

THE GUERRILLA MARKETING TECHNIQUE



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ABSTRACT

The act of selling and promoting products and services combined with advertisements and research is termed as marketing. The primary objective of every marketing effort is to attract new customers and retain the old ones. So, several techniques and strategies have been tried and tested in this field. Guerilla marketing is one among those techniques. Guerilla marketing is a strategy used by companies to promote products and services which include an element of surprise. Many marketers now feel that traditional marketing methods like print ads, billboards are no longer effective. So, this study aims at studying the effectiveness and awareness of guerilla marketing. This study also evaluates the effectiveness of traditional marketing methods over modern strategies. The primary purpose of this paper is to stimulate further discussion among businesses and to be used in dialogue with stakeholders.

Keywords	Marketing, Guerilla marketing, Consumer perception
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INTRODUCTION

Marketing has been playing an important role in our day-to-day life. It is a means of communicating and introducing new products and services to customers. Marketing can be viewed as a way to customer's heart. Product, Place, Promotion, and Price are the 4P's in marketing. Among those 4P's, Promotion is considered to be the most significant element as the customers need to be aware of new products. Advertising, personal selling, direct marketing etc. are the different components of the promotion mix. Customers get to know about new products mainly through advertising, a paid/non-personal form of communication. Direct marketing is now trending as the producers can directly reach their products to customers through e-mails, the internet etc., without any middleman.

Several innovations and new methods are being applied and experimented within this field of marketing. Guerilla marketing is one among them. Guerilla marketing is a type of publicity that was made popular by Conrad Levinson in his book guerilla marketing in 1984. It is mainly an advertisement strategy whereby the company or the producer uses several unconventional methods to promote the product/ service. Surprise is a major element there. This type of promotional method uses techniques to create direct contact with the customers. The ultimate aim is to make customers remember the products and services in a different manner than they are usually done. Nowadays, traditional advertising methods through television, radio etc., are losing their popularity due to new techniques and innovations in this field. Guerilla marketing aims at making a big impression among the customers about the products so that the impressed customers may make this product popular via word of mouth. It may reach many and helps in promoting the product being marketed. It is mainly an inexpensive way of promoting a product or service. The producers need to spend their valuable time, energy, and imaginative and innovative mind to promote the product. The cash inflow will be more than its outflow. Guerilla marketing can be used as a technique by new and small companies to promote their product while facing tough competition from larger firms. It is a way of influencing the subconscious mind as purchasing decisions are the quick reflex of the unconscious mind. Thus, newer techniques are being introduced day by day to attract new customers and retain existing customers.

OBJECTIVES

The main objectives of the study are;

- To know about the term Guerilla marketing.
- To know the awareness level of guerrilla marketing techniques among consumers.
- To study the effectiveness of guerilla marketing techniques.

SCOPE OF THE STUDY

The primary purpose of this paper is to stimulate further discussion among businesses and to be used in dialogue with stakeholders. This study intends to identify the awareness level of customers regarding guerilla marketing as a tool of promotion. This study also aims to identify



various techniques used to promote the product by means of guerilla marketing and its effectiveness.

RESEARCH METHODOLOGY

The present study is descriptive and conceptual in nature. It is descriptive in the sense that it tries to identify various characteristics of research objectives. Moreover, it is conceptual since it examines a literature review of past studies conducted in these fields, and also, we have analyzed various secondary sources like journals, websites, and articles to study the topic.

KEY TERMS

- **Marketing:** It can be viewed as a method of reaching new product concepts to customers. Philip Kotler, the father of marketing, views marketing as a means of satisfying the wants and needs of customers through an exchange process.
- **Guerilla marketing:** It is a promotion technique by which an element of surprise is used to attract customers. Unconventional means of communication are used to promote the product.
- **Customer perception:** It is mainly the result of marketing efforts undertaken by the companies. Customer perception means the opinion of the customer regarding the product offerings. It may be positive or sometimes negative.

REVIEW OF LITERATURE

In the paper *The effect of guerrilla advertising on consumer's ad attitude and purchase intention: a study on well-known brands* by Selam Yigit Ozhkan (2019) explores the role of guerrilla advertising on consumers' advertisement attitudes and purchase intentions on a Turkish sample and related literature. Interpreted as a breath of fresh air and a different advertising approach, relevant people in their operations have implemented guerrilla advertising to be more competitive and reach more people with less effort in the meaning of time and cost traditional advertising. Although guerrilla advertising has not been explored yet and a small number of people have benefited from it, besides being not well-known, guerrilla advertising has a lot to be discovered in further research. In

the research study *Guerrilla marketing trends for sustainable solutions: Evidence from SEM-based multivariate and conditional process*, Rizwan Raheem Ahmed jawed Qureshi Jolita Vveinhardt (2020) finds that marketing is an imperative tool for the survival and sustainable growth of any business or product. The undertaken research aims to investigate the guerrilla marketing techniques for small and medium enterprises (SMEs) and their impact on consumers' purchase decisions. Researchers also have the aim to examine the impact of brand awareness and technology as mediating and moderating variables respectively in the guerrilla marketing process. In the study conducted by Priti Jeevan (2017) in the paper *A Study on Awareness and Effectiveness of 'Guerrilla Marketing Technique' – An Innovative Means of*



Advertising: The ever-increasing number of similar products has made it difficult for potential customers to choose, making the price the most important criteria. Consequently, the companies became aware of the need to differentiate, starting from delivering the brand message. Therefore, the unconventional means of promotion offer a way out of the advertising clutter, creating a lasting image of the brand in the consumer's mind. This research is concentrating only on one part of unconventional ways of advertising that is guerrilla marketing.

THEORETICAL FRAMEWORK

The ever-increasing number of similar products has made it difficult for potential customers to choose, making the price the most important criteria. So, the companies became aware of the need to differentiate, starting from delivering the brand message. Therefore, the unconventional means of promotion offer a way out of the advertising strategy, creating a lasting image of the brand in the consumer's mind. This research is concentrating only on one part of unconventional ways of advertising that is guerrilla marketing. This strategy would benefit both the organizations and the consumers.

Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity.

Guerrilla marketing uses multiple techniques and practices in order to establish direct contact with the customers. One of the goals of this interaction is to cause an emotional reaction in the clients, and the ultimate goal of marketing is to get people to remember products or brands in a different way than they are accustomed to.

History of Guerrilla Marketing

Guerrilla marketing is a product of the shift to electronic media from traditional print, radio, and television marketing. Jay Conrad Levinson coined it in his 1984 book *Guerrilla Marketing*. Its goal is to create buzz about a product or brand so that it increases the likelihood that a consumer will purchase the product or service or talk about it with other potential buyers. Guerrilla marketing can be very cost-effective for small businesses, especially if they manage to create a viral marketing phenomenon.

Some examples include:

- Viral or buzz marketing
- Stealth
- Ambient
- Ambush
- Projection advertising
- Astroturfing
- Grassroots
- Wild posting



TYPES OF GUERRILLA MARKETING

1. Ambient marketing

This type of advertising is often done by placing an interesting and attention-grabbing object along with its message somewhere with high visibility. The concept is to catch the consumer off guard by getting their attention in ways they are not used to. Magazine ads, product placement in TV and Movies, and news online are typical forms that the consumer has grown accustomed to and might be ignored. In contrast, they see a larger-than-life object or statement while on a walk to work would definitely be more memorable and effective.

2. Ambush marketing

Ambush marketing is a marketing strategy in which an advertiser “ambushes” an event, area, or ad space to compete for exposure against other (often direct competitor) advertisers. Like this advertising billboard exchange below between luxury car brands: BMW and AUDI

3. Stealth Marketing

Stealth marketing is the practice of marketing to consumers without their awareness. Whether it's ads you see on the edges of Facebook that's hardly noticeable anymore, to product placement in a film or TV series. Stealth marketing is everywhere, and it is almost impossible to avoid. The best practice for stealth marketing is to make it so subtle that the viewer does not notice that it's a marketing tactic.

4. Viral/buzz marketing

Buzz marketing refers to marketing strategies in which the goal is to capture the attention of consumers and influencers to amplify the marketing message via word of mouth and social media sharing. So much that talking about the product, brand, or service becomes newsworthy, fun, and entertaining.

5. Guerrilla projection advertising

This marketing technique is effectively a digital billboard that is projected at night onto the side of a building. This is often done without the permission of the governing bodies (council permits), or the permission from the owner of the building. These projections are displayed on the sides of buildings in high-traffic locations (people on foot and in vehicles). Guerrilla projection advertising is an effective addition to campaigns of a larger scale, like the launch of a product or service, a concert, shows, and events.



SUMMARY

No product reaches its destination where it is meant to be unless it is possible properly marketed. Thus, the role of marketing is as important as the production of a quality product. The present study focused at knowing the term guerilla marketing in much more depth. The study also aimed at finding the effectiveness of guerilla marketing techniques. The term guerilla marketing, its history, different types of guerilla marketing techniques, amongst others, are discussed in detail in the theoretical framework part. This contemporary technique of marketing is proved to be somewhat effective in countries like India.

CONCLUSION

Marketing aims at identifying customer's needs and work towards their satisfaction. The basic goal of marketing is to attract customers. Thus, several strategies are used to promote products. Traditional marketing techniques of promoting products using billboards, print media etc. are effective means of reaching customers. Guerilla marketing is a new technique of marketing aimed at reaching the products to customers in a different and unique way. The study discussed in detail guerilla marketing. The strategy is effective to some extent because customers are more aware of traditional marketing methods. Even though customers have experienced different guerilla marketing techniques, they are not completely aware of this new marketing technique. These techniques are not widely used in countries like India. So, the customers are not fully aware of this term itself. Traditional marketing techniques are found to be more effective and familiar to customers o countries like India.

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