

An analytical study on impact of guerrilla marketing among middle aged smart-phone users

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Abstract

Marketing exists in different form and every single day a new marketing method gets evolved. Companies use suitable marketing technique to sell their product. The usage of a specific technique depends upon various factors like nature of the product, target customer, market, industry and competitors. This research will be analyzing about the Guerilla marketing method and its impact on consumer buying behavior. To carry out the study more specific Guerilla marketing methods implemented in smartphone products were analyzed among middle-aged person in Delhi. This research carries out various methods of Guerilla marketing as well as consumer buying behavior. At the end of the research we will come to know about the impact of Guerilla marketing in smartphone purchase.

Keywords: *Guerilla marketing; Consumer buying behavior; Smart phone; Middle-aged; Delhi*

1. Introduction

Marketing helps business people and companies to establish themselves in a better way and showcase as a unique category among their consumers and competitors. The main purpose of marketing is to grab the attention of targeted customers and make them buy their products. This may sound a simple process, but practically it is much more complicated one for any company as the customers have plenty of options. There are various marketing strategies which help a company to successfully advertise their products, and one among them is guerilla marketing.

Companies seeking for gaining more profit with less investment of time, money and resource approach guerilla marketing techniques. These companies aim at creating a high and powerful impact among their customers. If we see companies marketing their products they use lot of techniques and new methods to market their products, therefore there is a high possibility of most of the companies getting unnoticed in this huge ad war. So it is necessary for every company to project themselves in a better and stronger way among their customers.

There are various form of guerilla marketing like relationship marketing, expeditionary marketing, one to one marketing, real time marketing, viral marketing and digital marketing. It cannot be argued that all these marketing methods are helpful for smartphone products, but some of them like viral and digital marketing. In case of Nokia they invested millions of amount to advertise their smartphone for 10 seconds in *The Dark night* film. This is also known as viral marketing, one of the guerilla marketing methods. Same as in the present days Reliance economic smartphone too went viral among smartphone users as well as the industry.

Developing a guerrilla marketing campaign requires lot of efforts and innovativeness to be implemented where the company has to bring in an entirely different concept. Basically guerilla marketing aims at established target customers instead of focusing on new customers. For example when Apple company decided that they need to do some kind of marketing

to get more number of Indian customers they adopted this guerrilla marketing strategy. They converted the escalators of shopping malls into digital displays and screened all their apps got included in a single phone mentioning as “*Endless App*”.

Basic principles of Guerrilla Marketing

- Measures the success through profit, instead of sales
- Focus only on existing customer; do not try with new customers
- Classifies target audience and focus accordingly
- Guerrilla marketing gets committed to a campaign finish it completely and then moves on to the next one

To make effective guerrilla marketing

- Implementation of effective strategy
- Dynamic presentation
- Providing some freebies
- Create an interactive and meaningful marketing
- Use sub-title if necessary

1.1. Problem statement

Developing an ad and implementing it to get the customer satisfaction is not an easy job in today’s competitive world. Therefore companies need to try out a lot to bring out a unique concept and impress their targeted customers, as they have various options. This study especially focus on guerrilla marketing methods implemented by smartphone companies and sensing the consumer buying approach based on it. The targeted group was the middle aged people in Delhi. The study area is chosen as Delhi because there is no previous studies carried out in Delhi under this subject and moreover middle aged people were focused because they are not prone much towards gadget based attractions.

1.2. Research question

How guerrilla marketing methods influences smartphone buyers?

How this method is effective than other marketing methods?

1.3. Significance of the study

The study precisely focuses upon the impact of guerrilla marketing methods among middle aged

smartphone users and also in their buying behavior. This study is carried out in Delhi.

1.4. Limitations of the study

The boundaries of this study can be expanded in terms of different electronic gadgets and also by comparing consumers of different demo-graphic profile.

1.5. Objective of the study

- To carry out a detailed study on guerilla marketing concepts
- To study the implication of guerrilla marketing concepts in smartphones
- To analyze the impact of guerrilla marketing towards purchase behavior of smartphone users.

2. Literature Review

Guerrilla marketing based campaign conducted so far in any industry or for any product has created a deep impact on brand image, brand attitude and purchase behavior of the customer. Creativity plays a major role in guerrilla marketing approach when compared with traditional marketing methods. If a campaign has both the necessary credibility and creativity in it then it will be creating a high impact on brand image, attitude and purchase behavior of customers (Jonsson, 2012). (Ahmed Nawaz, 2014) through his study states that guerrilla marketing always had a high impact on purchase behavior of a customer and it is purely based on human psychology instead of assumptions and judgments. Mostly guerrilla advertising is carried out in products by including the most unconventional method of advertising in it to attract the targeted customers.

Stealth Marketing is one of the guerilla marketing techniques where the market leaders use celebrities in their ads which are also known as celebrity marketing. (Bwisa, 2013) carried out his research on one of the guerrilla marketing method known as “Word of Mouth” were the research is done in a part of Kenya. As a result of the research word of mouth always has a high impact among the customers in grabbing and retaining them. This marketing method helps to build a strong relationship among the customers. Internet marketing is also considered to be one of the most powerful methods of marketing which helps a company to reach maximum number of customers.

According to the study conducted by (Mehrdad Mahmooditavana, 2014) it states that guerrilla marketing improves the possibility and capability of organizational entrepreneurship, where organizational entrepreneurship is considered to be one of the important factor influencing organizational growth. Guerrilla marketing is considered to be one among those approach which helps to improve the organizational entrepreneurship of a company. As per the studies conducted by (Faruk, 2012) guerrilla marketing is a cost optimizing marketing method and also efficient when compared with traditional marketing method. This marketing technique has a nature of stimulating the customers to buy the product. Guerrilla marketing will enhance the functionality of the product and it must be carried out according to the consumer culture.

The research conducted by (Raju, 2013) shows that advertising plays very important role among the customers in their purchase decisions. In case of most of the customers advertising acts as a deciding factor for them. Since most of the customers buy product based upon the partial knowledge they attain regarding the product. Most of the buyers look for products which satisfy most of their needs and they believe in advertisements which match their expectations. (Hafiz Muhammad Arshad, 2014) carried out a study on purchase behavior and intention of customers towards mobile phones, were the study states that customers were highly influenced by advertisements and it reflects in their purchase behavior. Emotional responses play a key role among the customers in buying their products, where these emotional responses satisfy a customer in buying a product.

(Fazal Ur Rehman, 2014) through his studies concluded that advertisements are one of the most effective and efficient methods applied by any company to market their product towards their customers. Advertisement always had a high influence over the customers irrespective of their geographic area and it is a part of promotional mix strategy. The main aim of advertisement is to create awareness among the customers and create interest regarding the product. As per the study conducted by (Achamad yannu, 2014) brand image of a product has a higher impact on the customers and highly influences them in increasing the frequency of purchase. The study also shows that it is not as simple as that to create a brand image on the product, brand image is built based upon the brand trust the people having on the product and advertisements helps a product to create these kind of trust.

3. Methods

In this methodological part we will be discussing about the data collection methods, research design, sample size and statistical techniques

3.1 Research Model

Figure 1: Research Model

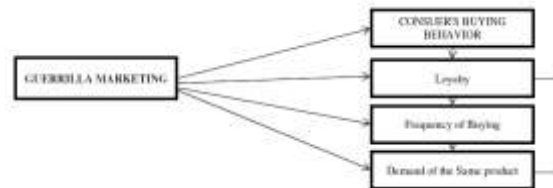


Fig1. Impact of Guerrilla Marketing on consumer buying behavior

The above given model clearly explains us the impact of guerrilla marketing on consumer buying behavior. Initially this method drags a customer to buy the product and converts them into consumer, then the consumer become loyal consumer so that their frequency rate of buying that specific product gets increased which in turn increases the demand of the product.

3.1. Research Design

The research design shows the type of research carried out in the study where the data is collected through primary data collection method. A structured questionnaire is framed and with the help of questionnaire data were collected through survey, both observation and direct interview methods were handled.

3.2 Research source

Questionnaire is used as one of the important sources to collect data apart from that secondary sources were also used like magazines, journals and newspaper articles to collect data.

3.3 Data type

The data collected in this study is through quantitative approach using close ended questions in the questionnaire and five point Likert scale is used in the questionnaire with most of the questions framed as ordinal one.

3.4 Sample size

Total number of sample size involved in this study is 214, where 160 sample data were collected through direct interview and 54 sample data were collected through observation method.

3.5 Sampling technique

Stratified random sampling method is used in this study where the study mainly focus upon the buying behavior of particular age group in a specific location for smartphones using guerrilla marketing method.

3.6 Statistical tool

In this study statistical tool SPSS (Statistical Package for Social Science) is used to analyze the data collected.

3.7 Statistical Technique

Chi-square test is used as a statistical technique in this study to find out the impact of guerrilla marketing

3.8 Hypothesis:

H1: Guerrilla marketing strategies for smartphones creates a significant impact on consumer's purchase decision.

H0: Guerrilla marketing strategies for smartphones does not creates a significant impact on consumer's purchase decision.

3.9 Variables

Every study will be having a dependent and independent variables, in this study guerrilla marketing methods were considered to be independent and factors related to consumer purchase behavior like loyalty, purchase frequency and demand were considered to be the dependent variables.

4. Results and Discussion

Various questionnaire were designed according to guerrilla marketing and carried out in this study to collect data, those data were analyzed in this part of the study. Each questionnaire was treated as each parameter in this study.

a) Influence on gender

Table 1: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	171.702 ^a	16	.000
Likelihood Ratio	173.344	16	.000
Linear-by-Linear Association	5.345	1	.021
N of Valid Cases	214		

The above table shows us that guerilla marketing has a high impact on purchase behavior of customers and it also shows that there is a difference between male and female customers in case of getting influenced based upon their purchase. This is proven by comparing the standard significant value with the obtained significant value where the obtained value 0.021 is lesser than the standard value 0.05

Table 2: Response over Influence of Guerrilla marketing

Gender	Percent
Male	79%
Female	21%
Total	100%

The above table shows us that male customers are highly influenced towards guerrilla marketing strategy implemented on smartphones when compared with female customers, where 79% of the customers got influenced are male and only 21% of the female customers got influenced on the other hand.

b) Guerrilla marketing is useful for promotional purpose

Table 3: Influence of Guerrilla marketing for Promotional purpose

Range	Percent
Strongly agree	20%
Agree	47%
Neutral	19%

Disagree	9%
Strongly disagree	5%

The above question is based on the usage of guerrilla marketing for the promotional activities of smartphones. As a result of the survey most of the customers (47%) feel that guerrilla marketing used in promotional activities will be helpful for companies and also attracts them.

Table 4: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	392.657 ^a	16	.000
Likelihood Ratio	364.958	16	.000
Linear-by-Linear Association	15.279	1	.000
N of Valid Cases	214		

This statement is well supported by the testing method where in the testing method the obtained significant result is lesser than the standard significant value; therefore it is proven that guerrilla marketing strategy helps to promote the smartphone based products.

c) Guerrilla marketing relies on Word of Mouth

Table 5: Guerrilla marketing relies on Word of Mouth

Range	Percent
Strongly agree	21%
Agree	43%
Neutral	26%
Disagree	7%
Strongly disagree	3%

Nearly 64% of the total sample size feels that guerrilla marketing relies on Word of mouth strategy and only 10% of the sample customers deny it on the other hand. This can be described in a different way where now a days most of the smartphone purchase

takes place based upon online reviews or referrals, hence it can be concluded that Word of Mouth has high impact on guerrilla marketing.

Table 6: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	347.425 ^a	16	.000
Likelihood Ratio	309.150	16	.000
Linear-by-Linear Association	10.532	1	.001
N of Valid Cases	214		

The statistical analysis also describes the same point where the observed significance level is lesser than the standard significance level. The chi-square test shows that the observed significance value 0.01 is lesser than the standard value 0.05 hence the result is concluded that guerrilla marketing relies on Word of Mouth

d) Influence of social media on guerrilla marketing

Table 7: Influence of social media on guerrilla marketing

Range	Percent
Strongly agree	22%
Agree	44%
Neutral	26%
Disagree	7%
Strongly disagree	1%

Nearly 66% of the total sample size feels that guerrilla marketing relies on social media and only 8% of the sample customers deny it on the other hand. This can be described in a different way where now a days most of the smartphone purchase takes place based upon online reviews or referrals, hence it can be concluded that social media has high impact on guerrilla marketing.

Table 8: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.443 ^a	16	.000
Likelihood Ratio	155.591	16	.000

Linear-by-Linear Association	5.249	1	.022
N of Valid Cases	214		

The statistical analysis also describes the same point where the observed significance level is lesser than the standard significance level. The chi-square test shows that the observed significance value 0.022 is lesser than the standard value 0.05 hence the result is concluded that guerrilla marketing relies on social media.

e) Impact on consumer buying behavior

Table 9: Impact on consumer buying behavior

Range	Percent
Strongly agree	36%
Agree	36%
Neutral	16%
Disagree	7%
Strongly disagree	5%

While conducting the survey based on the impact of guerrilla marketing on consumer buying process of smartphone it is found that most of the consumers feel that they get influenced by the guerilla marketing methods used in smartphones, on the other hand only 12% of the customers feel that guerrilla marketing method is not impressive.

Table 10: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	244.968 ^a	16	.000
Likelihood Ratio	256.657	16	.000
Linear-by-Linear Association	29.573	1	.000
N of Valid Cases	214		

The statistical analysis also supports the data recorded based on impact on consumer buying behavior, where the derived significant value is lesser than the standard significant value (0.05>0.00).

5. Conclusion

Marketing a product involves various methods and techniques and it is not a easy job to pull the

attention of the targeted customers. Companies need to work on the marketing strategies which are suitable for their product before implementing it. Guerrilla marketing also must be implemented only if it is required and suitable for the specific product. When considering guerilla marketing further it has various sub classes and categories like viral marketing, bizz marketing and word of mouth etc. therefore before implementing any marketing strategy one company needs analyze themselves regarding the strategy to be implemented and must have strong justification with them in defending the strategy.

Suggestions

- Required alterations can be made according to the product
- Happening of unconventional campaign under guerilla marketing must be avoided and rectified
- Guerrilla marketing can be implemented in other industries too
- Proper understanding of guerrilla marketing is necessary

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