



## Comprehensive Study of Guerilla Marketing's Impact and Effectiveness in Modern Business

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### Abstract:

Marketing involves the processes of selling and supporting products and services, incorporating elements such as advertisements and research. The primary objective of marketing is to attract new customers while retaining existing ones. To achieve this, various techniques and strategies have been developed and tested. Among these is guerilla marketing, a contemporary strategy that employs surprise and unconventional methods to promote products and services. This study examines the effectiveness and awareness of guerilla marketing, contrasting it with traditional marketing methods. The aim is to stimulate further discussion among businesses and facilitate an exchange of ideas among stakeholders.

**Keywords:** Marketing, Guerilla Marketing, Consumer Awareness

### Introduction:

Marketing plays an essential role in our daily lives by introducing and communicating new products and services to customers. It is often viewed as a pathway to winning the customer's heart, emphasizing the four P's: Product, Place, Promotion, and Price. Among these, Promotion is particularly significant as it raises awareness of new products. The promotion mix comprises various components, including advertising, personal selling, and direct marketing. Direct marketing, which involves reaching customers directly through emails and the internet, is gaining prominence.

In the ever-evolving field of marketing, innovative methods are continuously being explored. One such innovation is guerilla marketing, introduced by Conrad Levinson in his 1984 book, "Guerrilla Marketing." This strategy utilizes unconventional and surprising methods to promote products or services, aiming to leave a memorable impression on customers. As traditional advertising methods like television and radio lose their effectiveness, guerilla marketing offers a creative alternative. It is particularly advantageous for small companies facing stiff competition from larger firms, as it leverages time, energy, and creativity to influence customers' subconscious purchasing decisions.

### Objectives:

1. To understand the concept of guerilla marketing.
2. Explore the definition and characteristics of guerilla marketing.
3. Examine its origins and evolution over time.
4. To assess consumer awareness of guerilla marketing techniques.

5. Measure the level of consumer recognition and understanding of guerilla marketing.
6. Identify factors influencing awareness and perception.
7. To evaluate the effectiveness of guerilla marketing strategies.
8. Compare guerilla marketing with traditional marketing methods.
9. Assess the impact of guerilla marketing on consumer behavior and business outcomes.

### Scope of The Study:

The primary purpose of this paper is to foster discussion among businesses and stakeholders about guerilla marketing. It aims to gauge customer awareness of this promotional tool and identify effective guerilla marketing techniques. This study seeks to provide insights that can be used in dialogues with stakeholders, helping businesses to refine their marketing strategies.

### Research Methodology:

This study is both descriptive and conceptual. It identifies various characteristics of guerilla marketing through a comprehensive literature review and analysis of secondary sources, including journals, websites, and articles. The research aims to explore the existing body of knowledge on guerilla marketing, understand its application in different contexts, and evaluate its effectiveness. By analyzing past studies and current trends, this research provides a detailed understanding of guerilla marketing's impact on consumer behavior and business performance.

### Review of Literature:

Selam Yigit Ozhkan's (2019) study examines the effect of guerilla advertising on

consumer attitudes and purchase intentions. Conducted on a Turkish sample, the study reveals that guerilla advertising can significantly influence consumer perceptions and increase purchase intentions, despite being less familiar than traditional methods. Rizwan Raheem Ahmed et al. (2020) explore guerilla marketing's role in the sustainable growth of small and medium enterprises (SMEs). Their research highlights the importance of brand awareness and technology as mediating factors in the effectiveness of guerilla marketing strategies. Priti Jeevan (2017) investigates the awareness and effectiveness of guerilla marketing techniques, emphasizing their potential to differentiate brands in a crowded market by creating lasting impressions on consumers.

#### **Theoretical Framework:**

In a marketplace saturated with similar products, differentiating through price alone is insufficient. Companies must employ innovative promotional strategies to stand out. Guerilla marketing offers such an approach, using unconventional and memorable tactics to create a lasting image of the brand in consumers' minds. This strategy benefits both organizations and consumers by fostering direct, emotional connections that influence purchasing decisions. Guerilla marketing aims to engage customers in unexpected ways, leaving a strong impression that traditional advertising methods often fail to achieve.

#### **History of Guerilla Marketing:**

Guerilla marketing emerged as a response to the shift from traditional media (print, radio, and television) to digital platforms. Coined by Jay Conrad Levinson in his 1984 book "Guerrilla Marketing," this approach focuses on creating buzz and increasing brand visibility through cost-effective, creative tactics. Small businesses, in particular, benefit from guerilla marketing, as it allows them to compete with larger firms by generating viral marketing phenomena that capture public attention and drive word-of-mouth promotion.

#### **Types of Guerilla Marketing:**

1. **Ambient Marketing:** This involves placing intriguing and attention-grabbing objects in high-visibility locations. The aim is to surprise consumers and capture their interest in ways that traditional advertising cannot achieve.
2. **Ambush Marketing:** In this strategy, advertisers "ambush" an event or ad space to gain exposure against competitors. For example, rival car brands BMW and Audi have used billboards to engage in competitive advertising exchanges.
3. **Stealth Marketing:** This involves marketing to consumers without their awareness. Subtle techniques, such as product placements in films

or TV shows, ensure the marketing message is delivered without overt advertising.

4. **Viral/Buzz Marketing:** These strategies aim to capture consumer and influencer attention, amplifying the marketing message through word-of-mouth and social media sharing. The goal is to make the product or brand newsworthy and entertaining.
5. **Guerrilla Projection Advertising:** This technique uses digital projections on buildings in high-traffic areas to create large-scale, impactful advertisements. Often done without permits, these projections capture attention and generate buzz.

#### **Conclusion:**

Marketing aims to identify and satisfy customer needs, with the primary goal of attracting and retaining customers. Traditional marketing techniques, such as billboards and print media, remain effective in reaching consumers. However, guerilla marketing introduces a novel approach by engaging customers in unexpected and creative ways. While not yet widely recognized in all markets, guerilla marketing has the potential to enhance brand awareness and influence consumer behavior. By combining traditional and innovative strategies, businesses can create a comprehensive marketing approach that effectively reaches and resonates with their target audience.

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