



EFFECTS OF GUERRILLA MARKETING ON BRAND AWARENESS AND CONSUMERS' PURCHASE INTENTION¹

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ABSTRACT

With the development of the technology, consumers need and demands has changed. Demands of consumers have changed faster; consumption has accelerated further. These changes necessitated the use of new marketing methods instead of modern marketing. Guerrilla marketing is one of these new methods. Guerrilla marketing that is expressed as a method of combatting competitors by using exceptional promotion methods, nowadays has become an important competitive tool for companies. Guerrilla marketers aims to create marketing methods that are dynamic, creative and can adapt to change. For this purpose, they use street graphics, strange events, product placement and memorable events.

The aim of this study is to examine the effects of guerrilla marketing on brand awareness and consumers' purchase intention. In the concept of the study, a questionnaire was applied to Gümüşhane University students. Forms obtained as a result of data collection has been evaluated and a total of 440 questionnaires were included in the sample. Multivariate Statistical Analysis were used to analyse data. As a result of regression analysis related to the effects of guerrilla marketing on purchase intention while humour has not a significant effect on purchase intention, novelty, surprise, aesthetics, relevance, clarity and emotional arousal have significant and positive effect on purchase intention. According to regression analysis results for brand awareness, all factors except surprise have positive effect on brand awareness. Also brand awareness has positive effect on purchase intention.

Keywords: Guerrilla Marketing, Brand Awareness, Consumer Behaviour, Purchase İntention.

Jel Codes: M30, M31, M37.

GERİLLA PAZARLAMANNIN MARKA FARKINDALIĞI VE TÜKETİCİLERİN SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİLERİ

ÖZET

Teknolojinin gelişmesiyle birlikte tüketicilerin istek ve ihtiyaçları da değişmiştir. Tüketicilerin talepleri hızlı değişikçe tüketim daha da hızlanmıştır. Bu değişimler modern pazarlamanın yerine yeni pazarlama metotlarının kullanılmasını gerekli kılmıştır. Gerilla pazarlama bu yeni metotlardan bir tanesidir. Sıra dışı tutundurma yöntemleri kullanarak rakiplerle mücadele etme yöntemi olarak ifade edilen gerilla pazarlama günümüzde firmalar için önemli bir rekabet aracı haline gelmiştir. Gerilla pazarlamacılar dinamik, yaratıcı ve değişikliklere uyum sağlayabilen pazarlama yöntemi oluşturmayı amaçlarlar. Bu amaç doğrultusunda da sokak grafikleri, garip olaylar, ürün yerleştirme, unutulmaz olaylar gibi uygulamalar kullanırlar.

Bu çalışmanın amacı gerilla pazarlamanın marka sadakati ve tüketicilerin satın alma niyeti üzerindeki etkilerini incelemektir. Çalışma kapsamında Gümüşhane Üniversitesi öğrencilerine yüz yüze anket uygulanmıştır. Veri toplama sürecinde elde edilen anketler değerlendirilmiş ve 440 anket örneklem sürecine dâhil edilmiştir. Elde edilen verilerin analizinde Çok Değişkenli İstatistiksel Analizler kullanılmıştır. Gerilla pazarlamanın satın alma niyeti üzerindeki etkisine ilişkin regresyon analizinin sonucuna göre mizah satın alma niyeti üzerinde anlamlı bir etkiye sahip değilken, yenilik, sürpriz, estetik, ilgililik, netlik ve duygusal uyarılma satın alma niyeti üzerinde anlamlı ve olumlu yönde etkiye sahiptir. Marka farkındalığı ile ilgili regresyon analizi sonuçlarına bakıldığında ise sürpriz hariç diğer tüm değişkenlerin marka farkındalığı üzerinden olumlu yönde bir etkiye sahip olduğu belirlenmiştir. Ayrıca marka farkındalığı da satın alma niyetini olumlu yönde etkilemektedir.

Anahtar Kelimeler: Gerilla Pazarlama, Marka Farkındalığı, Tüketici Davranışı, Satın Alma Niyeti.

Jel Kodları: M30, M31, M37.

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1. INTRODUCTION

In today's competition environment customers have different expectations. In this direction, an alternative marketing technique guerrilla marketing that is used by firms to increase firms' productivity in order to achieve firms' value and mission with a little budget (Fong and Yazdanifard, 2014: 2) and offers customers different and creative ads made its first official appearance by Jay Conrad Levinson in 1984 (Iqbal and Lohdi, 2015: 1). There are many definitions of guerrilla marketing in the literature. Levinson (1998: 10) define guerrilla marketing, "as a set of marketing practices which can be implemented with an efficient and much smaller budget so that especially big businesses are able to take a stand against small businesses". According to an another definition "guerrilla marketing is an advertisement strategy concept designed for businesses to promote their products or services in an unconventional way with little budget to spend" (wikipedia.org).

According to the definitions of Guerrilla marketing, some principles of guerrilla marketing can be identified. These principles are as figure 1 (Farouq, 2012: 113):

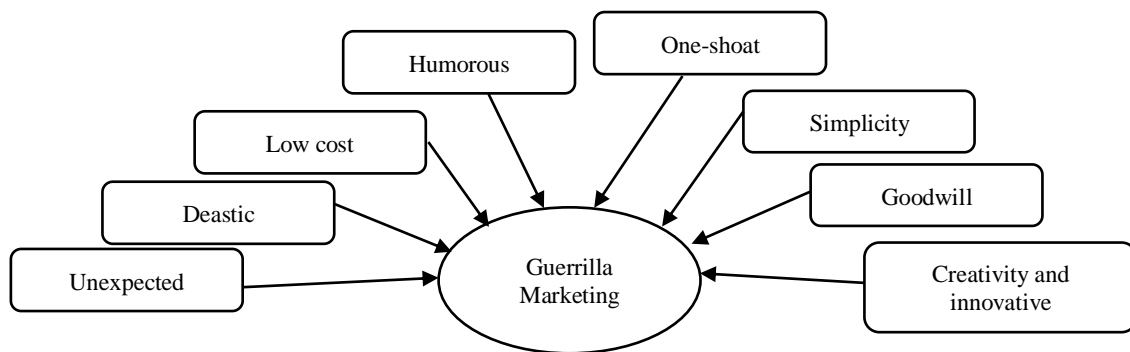


Figure 1. Principles of Guerrilla Marketing

Guerrilla marketing that can be low-cost and high impact method to connect with consumers (Zuo and Veil, 2006: 10) applies different marketing methods changing the ways in which traditional marketing. Levinson (1998) stated that unlike traditional marketing, guerrilla marketing focuses on psychology and human behaviour; you invest time, effort, knowledge and imagination; focuses on profit instead traffic, responses, or gross sales; based on psychology and human behaviour; has over 200 weapons and chooses the most appropriate one to affect consumers; guerrilla always says "you" rather than "me"; guerrilla try to establish long-term relationships (<http://wvpllc.wordpress.com>).

These differences may provide some advantages and disadvantages to guerrilla marketing. For advantages it is high reliable, it is cheap, has high efficiency so messages can be reached mass audience rapidly and effectively, it's fun because it creates different advertisements, exaggerate profits. For disadvantages it is so slowly, it has high risk and also because guerrilla marketing is reached rapidly it means that negative experiences or statements also reached to consumers rapidly (Mandour, 2014).

2. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

There are many studies in the literature that examine the effects of guerrilla marketing on brand awareness and purchase intention. Prevot (2009) examined the effects of guerrilla marketing on brand equity and stated that there can be positive, negative or neutral effects of guerrilla marketing on brand equity. Cinnamon (2014) explored the effects of guerrilla advertising on public health issues and stated that advertisement that include fear appeals have more impact on public. Shakeel and Khan (2011) examined the effects of guerrilla marketing on consumer perception and demonstrated that celebrity marketing (guerrilla marketing) has significant effect on consumer perception. Mokhtari Mughari (2011) explored brand awareness and guerrilla marketing in Iranian SME and found that there is a positive relationship between guerrilla marketing and brand awareness. Nawaz et al. (2014) investigated the effects of guerrilla marketing on consumer purchase intention and found significant effect of guerrilla marketing on consumer buying behaviour. Tam and Khuong (2015) examined the effects of guerrilla marketing on gen Y's purchase intention and found that while humour and surprise have



not significant effect on consumer purchase intention, clarity, emotion arousal, and creativity affected significantly purchase intention. Iqbal and Lodhi (2015) examined beverage industry and found that guerrilla marketing has significant impact on buying behaviour. Aimee (2016) examine the effects of emotional appeal and creativity on purchase intention and indicated that both these factors have positive and significant effect.

Also many researchers in literature investigated the effects of brand awareness on purchase intention. Related to these studies Chen and Chang (2008) investigated the relationships between brand equity, brand preference, and purchase intentions on international air passengers' decisions and found positive relationships between these factors. Chi et al. (2009) examined the effects of brand awareness on purchase intention and found that if brand awareness is high, brand loyalty is increase and also purchase intention. Wang and Yang (2010) in their study found that brand awareness affect consumers' brand purchase intention positively. Yaseen et al. (2011) examined the effects of brand awareness on purchase intention and found significant impact of brand awareness on purchase intention. Jalilvand et al. (2011) found that brand awareness has positive effect on consumers' intention to purchase products. Shah et al. (2012) explored the effects of brands on consumer purchase intention and found that brand awareness has significant and positive effect. Mahesh and Amulya (2013) and Malik et al. (2013) found that brand awareness has significant and positive effect on purchase intention. Roozy et al. (2014) examined the effects of brand equity on consumer purchase intention and found that brand awareness has effect on purchase intention. Naeini et al. (2015) investigated the effects of brand equity on purchase intention and found a significant effect of brand equity (brand awareness).

Based on the studies as mentioned above, research hypothesis can be developed as follows:

- H1: Novelty has positive effect on brand awareness
- H2: Surprise has positive effect on brand awareness
- H3: Aesthetics has positive effect on brand awareness
- H4: Humor has positive effect on brand awareness
- H5: Relevance has positive effect on brand awareness
- H6: Clarity has positive effect on brand awareness
- H7: Emotional arousal has positive effect on brand awareness
- H8: Novelty has positive effect on purchase intention
- H9: Surprise has positive effect on purchase intention
- H10: Aesthetics has positive effect on purchase intention
- H11: Humour has positive effect on purchase intention
- H12: Relevance has positive effect on purchase intention
- H13: Clarity has positive effect on purchase intention
- H14: Emotional arousal has positive effect on purchase intention
- H15: Brand awareness has positive effect on purchase intention

3. METHODOLOGY

3.1. Research Model

In previous studies effects of guerrilla marketing on purchase intention and brand awareness has been examined in different studies. In this study it is aimed to examine the effects of guerrilla marketing on both brand awareness and purchase intention. Based on the purpose of this study research model was used as figure 2.

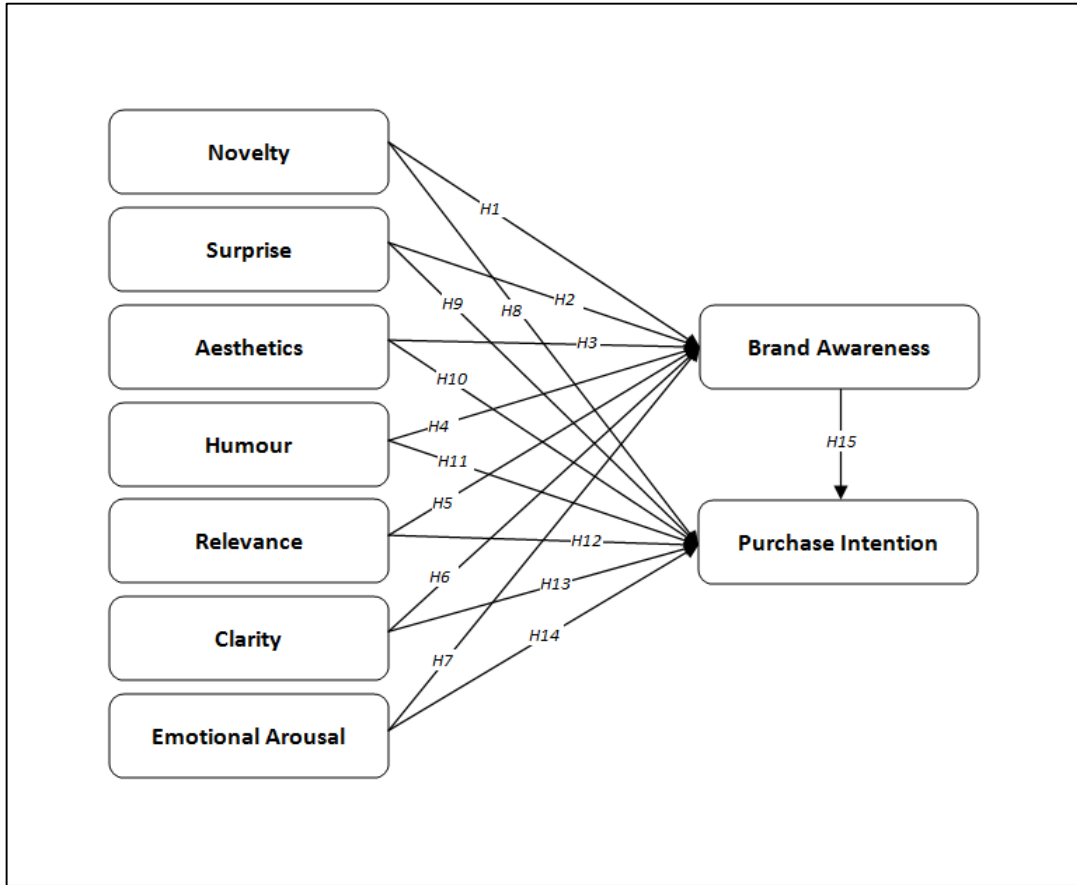


Figure 2. Research Model

3.2. Sample and Measure

In the concept of the study to facilitate data collection a questionnaire has been prepared and administered to students in Gümüşhane University. Forms obtained as a result of data collection have been evaluated and a total of 440 questionnaires were included in the sample. First questions in the questionnaire included the constructs in the research model. All questions were measured by five-point Likert scale. For instance, “1” expressed as strongly disagree, “2” expressed as disagree, “3”, expressed as neutral, “4” expressed as agree, “5” expressed as strongly agree. The second part of the questionnaire included demographic variables.

4. RESULTS

Table 1. Demographic Profile of All Respondents

Variable		Count	Percent %
Gender	Male	201	46
	Female	239	54
Education	Faculty of Economic and Administrative Sciences	133	30
	Faculty of Engineering	117	27
	Faculty of Health Sciences	57	13
	Faculty of Communication	42	10
	Vocational School	41	9
	Faculty of Theology	21	5
	Faculty of Letters	29	6

**Table 1.** Demographic Profile of All Respondents (Cont.)

Variable		Count	Percent %
Income	Under 250 TL	81	19
	251 – 500 TL	195	44
	501 – 750 TL	87	20
	751 – 1000TL	58	13
	Upper 1001	19	4
Age	Under 18	17	4
	19-20	126	28
	21-22	183	42
	23-24	93	21
	25 and Upper	21	5
Total		440	100

4.1. Results of Reliability and Validity Analysis**Table 2.** Results of the Validity and Reliability Analysis

	Item	Std. Loading	Eigen value	VEE*	Composite Reliability
NOVELTY	NOV1	.848	4.545	75.751	.936
	NOV2	.898			
	NOV3	.897			
	NOV4	.845			
	NOV5	.860			
	NOV6	.872			
SURPRISE	SRP1	.777	4.295	71.579	.920
	SRP2	.866			
	SRP3	.862			
	SRP4	.871			
	SRP5	.866			
	SRP6	.830			
AESTHETICS	AEST1	.791	4.279	71.321	.919
	AEST2	.867			
	AEST3	.823			
	AEST4	.849			
	AEST5	.866			
	AEST6	.869			
RELEVANCE	REL1	.792	3.527	70.547	.894
	REL2	.828			
	REL3	.856			
	REL4	.883			
	REL5	.838			
HUMOUR	HMR1	.827	3.582	71.645	.900
	HMR2	.850			
	HMR3	.917			
	HMR4	.851			
	HMR5	.781			
CLARITY	CLA1	.844	3.651	73.011	.907
	CLA2	.852			
	CLA3	.833			
	CLA4	.861			
	CLA5	.882			



Table 2. Results of the Validity and Reliability Analysis (Cont.)

	Item	Std. Loading	Eigen value	VEE*	Composite Reliability
EMOTIONAL AROUSAL	EMO1	.801	4.390	73.161	.926
	EMO2	.902			
	EMO3	.822			
	EMO4	.864			
	EMO5	.852			
	EMO6	.887			
AWERENESS	AWE1	.856	4.597	76.614	.939
	AWE2	.945			
	AWE3	.801			
	AWE4	.915			
	AWE5	.858			
	AWE6	.868			
PURCHASE INTENTION	PUR1	.844	4.520	75.340	.934
	PUR2	.878			
	PUR3	.902			
	PUR4	.877			
	PUR5	.828			
	PUR6	.876			

Cronbach Alpha statistics was used to test the reliability of the scales and results in table 2 were obtained. Because of the cronbach alpha of scales are over 0.70, it can be say that all scales are highly reliable. Also factor analysis was used to test validity of scales. As a result of reliability and validity analysis there is no item deleted from scale.

4.2. Results of Regression Analysis

Table 3. Linear Regression Results for Brand Awareness

Factor	B	S.E.	β	t	p-Value
F1-Novelty	.081	.040	.085	2.015	.045**
F2-Surprise	.007	.044	.008	.165	.869
F3-Aesthetics	.167	.047	.167	3.569	.001*
F4- Humour	.119	.042	.128	2.856	.005*
F5- Relevance	.144	.048	.148	3.002	.003*
F6- Clarity	.160	.038	.169	4.205	.001*
F7- Emotional Arousal	.280	.043	.280	6.627	.001*
R²: 0.738		F: 177.882		Durbin-Watson: 1.651 p: 0.001	

* p < .01, ** p < .05

According to regression analysis results all factors except surprise, have positive effect on brand awareness. B values show partial regression coefficients and gradient of the variables. β is the standardized regression coefficients and show the relative order of importance of factors. According to β emotional arousal (β=.280) is the most important factor that affect brand awareness. Other factors, respectively, are clarity (β=.169), aesthetics (β=.167), relevance (β=.148), humour (β=.128), novelty (β=.085). R² is 73,8% and it means that independent variables explain 73,8% of brand awareness. So all hypothesis except for H2 were supported.



Table 4. Linear Regression Results for Purchase Intention

Factor	B	S.E.	β	t	p-Value	
F1-NOV	.123	.037	.130	3.371	.001*	
F2-SRP	.107	.040	.113	2.641	.009*	
F3-AEST	.131	.043	.131	3.056	.002*	
F4- HUM	.080	.038	.086	2.113	.035**	
F5- REL	.133	.044	.138	3.064	.002*	
F6- CLA	.174	.035	.183	5.009	.001*	
F7- EMO	.242	.039	.238	6.163	.001*	
R²: 0.782		F: 225.948		Durbin-Watson: 1.920		p: 0.001

* p < .01, ** p < .05

According to regression analysis related to the effects of guerilla marketing on purchase intention, humour, novelty, surprise, aesthetics, relevance, clarity and emotional arousal have significant and positive effect on purchase intention. According to β , emotional arousal ($\beta=.238$) is the most important and clarity is the second important factors ($\beta=.183$). Others factors, respectively, are relevance ($\beta=.138$), aesthetics ($\beta=.131$), novelty ($\beta=.130$) and surprise ($\beta=.113$). R² is 78,2% and it means that independent variables explain 78,2% of purchase intention. So, all hypothesis was supported.

Table 5. Linear Regression Results for Purchase Intention and Brand Awareness

Factor	B	S.E.	β	t	p-Value	
F1-AWE	.828	.027	.830	31.106	.001*	
R²: 0.688		F: 967.579		Durbin-Watson: 1.812		p: 0.001

* p < .01, ** p < .05

According to regression results brand awareness has significant and positive effect on purchase intention and explain 68,8% of purchase intention.

5. CONCLUSION

In parallel with the increase in competition, it has become important for companies to be different from rivals. At this point, guerrilla marketing can help make them different. Because guerrilla marketing use interesting and striking methods. So they may be noticed by consumers more.

In this study it is aimed to explore the effects of guerrilla marketing on brand awareness and purchase intention. Also effects of brand awareness on purchase intention is examined. According to regression analysis related to effect of guerrilla marketing on brand awareness novelty, aesthetics, humour, relevance, clarity and emotional arousal have positive effect on brand awareness. These findings are parallel with the findings of Mokhtari Mughari (2011) that stated that there is a positive relationship between guerrilla marketing and brand awareness.

As a result of regression analysis related to the effects of guerrilla marketing on purchase intention emotional arousal is the most effective factor on purchase intention. It means that if brands can influence you emotionally, you prefer purchase their products and services more. Clarity is the second effective factor and how clear they are to you, you are likely to be influenced by guerrilla advertisings so much and tend to purchasing behaviour. According to the regression analysis, also relevance, aesthetics, novelty and surprise have positive effects on purchase intention. These findings are parallel with the findings of Nawaz et al. (2014), Tam and Khuong (2015).



Also in the study, effects of brand awareness on purchase intention is examined and it is found that brand awareness has positive effect. To support this finding many researchers (Chi et al., 2009; Wang and Yang, 2010; Yaseen et al., 2011; Jalilvand et al., 2011; Shah et al., 2012; Mahesh and Amulya, 2013; Roozy et al., 2014; Naeini et al., 2015) indicated that brand awareness has significant and positive effect on purchase intention.

Considering the results mentioned above because emotional arousal is the most effective factor for both brand awareness and purchase intention, if brands want to increase the level of awareness and influence customers with their different applications, firstly they should find what customers want emotionally. The second important and effective factor is clarity and it means that brands should be clear in their advertisements. Because customers do not like ambiguous situations.

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