

## THE STUDY ON IMPACTS OF GUERRILLA ADVERTISING ON CONSUMER BUYING BEHAVIOR

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### ABSTRACT

The objective of this study is to explore the impact of guerrilla advertising on consumer purchase behaviour. Guerrilla advertising, an emerging marketing technique, relies on unconventional and creative methods to capture consumer attention and promote products effectively. Primary data were collected using structured questionnaires, with 230 distributed and 200 valid responses received, yielding a response rate of 86.95%. The research design adopted is causal, with consumer buying behaviour as the dependent variable and guerrilla advertising as the independent variable. The independent variable was further divided into sub-dimensions such as marketing and promotional conditioning, man vs. information, annoyance, low-budget advertisements, and unconventional advertising strategies. The dependent variable was analysed through indicators like conclusive capacities, billboard influence, and actual buying actions. A simple regression model was applied to test the significance of guerrilla advertising on consumer buying decisions. The findings reveal that guerrilla advertising has a strong and significant impact on shaping consumer purchase behaviour, confirming its effectiveness as a powerful marketing tool.

**KEYWORDS:** Guerrilla Advertising, Buying Behaviour, Guerrilla Marketing, Dependent Variable, Independent Variable.

### 1. Introduction

1.1 Advertising: A key role is played by Advertisement in modern life. It has become an important tool to promote products or services and for communication purpose as well. To become a market leader a company has to spend a major part of their investments for promotional purposes. A business advertisement has to present its product in such a way that the surroundings around the consumer or buyer turns into a motivational incentive. The Aim of advertising a certain product or service is to draw customer's attention and examine the impact on customer behavior as they are valuable assets for the firm but their acquiring and retention can be costly.

A good Advertisement is created with an emotional link with the consumer due to which the consumer has emotional association with the values and messages. On the present era, the marketers are unable to convey any information or message about their product or services to their viewers or buyers without Advertisement.

Information perceived by seeing has the largest amount. The simplest way of pertaining information is Visual Presentation as minimal energy is consumed to perceive visual information. At least one part of the add affects the costumer's subconscious.

The more realistic the ad is illustrated, the more proficient the ad is as it directly affects the customer's intellect. The elevated demand for the product or service will depend on the information shared to the customer's psychology. An ad must be different from others and also attract the customer's consideration and maintain concern. Finally, it should entice the customer's stimulus to purchase the product or services.

## 1.1 INTRODUCTION

In today's competitive marketplace, businesses are constantly seeking innovative ways to capture consumer attention and influence purchasing decisions. Traditional advertising often struggles to stand out in the cluttered media environment, paving the way for unconventional methods like guerrilla advertising. Guerrilla advertising relies on creativity, surprise, and unique engagement strategies to make a lasting impression on consumers. By breaking away from traditional promotional approaches, it creates memorable experiences that can shape consumer perceptions and drive buying behaviour. This study focuses on understanding the impact of guerrilla advertising on consumer buying behaviour, highlighting how such non-traditional tactics affect awareness, attitudes, and purchase intentions.

A crucial part is played by announcement in ultramodern life. It has come an important tool to promote products or services and for communication purpose as well. To come a request leader a company has to spend a major part of their investments for promotional purposes. A business announcement has to present its product in such a way that the surroundings around the consumer or buyer turns into a motivational incitement. The Aim of flashing a certain product or service is to draw client's attention and examine the impact on client action or deed as they're precious means for the establishment but their acquiring and retention can be expensive. A good announcement is created with an emotional link with the consumer due to which the consumer has emotional association with the values and dispatches. On the present period, the marketers are unfit to convey any information or communication about their product or services to their observers or buyers without announcement. Information perceived by seeing has the largest quantum. The simplest way of pertaining information is Visual donation as minimum energy is consumed to perceive visual information. At least one part of the add affects the costumer's subconscious. The more realistic the announcement is illustrated, the more complete the announcement is as it directly affects the client's intellect. The elevated demand for the product or service will depend on the information participated to the client's psychology. An announcement must be different from others and also attract the client's consideration and maintain concern. Eventually, it should allure the client's encouragement to buy the product or services. 1.2 Guerrilla Advertising: Advertising has many types but we will be choosing one type relevant to our topic that is guerrilla advertising. Guerrilla advertising is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market. The company under consideration of this study is Coca-Cola, which is a popularly known producer of a product of the same name. However, the company grew over the years and managed to create a multinational operation handling a diversified range of products. Apparently, it made use of various marketing techniques to entice more customers and lure them to buy the myriad of products offered by the company. Guerrilla advertising originated from guerrilla warfare operations where the armed group utilized unconventional techniques in fighting the enemy, even to the point that violates the ordinary rules of engagement. In the case of marketing, the techniques are designed to create a buzz among consumers and consequently turn the advertising into something that is viral.

## 1.2 GUERRILLA ADVERTISING

Advertising has many types but we will be choosing one type relevant to our topic that is guerrilla advertising. Guerrilla advertising is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market. The company under consideration of this study is Coca-Cola, which is a popularly known producer of a product of the same name. However, the company grew over the years and managed to create a multinational operation handling a diversified range of

products. Apparently, it made use of various marketing techniques to entice more customers and lure them to buy the myriad of products offered by the company. .

### 1.3 Objectives of the study

- To gain an in-depth knowledge of the whole concept of guerilla advertising.
- To analyze the various techniques involved in guerilla advertising and how they are applied to increase product acceptability.
- To understand the economic benefits of guerilla advertising.

1.4 Research question: The study is focused on the effects of guerrilla marketing particularly in advertisements on consumer buying behavior. Specifically, it aims to answer the following research questions:

1. How effective is guerrilla marketing in influencing consumers buying behavior?

### 1.5 Hypothesis

There is no impact of guerilla advertising on consumers buying behavior.

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## 1.4 QUESTION

The study is concentrated on the goods of guerrilla marketing particularly in announcements on consumer buying action or deed. Specifically, it aims to answer the following exploration questions. How effective is guerrilla marketing in impacting consumers buying action or deed? Thesis There's no impact of guerrilla advertising on consumers buying action or deed

## 2. MATERIAL AND METHODS

### 2.1 DATA

Questionnaires are employed and administered in the process of collecting data on the primary position. We floated an aggregate of 230 questionnaires out of which we got applicable answers of 200 questionnaires that consumer- buying action or deed is greatly affected by guerrilla announcement. We floated questionnaires in University as well as in different promenades as we all our consumers. Thus, the data we gathered was purely grounded on primary ways of exploration.

### 2.2 VARIABLES:

As we are doing an unproductive exploration, we've two variables Dependent and Independent variable. We alienated these variables further into their sub variables according to the questions present in our questionnaire. These are “Guerrillaadvertising” is our independent variable as we are interested in observing its effect on consumer buying action or deed. Sub variables of guerrilla advertising aremarketing conditioning, Promotional conditioning, Man vs. information, Annoyance. Low budget advertisements, Advertisements “Consumer buying action or deed” is our dependent variable as Guerrilla advertising affects it. Sub variables of consumer buying action or deed areSatisfying power, Bill boards, buyingaction or deed

### 2.3 SAMPLE AND SAMPLE TECHNIQUE:

Convenient sampling done for conducting the exploration through checks in which a sample of 250 is used. Questions will take the form of a Likert Scale of 1- 5 in 1 shows high position

of disagreement and 5 shows high position of agreement. Repliers were needed to answer intelligently and expeditiously as possible.

#### 2.4 RESPONSE RATE:

Response rate is the number of actors who completed a questionnaire divided by the total number of actors who were asked to share. A replier who fails to give sufficient information is treated as a nonresponsive. We use introductory formula for calculating response rate in which 250 responses were acceptable out of 230 questionnaires. Calculation for response rate is as follows

$$\text{Response Rate} = \frac{\text{Number of responding units}}{\text{Number of questionnaire floated}} \times 100$$

Response Rate  $200/230 \times 100 = 86.95$ . In this report response rate of 86.95 was reported through computation, which shows a satisfactory response from the repliers.

#### 2.5 MODEL:

This is an unproductive exploration thus we will use the simple retrogression model to check whether guerrilla advertising have momentous impact on consumer perception or not. Following equation is formed which shows the effectiveness of guerrilla advertising on consumer's buying action or deed

$$Y = \alpha + \beta(X)$$

Consumers buying action or deed =  $\alpha + \beta$  (Guerrilla advertising)

### 3. RESULTS AND DISCUSSION

#### 3.1 RELIABILITY

Reliability testing refers to the process of measuring the consistency and stability of a research instrument or tool over time. It ensures that the results obtained are dependable and repeatable under similar conditions. A reliable test produces consistent outcomes when administered to the same group on different occasions. Common methods of reliability testing include test-retest reliability, split-half reliability, and Cronbach's alpha, which is widely used to measure internal consistency. Establishing reliability is crucial for ensuring the accuracy and trustworthiness of research findings.

**Table 1: Reliability Analysis**

	<b>Cronbach's Alpha</b>	<b>N of items</b>
Guerrilla Advertising	.705	5
Consumer Behaviour	.685	2

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Cronbach's Alpha

N of items

Guerrilla Advertising .7096

Consumer Behavior .6803

The alpha coefficient for the six items is .709 of independent variable that is guerrilla advertisement, suggesting that the items have relatively significant reliability. Note that a reliability coefficient of .70 or higher is "acceptable". The alpha coefficient for the three items is .680 of dependent variable that is consumer buying behavior, suggesting that the items have relatively significant reliability.

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### 3.2 DESCRIPTIVE ANALYSIS

Descriptive analysis involves summarizing and presenting data in a meaningful way using measures such as mean, median, percentage, and standard deviation. It helps to describe the basic features of the data, making patterns and trends easier to understand.

TABLE 2: DESCRIPTIVE STATISTICS

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	N	MEAN	STD.DEVIATION	STD.ERROR MEAN
Guerrilla Advertising	200	3.6454	.7454	.05254
Consumer's buying behaviour	200	3.7825	.84944	.06054

200 are the number of valid observations for the variables. 3.6425 are the arithmetic mean of guerrilla advertising and 3.7833 is the arithmetic mean of consumer buying behavior. It is the most widely used measure of central tendency. It is commonly called the average. Standard deviation is the square root of the variance. It measures the spread of a set of observations. The standard deviation of guerrilla advertising shows .7414 and for consumer's buying behavior it is .84918.

### 3.3 Inferential Analysis

Table 3: Correlation

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### 3.3 INFERENTIAL ANALYSIS

Inferential analysis through correlation is used to examine the relationship between guerrilla advertising and consumer buying behaviour. By analysing the degree of association between these two variables, the study identifies whether innovative advertising strategies significantly influence consumers' purchase decisions and attitudes.

TABLE 3: CORRELATION

		Guerrilla Advertising	Consumer Buying Behaviour
Guerrilla Advertising	Pearson Correlation	1	.464
		.000	
	N	200	200

The Pearson's r for the correlation between Guerrilla advertising and Consumer buying behaviour is 0.464. This means that there is a correlation between the above two variables. Since p-value is less than 0.01, which is 0.000, therefore the correlation between two variables is significant.

### 3.5 Discussion

The hypothesis that can stand with the literature of the research can be the following: Guerrilla advertising has significant effect on consumer buying behavior. The guerrilla follows in path of the weapons that hit the target, and not the ones that miss it. Like Coca-Cola used a variety of ways in pursuing guerrilla-marketing techniques just to impress upon the consumers. Marketing is undoubtedly expensive but it provides real services to society. For without marketing, manufacturers would produce more good that would go unsold, and the cost of those goods that were sold would be higher. Marketing brings about a balance to the exchanges carried on within the economic system. Our results show a significant impact on Guerrilla Advertising on Consumer Buying Behavior.

### 4. Conclusion

On the basis of our research we are come up to conclude that guerrilla advertising has significant impact on consumer buying behavior. This research uses the regression model statistical instrument in analyzing the results of the questionnaire or survey. We have taken consumer-buying behavior as a dependent co-efficient and guerrilla marketing as the independent co-efficient. The Pearson's r for the correlation between Guerrilla advertising and Consumer buying behavior is 0.468. This means that there is a correlation between the above two variables. P-value is less than 0.01, which is 0.000; therefore the correlation between two variables is Significant with a t-value of 7.457. Companies make use of modern technology, innovative advertising and cultural assimilation in implementing a guerrilla marketing technique. Guerrilla marketing is all that and much more. It is the unconventional approach to marketing in the way that maximal goals are reached with minimal means. Therefore, it is an unconventional way of reaching conventional goals! Through it, one aspires to accomplish greater marketing effect with fewer resources

## 4. DISCUSSION

The thesis that can stand with the literature of the exploration can be the following Guerrilla advertising has significant effect on consumer buying action or deed .The guerrilla follows in path of the munitions that hit the target, and not the bones that miss it. Like Coca- Cola used a variety of ways in pursuing guerrilla- marketing ways just to impress upon the consumers. Marketing is really precious but it provides real services to society. For without marketing, manufacturers would produce further good that would go unsold, and the cost of those goods that were vended would be advanced. Marketing brings about a balance to the exchanges carried on within the profitable system. Our results show a significant impact on Guerrilla Advertising on Consumer Buying Behaviour.

## 5. CONCLUSION

Based on the findings of this study, it can be concluded that guerrilla advertising has a significant impact on consumer buying behaviour. Using regression analysis, consumer buying behaviour was taken as the dependent variable and guerrilla advertising as the independent variable. The Pearson's correlation coefficient ( $r = 0.468$ ) indicates a moderate positive relationship between the two variables. The p-value ( $0.000 < 0.01$ ) and the t-value (7.457) confirm that the correlation is statistically significant. These results suggest that guerrilla advertising strategies effectively influence consumer decisions and actions. Organizations that adopt modern technologies, innovative advertising techniques, and cultural integration in their campaigns can achieve strong consumer engagement at relatively

low cost. Guerrilla marketing thus proves to be a powerful and unconventional approach to achieving marketing objectives with minimal resources while creating a lasting impact on consumer behaviour.

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