individuals or small groups, the smaller the better.
- Focuses on gaining the consent of the individual to send them more information rather than trying to make the sale.
- Commit to your campaign. Use Effective frequency instead of creating a new message theme for each campaign.

Guerrilla marketing replaces cash with time, energy and imagination. It is designed for small businesses and uses a wide range of Guerrilla Marketing weapons, many of which are free. Guerrilla Marketing focuses on profit while traditional marketing judges its impact on less direct measures like brand awareness, brand preference and market share. Guerrilla marketing recognizes that success is achieved through strong relationships both with customers and where appropriate with suppliers, competitors and alliance partners. The Guerrilla Marketing Plan is a short, precise marketing plan for your business, your products and for individual campaigns. Guerrilla marketing involves unusual approaches such as intercept encounters in public places, street giveaways of products 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. Profits, not sales, are the primary measure of success. Emphasis is on retaining existing customers than acquiring new ones.

#### COMMERCIAL TRANSPORTATION:

**Transport** (British English) or **transportation** (American English) is the movement of people and goods from one place to another. The term is derived from the Latin *trans* ("across") and *portare* ("to carry").

Transport activity, a key component of economic development and human welfare, is increasing around the world as economies grow. From the beginning of history, human sensitivity has revealed an urge for mobility leading to a measure of Society's progress. The history of this mobility or transport is the history of civilization. For any country to develop with right momentum modern and efficient Transport as a basic infrastructure is a must. It has been seen throughout the history of any nation that a proper, extensive and efficient Road Transport has played a major role. 'Transporters' perform one of the most important activities, at every stage of advanced civilization. Where roads are considered as veins and arteries of a nation, passenger and goods transported are likened to blood in circulation. Throughout history, people's progress has been sustained on the convenience, speed and safety of the modes of transport.

## FUNCTIONS OF TRANSPORT

1. Transport contributes in **Growth of industries whose product requires quick marketing**. Perishable articles like fish and green vegetables are carried to various consumers quickly even in distant markets through transport.
2. Transport helps in **increase in the demand for goods**. Through transport newer customers in newer places can be easily contacted and products can be introduced to them. Today markets have become national or international only because of transport.
3. Transport **creates place utility**. Geographical and climatic factors force industries to be located in particular places far away from the markets and places where there may not be any demand for the products. Transport bridges the gap between production and consumption centers.
4. Transport **creates time utility**. Of late transport has started creating the time utility also. It has been made possible by virtue of the improvements in the speed of transport. It helps the product to be distributed in the minimum possible time.
5. Transport helps in **stabilization of price**. Transport exerts considerable influence upon the stabilization of the prices of several commodities by moving commodities from surplus to deficit areas. This equalizes the supply and demand factor and makes the price of commodities stable as well as equal.
6. Transport **ensures even flow of commodities** into the hands of the consumers through out the period of consumption.
7. Transport **enables the consumers to enjoy the benefits of goods not produced locally**. This increases the standard of living, an essential factor for further development of marketing and economy.
8. Transport **identifies competition, which** in turn, reduces prices. Prices are also reduced because of the facilities offered by transport for large-scale production. The Advantages of large-scale production is possible only due to transport.
9. Transport **increases mobility of labor and capital**. It makes people of one place migrate to other places in search of jobs. Even capital, machineries and equipments are imported from foreign countries through transport alone.

## TRANSPORTATION IN INDIA:

A well-knit and coordinated system of transport plays an important role in the sustained economic growth of a country. The transport system in India comprises a number of distinct modes and services, notably railways, roads, road transport, ports, inland water transport, coastal shipping, airports, and airlines. Railways and roads are the dominant means of transport carrying more than 95% of total traffic generated in the country. Although other modes such as coastal shipping and inland water transport would play a greater role, the railways and roads would continue to dominate the transport landscape in the foreseeable future.

The Indian transportation industry has multiple layers of demand and capacity agents who are essentially people who play the intermediary role of matching demand and capacity albeit at a sub-optimal price. The rail transport mode makes sense for a few industries.

Thus, Indian transport can be divided mainly in four transports. These are:

1. Road Transport in India
2. Rail Transport in India
3. Water Transport in India
4. Air Transport in India

### 1. Road Transport in India

India has a road network of over 4,320,000 kilometers (2,680,000 mi) in 2011, the second largest road network in the world. Road Transport is vital to India's economy. It enables the country's transportation sector contribute 4.7 percent of India's gross domestic product, in comparison to railways that contributed 1 percent, in 2009-2010. Road transport has gained in importance over the years despite significant barriers and inefficiencies in inter-state freight and passenger movement compared to railways and air. The government of India considers road network as critical to the country's development, social integration and security needs of the country. India's road network carries over 65 percent of its freight and about 85 percent of passenger traffic.

### 2. Rail Transport in India

Rail transport is a commonly used mode of long-distance transportation in India. Almost all rail operations in India are handled by a state-owned organization, Indian Railways, Ministry of

Railways. The rail network traverses the length and breadth of the country, covering a total length of 64,015 kilometers (39,777 mi). It is the 4th largest railway network in the world, transporting over 10 billion passengers and over 1050 million tones of freight annually. Its operations cover twenty eight states and three union territories and also provide limited service to Nepal, Bangladesh and Pakistan. Both passenger and freight traffic has seen steady growth, and as per the 2009 budget presented by the Railway Minister, the Indian Railways carried over 7 billion passengers in 2009.

### 3. Water Transport in India

India has a long coastline, about 90% of sea borne trade is handled via major ports of Kandla, Mumbai, Nhava-Sheva, Marmagao, Cochin, Tuticorin, Chennai, Vishakapatnam, Paradwip, Haldia, Goa and Kolkata. India is bordered by Bay of Bengal, Arabian Sea and Indian Ocean and has a coastline of more than 7,000 kms. It has an extensive network of inland waterways and seaports. The inland waterways include rivers, canals, backwaters and creeks. The total navigable length of inland waterways is 14,500 km.

### 4. Air Transport in India

Rapid economic growth in India has made air travel more affordable. Air India, India's flag carrier, presently operates a fleet of 95 aircraft and plays a major role in connecting India with the rest of the world. Several other foreign airlines connect Indian cities with other major cities across the globe. As of 2012 there are 352 civilian airports in India - 251 with paved runways and 101 with unpaved runways. There are more than 20 international airports. The Indira Gandhi International Airport at Delhi and the Chhatrapati Shivaji International Airport at Mumbai handle more than half of the air traffic in South Asia. Thus, Air transport is also equally contributing to commercial economic growth of India.

## LITERATURE REVIEW

- **Jay Conrad Levinson** defined the root idea in his book “Guerrilla Marketing” in **1983**. His publications provided not only an explanation of the essential marketing ideas, but also a

philosophy for small business owners who wanted to follow the Guerilla Marketing idea. He introduced new ways of advertising and presenting a business well with a small budget and based the success of a marketing strategy on the use of non-traditional marketing channels, customer proximity, insistency, and patience.

- **RIES/TROUT (1983)** Only three years after Levinson released his first edition in 1983, the American Marketing experts Al Ries and Jack Trout specified the root idea of Levinson, but they also developed some opposed elements. Like Levinson, Trout and Ries believed that Guerilla marketing best suits small and medium-sized companies. Trout pointed out that the market size also has to be manageable with the limited and available resources. Therefore he suggests specializing and investing in a niche product and/or market niche.
- **Samuli Rikhard Sani (2011)** explained the way of marketing for small companies in his study published in 2011. This study focuses on finding efficient marketing means for small companies. His study attempts to theoretically find such marketing means by exploring how companies make the marketing selections and expanding the traditional marketing approach with guerrilla marketing techniques. The outcome of the thesis is a collection of marketing means that the case company can adopt with minimal strain to the marketing budget.
- **In 1960, Ernesto Che Guevara**, the leader Revolution, described the root idea of the guerrilla tactic in his well-known book “Guerrilla warfare” as a method of warfare that builds on raids and ambush attacks. Marketers have adapted the concept to the business context during the 1960s as a means of gaining large effects at low expenses. The guerrilla marketing approach is useful and beneficial not only for the SMEs but also for the big companies which are having a big brand name in the market.”
- **Katharina Hutter and Stefan Hoffmann (2011)** described the concept of guerrilla marketing through his study in 2011.he stated that, ”The concept of guerrilla marketing has been changing during the last five decades. In the 1960s, many small and medium sized enterprises (SME) in the US were urged to find innovative ways of effective advertising with little marketing budgets. They attempts to equalize their size-related disadvantages compared to large companies by means of unconventional ways of advertising which they adjust fast and flexibly to changing market condition. The new strategy “small budget, big results” claimed to help SME surviving the crisis by means of innovative advertising the crisis by means of innovative advertising activities. In the beginning, especially SME applied the guerrilla approach. Now-a-days, more



and more large companies are using this ways of marketing. As a result, several different concepts have recently evolved which claim to fulfill the guerrilla principle of gaining big result at low expenses.”

- **Anna Gardner and Aureleo Reyes (2012)** defined the basis idea and major importance of the transportation in **October 2012**. They suggested that, “Commercial transportation plays a critical role in the development of local, regional and national economies. However, at the regional level, smaller commercial vehicles often deliver goods within close proximity of its home jurisdiction. These commercial vehicles transport a myriad of goods, from small parcels, farming equipment, goods and supplies, to flowers and other local goods. The commercial transportation industry distinguishes these vehicles by weight and number of axles. While, Intra-jurisdictional movement is commonly understood as operating through or into a jurisdiction to drop off a load or pick up a load and return. Inter and intra-jurisdictional movement defines how an operator conducts business in another jurisdiction. In practical terms, inter-jurisdictional movement is moving through a jurisdiction without stopping to drop off a load, or picking up a load and dropping it off to a location within the jurisdiction then leaving again. Intra-jurisdiction movement occurs when a commercial vehicle is conducting business within a jurisdiction, such as picking up loads and dropping them off in single or multiple locations within the same jurisdiction. Inter-jurisdictional operation and intra-jurisdictional operations are mutually exclusive.”
- **K Sakamoto (2010)** described the brief idea of commercial transportation in **August 2010** and stated that, “Transportation is central to the social and economic activity of people across the world. Yet current transport patterns, based primarily on private motorized vehicles, generates many social, environmental and economic costs, accounting for more than half of global liquid fossil fuel consumption and nearly a quarter of the world’s energy related carbon dioxide (CO<sub>2</sub>) emissions (IEA, 2009). It is required to reverse this trend is the “leapfrogging” of the paradigm, whereby developing countries fully use the opportunity to develop their transport systems in a sustainable, low-carbon manner, providing enhanced accessibility and communication without committing to the same level of motorization seen in the developed world, and in particular North America. A key change will need to take place in how the costs of transport are internalized, as the wider costs to society arising from road accidents, poor health, social impacts and

environmental degradation, often described as the 'external' costs, are currently excluded from the price that transport users confront.

- **Pilar Londoño-Kent (2009)** has explained the root idea of commercial freight transportation through his research study in **2009**. He explained that "Road freight transport, or trucking, is essential to modern economies, occupying a unique socioeconomic position linking supply to demand. As the mode of transport that brings most goods to their final destination, it is indispensable to tourism, trade, and the well-being of any economy and is a primary indicator of economic health-generating a significant portion of GDP, employing millions of people, and offering the primary means for moving domestic, trans-border, and international cargo. Road transport represents more than 70 percent of the land freight service at origin and destination points, connecting businesses to world markets. Road transport is the backbone of the real economy, but its future health depends on providing better, not simply more transport. The profitability of individual companies depends on efficient operations. Large companies have advantages in account relationships, bulk fuel purchasing, fleet size, and access to drivers. Small operations can compete by providing quick turnaround, serving a local market, or transporting unusually sized goods. Trucking competes with other forms of cargo transportation, including rail, air, and water. However, the shift toward intermodal transportation means that these modes of delivery are often more complementary than competitive."
- **Mousa F. Abbasi (1996)** described the concept of intermodality in the commercial transportation through his research study in **1996**. The objectives of his research are to define the context for intermodalism in the freight transportation industry, discuss current practices and future needs, and identify benefits and impediments to intermodal freight transportation. The era of intermodal freight transportation began in earnest in the mid-1980s when ocean carriers and railroads teamed up to provide double-stack rail container service. This approach stacks two shipping containers on specialized rail cars for greater efficiency. Since this type of service was introduced, dramatic changes in land and ocean shipping have occurred. Intelligent Transportation Systems (ITS) are transportation systems which utilize information, communication, sensor, and control technologies to achieve improved levels of performance. The benefits from the implementation of a national Intelligent Transportation System (ITS)

include increased productivity and efficiency, reduction of delays, congestion and environmental impacts, increased revenues from lowering overall transport costs, and enjoying higher returns from public and private infrastructure investment”.

- **J. Allen and M. Browne (2010)** described the idea of commercial freight transport in **2010**. He suggested that “Freight transport plays an important role in providing the goods and services required to ensure economic vitality and quality of life. However, in doing so these transport operations impose negative social and environmental impacts including fossil fuel consumption, air pollution, noise, accidents, and traffic congestion. This relationship between the economic, social and environmental impacts (both positive and negative) lies at the centre of the interaction between freight transport and sustainable development. The focus of this report is on road freight transport by heavy goods vehicles (i.e. over 3.5 tones gross weight). Road freight was responsible for 79 per cent of goods lifted in 2007 compared with 5%, 4% and 6% by water, rail and pipeline respectively. In terms of tones moved (i.e. tones-kilometers) road freight was responsible for 68% in 2007, compared with 20%, 8% and 4% by water, rail and pipeline respectively. Two types of vehicle are used to carry out the overwhelming majority of commercial road freight transport: light goods vehicles (LGVs) and heavy goods vehicles (HGVs). LGVs are vehicles up and including to 3.5 tones gross vehicle weight (i.e. the maximum permissible weight of the unloaded vehicle plus the goods it carries), while HGVs are vehicles over 3.5 tones gross weight. HGVs are predominantly used for goods transport, while LGVs are widely used for both goods transport and to provide a wide range of services. In addition, LGVs are also commonly used for commuting to and from work and are also used for personal trips by those who have access to them outside working hours.

### **OBJECTIVE OF THE STUDY**

1. To study the role of Guerrilla marketing for commercial transportation in Indore market.
2. To study the important factors for Guerrilla marketing.
3. To study the scope of Guerrilla marketing in Indore market.
4. To study the Satisfaction level towards Guerrilla Marketing in Indore market.

**Findings**

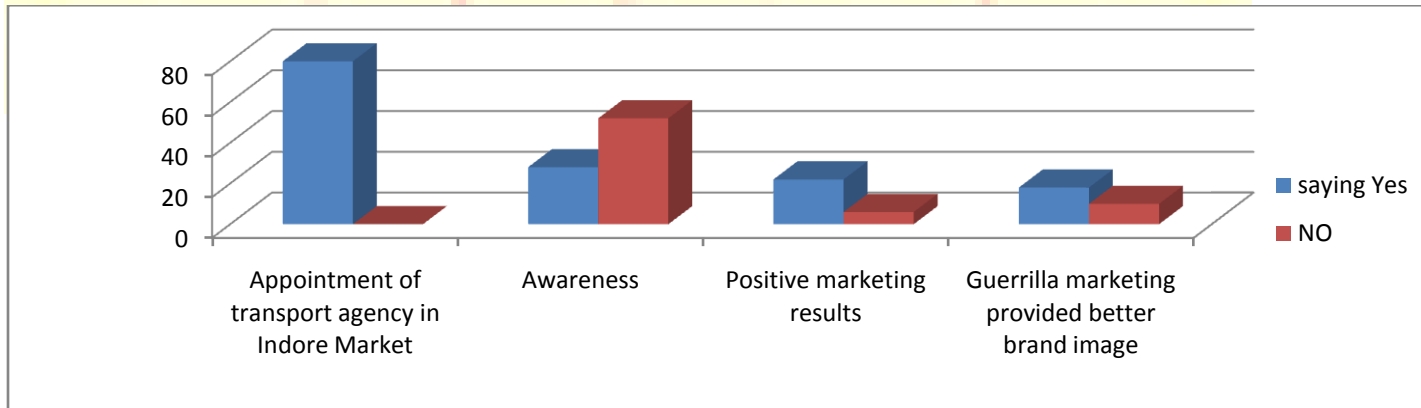
As the survey conducted amongst the respondents consist of Transport managers as well as Purchase managers of the companies in Pithampura industrial area near Indore market. We found that:

1. To study the role of Guerrilla marketing for commercial transportation in Indore market.

**Respondent’s replies:**

	saying Yes	NO
Appointment of transport agency in Indore Market	80	0
Awareness	28	52
Positive marketing results	22	6
Guerrilla marketing provided better brand image	18	10

As we have taken the sample size of 80 companies under the research, who have appointed a transport agency to handle the goods transportation in and out of the company. It has been the found that only 35% of Purchase Managers and Transport Managers were aware about the term Guerrilla Marketing while remaining 65% of managers were not aware about it. In this 35% strength of companies approximately 78.6% of the Purchase Managers and Transport Managers were able to produce the good results with the help of Guerrilla marketing factors. On the basis of which 64% (approx.) of transport managers and purchase managers have agreed that Guerrilla Marketing has provided a better brand image to their respective companies. Thus, The Guerrilla marking is playing its important role for their success as transportation is one of the most essential parts of supply chain management of any company.

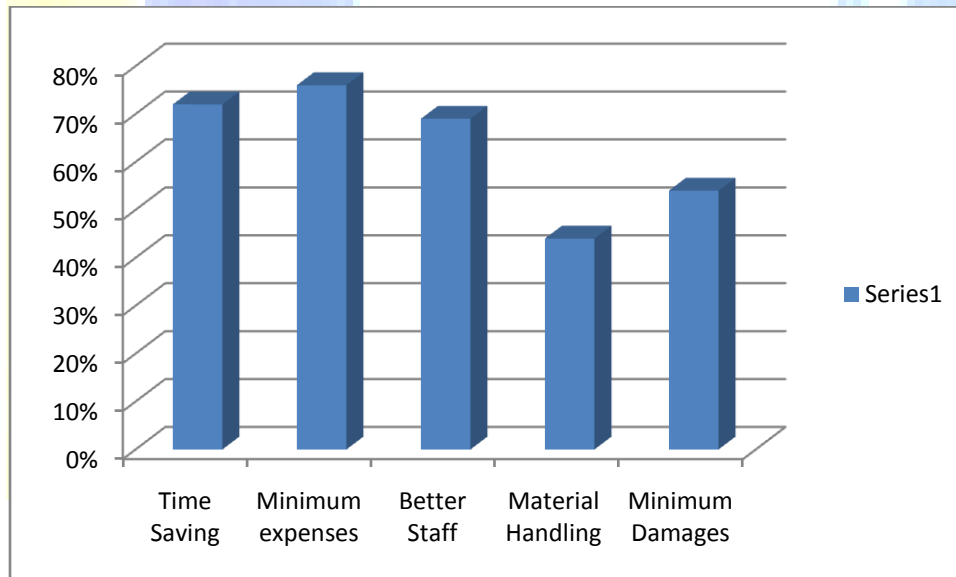


2. To study the important factors for Guerrilla marketing.

As per respondents they are:

Time Saving	72 %
Minimum expenses	76 %
Better Staff	69 %
Material Handling	44 %
Minimum Damages	54 %

As the responses we got from the transport managers and purchase managers, it has been found that 72% of the managers think that guerrilla marketing is time saving, 76% of managers says that it can be implemented with minimum expenses, 69% of managers says that it needs better staff, 44% says that it improves the material handling process and 54% of the managers says that it provide minimum damage delivery of the product to the end users. Thus, Timely and Undamaged products and better service quality will be easily noticed in the market. All the respondents were providing the various factors as per the market view towards Guerrilla marketing.



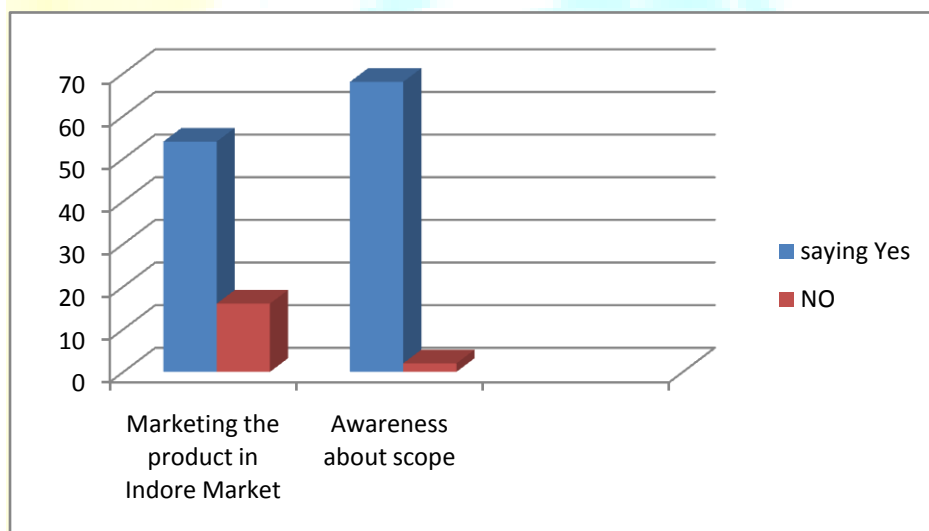
3. To study the scope of Guerrilla marketing in Indore market.

**Respondent's replies**

	saying Yes	NO
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Marketing the product in Indore Market	54	16
Awareness about scope	68	2

According to the results of survey conducted, it is being found that near about 77% of companies were marketing their product in Indore market and more than 97% of the company/managers were aware about the scope and future aspects of Guerrilla Marketing. Thus, All the Managers who were taking the help of the Guerrilla marketing said that there is a huge scope as the customer were now showing the more interest toward the Guerrilla marketed products.



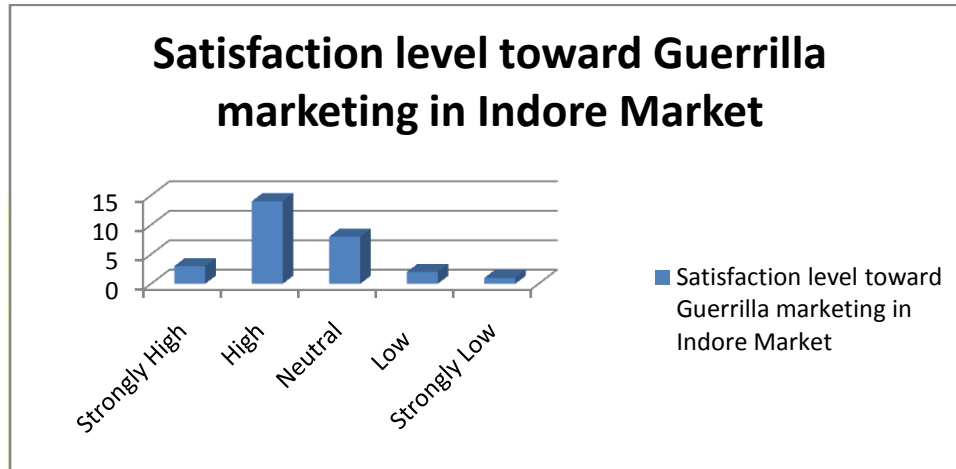
- To study the Satisfaction level towards guerrilla marketing in Indore market.

**Respondent's replies**

	Strongly High	High	Neutral	Low	Strongly Low
Satisfaction level toward Guerrilla marketing in Indore Market	3	14	8	2	1

It is being found that The Managers of all the companies who are using the guerrilla marketing said that they are highly satisfied with the innovative tactics of guerrilla marketing as the results they are getting is really good and satisfactory. Most of the respondents had a good picture of

what guerrilla marketing meant to them. They are all experienced from using it in their own marketing.



#### **Other findings:**

Some of the newest ideas as the guerrilla marketing tactics that are thoroughly used by the transport agencies and marketers in the Indore market are

1. Truck side and Car side paintings
2. Wall paintings
3. Printed ads on the tissue papers of canteen
4. Logo stickers on the Tiffin-boxes and the boxes of finished goods to be transported.

These techniques has been used by the marketers providing their service in Indore market and given very beneficial results for the companies. Fast changing technology is like a boon to the guerrilla marketing, since it helps the guerrilla marketers to perform their task more efficiently.

#### **Conclusion**

The purpose of this paper is to examine guerrilla marketing in the field of commercial transportation. After performing the interview surveys and reading the theory written about the subject, we found that there was something unique about guerrilla marketing in this field. The ones who use guerrilla marketing have a more open mind than the ones not using it, the people that believe in the phenomenon of guerrilla marketing is open to new and creative ideas. Guerrilla marketing is a variety of low-cost, high impact marketing techniques that allow small companies and/or individuals to act like big companies. Guerrilla marketing tactics include extreme specialization, aiming every effort at favorably impressing the customers, providing service that goes beyond the customers' hopes, fast response time, turnaround of jobs, and working hours that match the customer's requirements. Guerrilla marketing gets its power from originality and innovation. It does not entail expensive conventional avenues like TV or radio campaigns. Guerrilla Marketing campaigns also use techniques that are more out of the ordinary, such as contests, PR stunts, and whatever type of innovative marketing strategy you can imagine. A guerrilla campaign creates free publicity in the media world. Guerrilla marketing is a good compliment for organizations using a more traditional approach, it is a way to spice up the consisting marketing and a way to get attention which will make it easier to come through the clutter and reach the target market. Furthermore, if one was to pitch an idea for a new marketing campaign and the ideas are unconventional and do not look like any campaign ever made before, instead more bold and daring than the guerrilla marketer would be much more enthusiastic and open to the new idea than a traditional marketer would be.