



Awareness and effectiveness of Guerrilla Marketing

(A Study on the youth of Noida, Uttar Pradesh)

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Abstract

We are leading towards the larger market than ever before with the development of industry4.0 or virtual world. Larger consumer base, wider reach and new marketing techniques becoming one of the major aspects of new marketing world, simultaneously it also becomes difficult to attract consumers or to grab attention due to which marketers come up with new ideas and creative concepts every day which helps them to sustain in the market. We have seen how the concept of guerilla marketing evolved in the recent past years. Every day we came across many advertisements but how many of them we remember or how long we remember. We only recall the ideas which are unique, creative, unusual and unconventional. Helps the consumer to distinguish a brand from others or influence the consumer to search about brand and product. Guerilla marketing does the same for the marketers with the help of different tools like ambient marketing, ambush marketing, viral marketing and sensational marketing, etc. This study focused on the awareness level and effectiveness of guerilla marketing among the youth. This research was conducted to find the answers of the questions (1) do the consumers are aware of guerilla marketing techniques? (2) How guerilla marketing is effective? For which primary data was collected from the respondent and analyzed with the help of statistical tool. This study also tried to find the relationship between the variables which are affecting Consumers

Introduction

In this modern world or we can say globalized era, advertisement and marketing has become integral part of any business as they played a key role in many ways. Every business or corporates have their own marketing strategies which they implement to gain profit and market share but it is not possible without understanding marketing communication we mean the range of tools marketers used to attract consumers and these tools have many means of promotion such as advertising through television, radio and newspaper also popular as conventional method of advertising and marketing. When marketer combines all these promotions techniques it is called (IMC) integrated marketing communication.

Increasing competition leads to emerging new marketing techniques which are much different and unique from unconventional methods as a result marketers always try to grab the attention of the consumers and also try to influence them to purchase the product or services. Consumers came across many advertisement day to day but they only remember which is different from other advertisements so they can distinguish, in this way guerilla marketing became popular in contemporary time an unconventional method to get attention of the consumers. Guerilla marketing makes use of unusual or abnormal means of promoting the product to the market. It is invented from the guerilla warfare operations where the armed crowd operated unconventional techniques in fighting the opponent, even to the point that breaches the regular policy of engagements.

In today's aggressive business situation consumer always look further for the possessions that they have not at all observed earlier and experience which helps to acquire their attention by surprise and leave an impact on them and it is not a simple task for the marketers to influence customers so they employed many creative techniques like guerilla marketing.

Problem Statement

Marketing is a dynamic profession which requires not only new ideas but creative concepts as well to attract consumer, similarly today marketers used many new marketing techniques to compete with others. One among them is guerilla marketing which has a unconventional approach. This study focuses on the awareness level and effectiveness of guerilla marketing. How much people are aware of this type of marketing and do they really find guerilla marketing interesting.

Hypothesis

H0 Youth are aware about the guerrilla marketing.

H1 Youth are not aware about guerilla marketing.

Research Objectives

The objectives of the study are as follows:

- To understand the awareness level of guerilla marketing among the youth.
- To explore the executing methods of guerilla marketing.
- To explore the effectiveness of guerilla marketing.

Methodology

The research is based on analytical study on awareness and effectiveness of guerilla marketing among the youth of Noida sec-62. The researcher has reviewed various journal, research paper, books and websites to study the execution of guerilla marketing. The primary data of the study was collected from 120 respondents from various parts of the city through semi-structured questionnaire circulated via digital platform and face to face interaction by the researcher. The sampling technique employed for collection of data is simple random sampling.

Significance of the Study

After reviewing literature, the researcher came to understand that marketers used different guerrilla marketing techniques to grab consumer attention for their profit yet no one specifically pointed out whether the consumer is aware about this new unconventional method and its effectiveness so this study helps to understand the level of awareness related to guerilla marketing among the youth and also the execution of guerrilla marketing techniques and effectiveness on the consumer.

What is Guerilla Marketing?

Guerilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.

The original term was coined by *Jay Conrad Levinson* in his 1984 book *Guerilla Advertising*. The term guerilla marketing was inspired by guerilla warfare. This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerilla marketing is about taking the consumer by surprise, make an indelible impression and create copious amount of social buzz. Guerilla marketing is said to make far more

valuable impression with consumers in comparison to more tradition forms of advertising and marketing. This is due to the fact that most guerilla marketing campaigns aim to strike the consumers at a more personal and memorable level.

Execution Method of Guerilla Marketing

Ambient Marketing: Ambient advertising placed using the ambience of the location it is all about placing advertisement on unusual spaces we wouldn't normally see an advertisement. Ambient advertisement can be seen anywhere. These kind of advertising frequently grab attention of the consumers.

Ambush Marketing: Ambush marketing generates the feeling that our business is connected with great when it is not as the term proposes, ambush marketing engrosses launching a surprise marketing campaign which attacks another firm's marketing.

Sensation Marketing: This nature of marketing tries to astound passers-by in public spaces with events that go beyond their expectations. A sub-type of sensation marketing in flash mob, where a group of people gathered in a public to perform.

Tools of guerilla marketing

Guerrilla marketing can be implemented with diverse tools. Thereby now no uniform categorization of this instrument has prevailed. In the following the most important guerilla marketing tools are structured in the three categories “infection guerilla marketing”, “surprise guerilla marketing”, “low budget guerilla marketing”.

Key principles of guerilla marketing

There are number of principles that characterize guerilla marketing which are as follows-

Presence: find ways to make your business known to market.

Network: business should look to make contacts and build relationship.

Activity: be aware that there are always opportunities to make your product popular ad to attract consumers.

Smart: always promote your product in a very smart way so the consumer remembers it for a long time.

Basic principles of guerilla marketing

Measures the success through profit, instead of sales,

Classify target audience than implement strategies.

Always keeps the guerilla marketing campaign different and new.

Always take the feedback at the end of the campaign.

Data analysis and interpretations:

Statistics

	qualification	Do you think these advertisements are interesting	Do you know what kind of advertisement it is	Do you think you will never forget these marketing techniques	If you own a business, would you do any of these advertisements	these types of marketing techniques excites you to purchase.
N Valid	58	58	58	58	58	58
Missing	0	0	0	0	0	0
Mean		.21	.53	.52	.16	.34
Std. Deviation		.409	.503	.504	.365	.479
Variance		.167	.253	.254	.133	.230

Shown above in fig 1.1 the mean of 5 statements this has been analyzed. It is observed that most of the respondent among the population is post-graduate and 82.1% of the respondent found guerilla advertising interesting with (mean value-.21). It is the central question compared with other statements as given below-

Fig-1.2

Crosstab

Count		Do you think these advertisements are interesting		Total
		YES	NO	
If you own a business, would you do any of these advertisements	YES	42	7	49
	NO	4	5	9
Total		46	12	58

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.892 ^a	1	.005		
Continuity Correction ^b	5.577	1	.018		
Likelihood Ratio	6.582	1	.010		
Fisher's Exact Test				.014	.014
Linear-by-Linear Association	7.756	1	.005		
N of Valid Cases	58				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.86.
b. Computed only for a 2x2 table

As shown in (fig 1.2) 91.3% of the respondents from the total population are willing to use guerilla marketing for their business and 8.6% of disagreed on the statement.

Fig1.3

Crosstab

Count		Do you think these advertisements are interesting		Total
		YES	NO	
Do you think you will never forget these marketing techniques	YES	26	2	28
	NO	20	10	30
Total		46	12	58

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.054 ^a	1	.014		
Continuity Correction ^b	4.563	1	.033		
Likelihood Ratio	6.538	1	.011		
Fisher's Exact Test				.022	.015
Linear-by-Linear Association	5.950	1	.015		
N of Valid Cases	58				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.79.
b. Computed only for a 2x2 table

(fig1.3) clearly states that 56.5% of the respondent believes they will never forget guerilla marketing techniques shown in the questionnaire out which 43.4% of the Respondent disagreed on this statement.

(Fig 1.4)

Crosstab				
Count		Do you think these advertisements are interesting		Total
		YES	NO	
these types of marketing techniques excites you to purchase.	YES	34	4	38
	NO	12	8	20
Total		46	12	58

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.937 ^a	1	.008		
Continuity Correction ^b	5.257	1	.022		
Likelihood Ratio	6.644	1	.010		
Fisher's Exact Test				.015	.012
Linear-by-Linear Association	6.817	1	.009		
N of Valid Cases	58				

Guerilla marketing influenced people to purchase the product which has been analyzed shown in (fig-1.4) 73% of the respondent agreed that guerilla marketing influenced them to purchase out of which 26.8% of the disagreed on the statement.

Fig-1.5

Count				
		Do you think these advertisements are interesting		Total
		YES	NO	
Do you know what kind of advertisement it is	YES	22	5	27
	NO	24	7	31
Total		46	12	58

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.145 ^a	1	.703		
Continuity Correction ^b	.003	1	.955		
Likelihood Ratio	.146	1	.703		
Fisher's Exact Test				.756	.480
Linear-by-Linear Association	.143	1	.706		
N of Valid Cases	58				

Respondent who find guerilla marketing interesting, majority of them are not aware about it as shown in (fig-1.5). Only 47.8% of the respondents are aware and 52.7% of the respondents are not aware.

Finding and Conclusion

Guerilla marketing has a wider scope in the contemporary world due to its unique and unconventional appeal. It is observed that Majority of the people find guerilla marketing interesting and it is much effective than the conventional methods of marketing. It is also analyzed that out of interested people majority of respondent are willing to use guerilla marketing for their business promotions. This study also determined that a large number of people who finds guerilla marketing interesting are not aware of the concept of guerilla marketing and they even don't know the name of this type of advertising. This study suggests guerilla marketing has potential to penetrate Indian market, it is important to spread



awareness among the people so they can relate themselves with this concept. Throughout the study it is also observed that guerilla marketing leaves a long-term impact on the consumer about a particular brand and product as the majority of respondent marked their interest they will not forget guerilla advertising for a long time due its creativity and unconventional approach. It has the power to grab attention of a consumer within 2, 3 seconds and gives the message so the consumer can relate and identify the product or service. Along with much consideration it is also analyzed that guerilla marketing not only pursued the respondent but also excites them or we can say increase the curiosity to know and search about the product. for e.g.- FIRE PAN in India.

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