



Journal of Banking and Financial Research

VOLUME:6 ISSUE:1 YEAR:2019 ISSN:2148-4090



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THE IMPACT OF GUERRILLA MARKETING PRACTICES ON CONSUMER ATTITUDES AND COMPARISON WITH TRADITIONAL MARKETING COMMUNICATION: A PRACTICE

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Abstract

Communication with consumers for each company represents great importance, where the way of communication is carefully chosen. One of the most interesting and successful ways of communication with the public is guerrilla marketing communication, where with its instruments enables the company to make large public effects with limited resources and makes great impact on the public. On the market, with a large number of advertisements, which belongs to the traditional way of communication, creative advertising campaign with an interesting content on the selected places is one of the ways of communicating with consumers. This article is based on the comparison of traditional marketing communication and guerrilla marketing communication, as well as to determine why and how communication is more effective than other communication method. In another words, two types of advertisements are displayed in the research where one relates to the traditional marketing communication while other refers to guerrilla marketing communication. Also the purpose of this study is to see how the guerrilla marketing communication and traditional marketing communication differ according to consumers throwing demographic factors such as gender, level of education, level and nationality. Article aims to see guerilla marketing campaigns effects on consumers and how they perceived with regard to the level of attention, level of interest, memorability as well as the level of recommendation of these advertisements.

Through certain questions of the questionnaire and through the answers of 406 respondents, it is concluded why one way of communication is better than the other one. According to this research, guerrilla marketing communication is a sort of creative challenge for many companies, where, due to the changeable situation on the market and the unfavorable cost aspect, a large number of companies choose to use this way of communication. Traditional marketing communication is associated with high costs that involve posters on billboards that are largely represented in the public and that do not give good results and generate high costs.

Key words: Traditional marketing communication, Guerrilla marketing communication, Market, Advertisement, Consumer.

GERİLLA PAZARLAMA UYGULAMALARININ TÜKETİCİLERİN TUTUMLARI ÜZERİNDEKİ ETKİSİ VE GELENEKSEL PAZARLAMA İLETİŞİMİ İLE KARŞILAŞTIRILMASI: BİR UYGULAMA

Özet

Tüketicilerle iletişim ve bu iletişimin yöntemi bütün işletmeler için çok önemlidir. Tüketicilerle iletişim kurmanın en etkin, ilginç ve diğer iletişim yöntemleri ile karşılaştırıldığında en başarılı yollarından biri de, daha az kaynak kullanılan ve potansiyel tüketiciler üzerinde önemli etkisi olduğu bilinen “gerilla pazarlama” yöntemidir.

Geleneksel iletişim mecraları ile seçilen yerlerdeki ilginç içerikli yaratıcı reklam kampanyası tüketicilerle iletişim kurmanın yollarından biri; piyasada geleneksel iletişim tarzına ait çok sayıda reklam ile seçilen yerlerdeki ilginç içerikli, yaratıcı reklam kampanyalarıdır. Gerilla pazarlama iletişimi araçları ile işletmenin sınırlı kaynaklarla büyük iletişim etkisi yaratmasını ve çok sayıda tüketiciye ulaşmasını sağlamaktadır. Bu çalışma geleneksel pazarlama iletişimi ve gerilla pazarlama iletişiminin karşılaştırılmasının yanı sıra iletişimin neden ve nasıl diğer pazarlama iletişim yöntemlerinde daha etkili olduğunu belirlemesine yönelik yürütülmüştür. Bu çalışmanın amacı, tüketicilerin cinsiyet, eğitim düzeyi, ve uyuşu gibi demografik faktörlere göre, gerilla pazarlama iletişimi ve geleneksel pazarlama iletişiminin farklılık gösterip göstermediğinin belirlenmesine yöneliktir. Bu amaca yönelik olarak Gazi üniversitesi öğrencileri arasında gerilla pazarlama yöntemi ile geleneksel reklam yöntemlerinin etkinliğini ölçmek amaçlı bir anket uygulanmıştır. Yapılan çalışmada 406 anket değerlendirmeye alınmış ve Gerilla pazarlama yöntemini daha etkin iletişim yöntemi olduğu sonucuna varılmıştır. Geleneksel pazarlama iletişimi, büyük oranda halka sunulan ve iyi sonuçlar vermeyen ve yüksek maliyetler yaratan reklam panolarında posterleri içeren yüksek maliyetlere atıfta bulunmaktadır.

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Anahtar kelimeler: Geleneksel pazarlama iletişimi, Gerilla pazarlama iletişimi, Pazar, Reklam, Tüketici.

1. Introduction

Every company, regardless of the industry, expresses the need for marketing. In recent years, the value of marketing has begun to grow. For decades, the role of marketing has begun to gain more value with its development and its need on the market. In order to make purchases of products, the values must be shown to consumer in a creative way. In the era of digitization and social networks, marketing is developed in a specific way. With an increase in the number of competitors in the market, marketing activities are becoming more complicated to follow. Small and medium-sized enterprises are struggling to understand the market in a way in which they can pursue all marketing activities according to their limited budget. Therefore guerrilla marketing communication represents solution and the answer for the marketing needs of small and medium-sized companies with limited resources.

Guerrilla marketing communication represents a marketing technique with unusual ways of promotion. The term guerrilla comes from a military name, which refers to the use of a small number of resources against the other side who has huge capacity and resources. In marketing, the term guerrilla marketing communication is used in a context where a large impact is recorded and with a low resource consumption. Guerrilla marketing communication consists of several types whose goal is to attract a lot of attention. In order to examine the success of guerrilla marketing communications, research is done at the university. Research is based on the brand that is not so famous to the public in Turkey and to make a comparison between the traditional ways of communication (billboard advertisement) and guerilla marketing communication (street advertisement).

2. Theoretical Framework

The theoretical part explains the difference between the guerrilla marketing communication and traditional marketing communication, as well as the means or weapons of guerrilla marketing communication. Guerrilla marketing tools and corresponding effects will also be clarified.

2.1. What is Guerrilla Marketing Communication?

The main point of guerrilla marketing communication is to put the advertisement in front of as many people as possible, in an unexpected way which presents a low-cost form of marketing (Manker, 2012). One of the reasons why the marketing is accepted by the public is that it is simple and interesting. Simplicity and interest are the desired goals of a campaign of a guerrilla marketing campaign that represents a strong competitive advantage (Levinson & Levinson, 2011). Also guerrilla marketing communication represents a way for the companies with limited budget funds in order to compensate budget or monetary difference and be equal competitors in relation to their greater competition. Realizing the effects of guerilla marketing communication, it needs to be pointed out that large and developed companies also use guerrilla marketing communication for their own marketing campaign.

Traditional Marketing	Guerilla Marketing
Primary investment is money	Primary investment is time, effort and creativity
Model for big business	Focus on small business
Success measured by sales	Success measured by profits
What can I take from the customer?	What can I give to the customer?
Mass media usage (direct mail, radio, television, newspapers)	Marketing weapons are numerous and most are free
Advertising works	Types of non-traditional marketing succeed
How much money do you have at the end?	How many relationships do you have at the end?

Table 1 :

Differences between traditional and Guerilla Marketing (Levinson J. C., 2006)

2.2. Guerrilla marketing tactics

The objective of guerrilla marketing communication is surprise of customer, where the effect creates a strong impression that remains in public for a long time and where publicity is created.

3. Guerilla Marketing Communication Weapons

The concept of guerrilla marketing communication refers to the rational use of funds on the campaign where the creation of intrigue among consumers and their participation have aim to get attention of the company. With the guerilla marketing communications, there are several communication instruments that are applied, where all of them depend on desired goal. Out of Home, New Media and Low Budget weapons are the types and contents that make three main guerrilla marketing weapons (Ujwala, 2012).

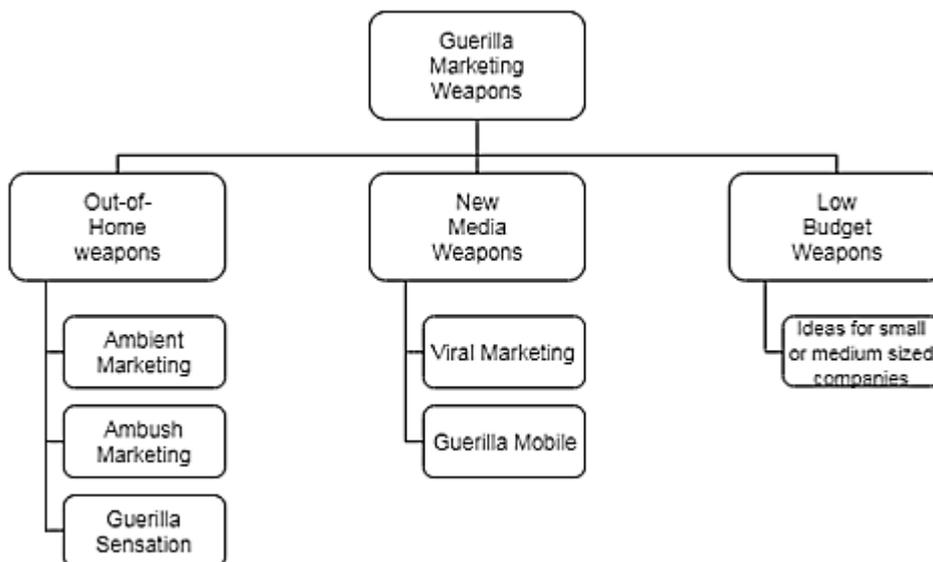


Figure 1: Guerilla Marketing Weapons (Ujwala, 2012)

3.1. Out of Home

As the term says "Out of Home", it refers to marketing activities that are being implemented at public locations. The goal is to get publicity in public and in the media. Newspaper reports can create more publicity on the way which will promote marketing activities (Ujwala, 2012).

3.1.1. Ambient marketing

Ambient marketing is an instrument designed to surprise people by putting advertisements in unexpected places, which have the elements of guerrilla combat tactics (Hutter & Hoffmann, 2011)

3.1.2. Ambush Marketing

Ambush marketing is a marketing method that enables promotion without payment of sponsorship and other costs. In many events where participation is very expensive, many companies cannot afford such participation. In that case ambush marketing technique presents one of the solutions. (Ujwala, 2012)

3.1.3. Guerrilla Sensation

Sensation marketing is specific because it refers to an action that has unusual and spectacular content, where actors do performance in some frequent public place in order to attract the attention of the environment.

3.2. New Media Weapons

New technologies allow users a variety of benefits. Some of them are best viewed in the possibilities of accessing any information, unlimited possibilities of online shopping and advertising. The two powerful instruments of the modern age that are described below are viral marketing and guerilla mobile.

3.2.1. Viral Marketing

Viral marketing consists of making an intense creative campaign that aims to have massive spread among the audience, all in an effort to cover as many people as possible. In other words, viral marketing provides the ability to create a place in consumer awareness by creating an interesting campaign and spreading among the social networks (Fraile, 2018).

3.2.2. Guerrilla Mobile

Mobile phones are one of the most popular markets in the world. With their modernization, new smartphones are enabled to use Wi-Fi or wireless internet connection. Increasing the usage of mobile phones and their continuous improvement of applications and accessing the internet, they enabled the seller or company to offer another channel of advertising. Companies have been enabled to create campaigns for mobile devices. By knowing the identity of the owners of phone, companies can use the information that they have where they are able to select the time when they could send the advertisement to the users where user can see it. Using new technology, guerilla mobile can be used for marketing purposes very often. With their improvement, mobile phones have enabled the operation of the guerilla marketing and through them.

The following methods of using the mobile phones for business which are related with marketing, messages relevant to the guerilla marketing online are (Katke, 2016):

- Bluetooth proximity marketing
- Vouchers and discounts
- Mobile photos in internet competitions

Using SMS, MMS for sending this weapon refers for the small and medium-sized companies that have a small budget for marketing activities. It should be pointed out that, regardless of the smaller size of company, they are considered equally competitive on the market as large one. In another words it represents. a "Clever ideas for small and medium – sized

companies (Ujwala, 2012).

3.3. Low Budget Weapons

This weapon refers to guerrilla marketing, for small and medium-sized companies that have a small budget for marketing activities. It should be emphasized that, regardless of the small size of company, it is considered equally competitive on the market as large one. In another words, it represents a ‘‘Clever ideas for small and medium – sized companies’’ (Ujwala, 2012). Difference between the companies is just the capital of small and medium-sized companies which is smaller compared with large companies and where the priority is on more efficient usage of resources. ‘‘Guerrilla Marketing should put this into practice by focusing on the local culture with its geographical, sportive, social network, among with its rituals, needs, habits, norms, traditions, and values.

Because clever ideas appear through unconventional methods which are supposed to catch the attention of the target group’’ (Ujwala, 2012). The concept of guerrilla marketing refers to the rational use of funds on the campaign, the creation of intrigue among consumers and their participation in order to increase the profits of the company.

4. Guerrilla Marketing Communication Tools and Corresponding Effects

Each guerrilla marketing instrument achieves different effects on consumers. Accordingly, in the following text depending on the guerilla marketing instrument, the effects on consumers are:

1. Surprise effect
2. Diffusion effect
3. Low-cost effect

4.1. Surprise effect

Surprise effect in guerilla marketing communication is the most important element. Attracting the attention and surprise of customers with interesting content of advertising is a result of good work and effort of the company.. Also, surprise represents the outcome of divergence and expectations (Hutter & Hoffmann, 2011). As one of the main elements, humor must be present in advertisement because just with it guerilla marketing campaign can be realized. Being different, unusual and non-traditional with interesting humor, are the characteristics of a successful marketing campaign that can cause a surprise reaction.

4.2. Diffusion effect

Diffusion effect is achieved by spreading the message through the recipients of the message. What is certainly triggered by a guerrilla effect is a surprising event, the effect of diffusion occurs over time (Hutter & Hoffmann, 2011). Hospes divided the effect into two ranges and influences. The direct range is that of a campaign in which communication takes place between the audience and the company (Hospes, 2007). The indirect range relates to two-step flow communication where the audience develops communication with others and sends messages with details of the event (Hospes, 2007).

3. Low-cost effect

Companies that use guerilla marketing communication, determining how they will operate in the campaign are able to outperform the competition. This success is conducted from the low costs and strong publicity (Hutter & Hoffmann, 2011). A low-cost effect means that the advertising message is sent and diffused in a flexible and unusual manner that avoids ordinary advertising costs (Hutter & Hoffmann, 2011). Hutter & Hofman describe six instruments that have the role of maximizing the effects.

Effects	Instruments	Description
Surprise effect	- <i>Ambient marketing</i> - <i>Sensation marketing</i>	Surprised consumers direct their attention to the advertising message or guerrilla action that happens in their surroundings
Diffusion effect	- <i>Viral marketing</i> - <i>Guerrilla marketing PR</i>	Consumers voluntarily diffuse the advertising message because they are surprised or by interested in guerrilla action
Low-cost effect	- <i>Ambush marketing</i>	The guerrilla action requires relatively little expenses because the advertising message is placed and diffused in a flexible and unconventional manner that avoids traditional advertising costs

Table 2: Surprise, diffusion, and low cost effects and guerrilla marketing instruments (Hutter & Hoffmann, 2011)

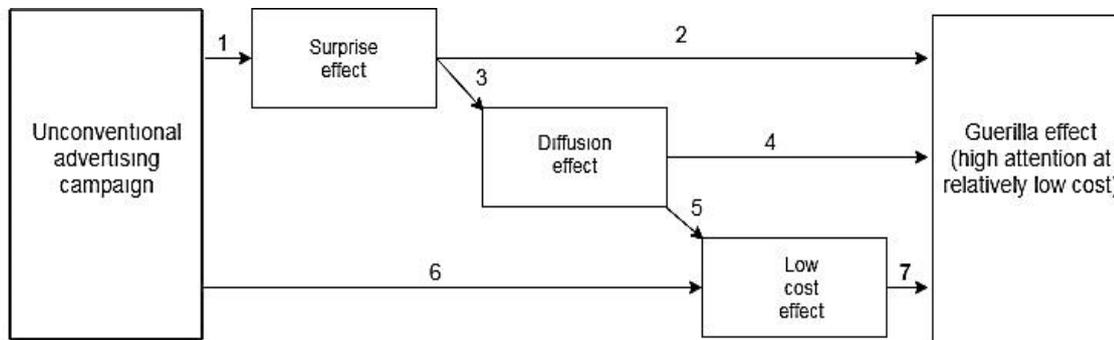


Figure 2: Guerrilla Effect Model (Hutter & Hoffmann, 2011)

By showing the unusual advertisements in the public, it creates a surprise effect in people. (path 1)

The surprise effect is the basis of the campaign in order to attract attention (path 2). If the public is surprised in a successful way, then the message can be spread (path 3). The diffusion effect is obtained by spreading messages through various communication channels and it represents the second characteristic of guerrilla marketing communication (path 4). The higher diffusion effect is, it means that the message reached more than one person, which means that the price of the campaign per person drops or it is low (path 5). Low cost effect is the third effect of guerrilla marketing communication. It refers on the situation where , the message is sent in a way that where it does not count as advertising cost ; where the consumers voluntarily forward the message (path 6) (Hutter & Hoffmann, 2011). Guerilla marketing communication refers to how to get as much attention as possible at relatively low costs (Hutter & Hoffmann, 2011).

5. Aspects of Risk in Guerrilla Marketing

With the aim of attracting attention as much as possible, the number of companies that decide to use the guerrilla marketing campaign is growing. Before implementing a guerrilla marketing campaign it is necessary to remove the possible risks (Tolley, 2016). The risks of guerilla marketing are: misunderstanding, visibility and time.

5.1. Misunderstanding

When it comes to the guerrilla marketing campaign, one of the biggest concerns of companies is the misunderstanding of the campaign. Using the advertising scheme, the focus of the campaign is uniqueness, where the company sees that it is presented in the right context in addition to the visual work.

5.2. Visibility

One of the essential elements of the campaign is visibility. It relates to the visibility of the company in the public, in other words, represents the level of representation of the company in the public. The uniqueness of the campaign with a new way of advertisement is crucial in gaining attention. The problem of visibility can be solved when all the elements of campaign are presented in one place or plan.

5.3. Time

The time of realization of the marketing campaign makes influence on the campaign in many ways and is one of the key factors of success. Campaign planning time is quite demanding and takes a long time. Time as one of the important factors influences the campaign in many ways. With issues when, in which period of time and when that will be done, time can be controlled.

6. Methodology and Research

6.1. Framework of the research

The research is based on data collection through paper-based paper surveys and results obtained through the statistical program SPSS. Surveys were filled at Gazi University, where all students from different departments were questioned.

Among students, the diversity is reflected with demographic questions such as the level of studies, gender and nationality (whether they are foreign or domestic students). In the survey is used Likert Scales model, which is one of the most reliable ways to measure opinions, perceptions and behaviors (Encyclopaedia Britannica, 2016). An analysis of the research is made in the SPSS program which analyzes such as the Independent-Sample T test, One Way ANOVA, Paired-Samples T Test, frequency analysis are used through which hypothesis tests were performed.

6.2. Goal of the research

The purpose of this study is to see how guerilla marketing communication and traditional marketing communication differ according to consumers throw demographic factors. Additionally, it is aimed to see guerilla marketing campaigns effects on consumers and how they perceived with regard to the level of attention, level of interest, memorability as well and level of recommendation of these advertisements. The aim of this research is to demonstrate the differences between consumers in watching advertisements according to the gender, level of education and nationality. It should be emphasized that the Nespresso brand which is used in the survey, is not to much known to the public in Turkey. It should also be noted that the advertisements shown in the questionnaire are not known to the public in Turkey. Therefore in this paper, analyses show how the consumer reacts to the comparative advertisements of traditional and guerrilla marketing communications products of Nespresso brand, with the facts

that customers haven't created emotions and relations in the past to that brand and advertisements.

In this way, the analysis of the obtained data in the SPSS program will determine the effect that advertisements leave to consumers. The hypotheses have been established under the terms of the efforts that have been defined and tested in the research.

6.3. Nespresso brand and its advertisements



Figure 3: Nespresso billboard advertisement (Morgan, 2014)



Figure 4: Nespresso street advertisement (JCDecaux North America, 2014)

Nespresso billboard advertisement refers to traditional marketing communications while Nespresso street advertisement refers to guerrilla marketing communication. For exploring the effects of traditional and guerrilla marketing communications, the Nespresso brand and its two advertisements were used. In table, first advertisement refers to traditional marketing communication (billboard advertisement), while the second picture refers to guerrilla marketing communication (street advertisement), where images show different advertising ways.

6.4. Research results for the brand Nespresso

Results of the responses to questions through frequency analysis, as well as the hypotheses and results of the hypothesis are presented below.

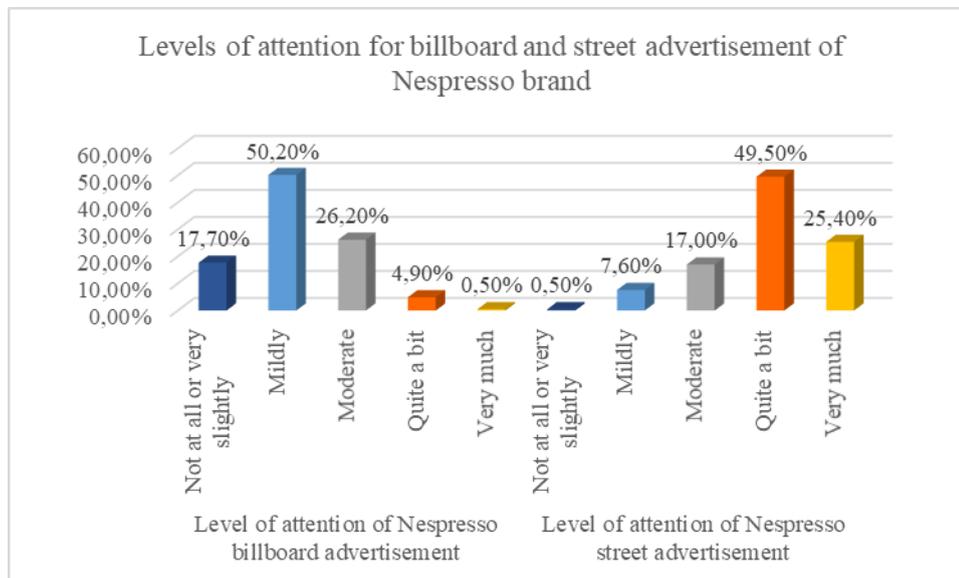
6.4.1. Results of the questions presented through frequency analysis for the Nespresso brand.

Q4 – According to the advertisements above, please specify your level of attention?**Table 3:** Level of attention of Nespresso billboard advertisement

Level of attention of Nespresso billboard advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all or very slightly	72	17,7	17,7	17,7
	Mildly	204	50,2	50,2	68,0
	Moderate	108	26,6	26,6	94,6
	Quite a bit	20	4,9	4,9	99,5
	Very much	2	,5	,5	100,0
	Total	406	100,0	100,0	

Table 4.: Level of attention of Nespresso street advertisement

Level of attention of Nespresso street advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all or very slightly	2	,5	,5	,5
	Mildly	31	7,6	7,6	8,1
	Moderate	69	17,0	17,0	25,1
	Quite a bit	201	49,5	49,5	74,6
	Very much	103	25,4	25,4	100,0
	Total	406	100,0	100,0	

**Figure 5. :** Answers of respondents for the levels of attention of Nespresso billboard and street advertisements

The graphic presents the comparison of answers of respondents for the levels of attention of Nespresso billboard and street advertisements. According to the obtained results, it was found out that with the Nespresso billboard advertisement, most answers received the offered answers "Mildly" with 52.20% and "Moderate" with 26.20% of the answers received. For street advertisement of Nespresso advertisement, most responses received answers such as "Quite a bit" with 49.50% responses and "Very much" with 25.40% responses. Therefore, according to the responses of respondents, it is established that street advertisement recorded a greater level of attention than the billboard advertisement.

Q5 - Do you perceive these advertisements as being memorable? (one choice) "for the brand Nespresso.

Table 5: Answers of respondents to the question "Do you perceive these advertisements as being memorable? (one choice) "for the brand Nespresso.

Nespresso	Frequency	% - Percentage
Yes, a lot.	28	6,90%
Maybe for the moment, no later.	99	24,40%
No, there is nothing specific that I can memorise.	14	3,40%
No I don't memorise advertisements at all.	11	2,70%
Nespresso billboard advertisement is more memorable than Nespresso street advertisement.	13	3,20%
Nespresso street advertisement is more memorable than Nespresso billboard advertisement.	240	59,10%
No, I have aversion to this brand.	1	0,20%

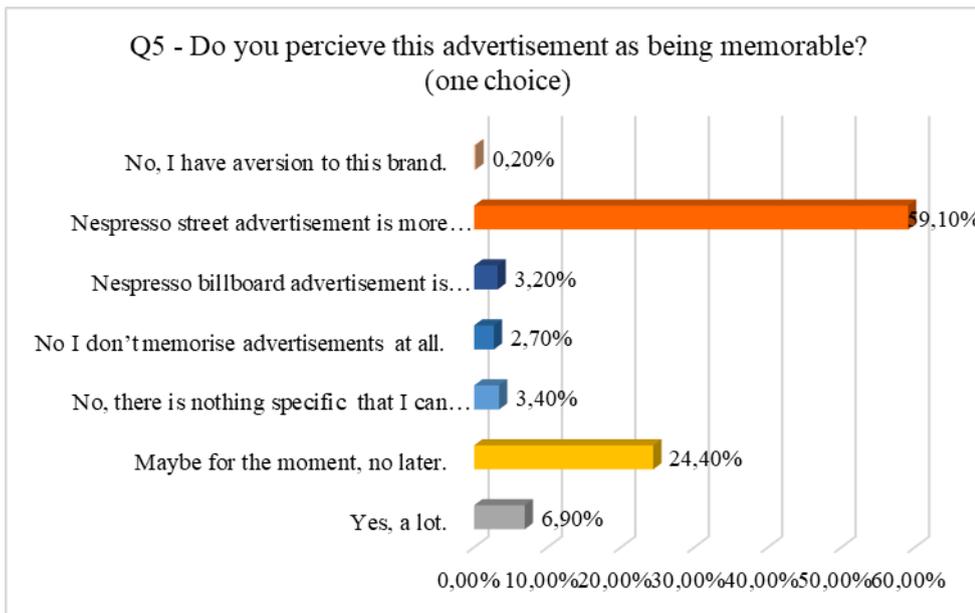


Figure 6: Answers of respondents to the question "Do you perceive this advertisements as being memorable? (one choice) "for the brand Nespresso.

In the following figure, the most revealing evidence shows that the answer given "Nespresso street advertisement is more memorable than Nespresso billboard advertisement" received 240 responses (59.1%) compared to the opposite answer received 13 responses (3.2%) showing Nespresso street advertising is more memorable than the Nespresso billboard advertisement. Among the offered, the answer "Maybe for the moment, no later" received 99 responses (24.4%), which is the second in line with the most received responses.

Q13 - Which of the Nespresso advertisements are more innovative"

Table 6: Answers of respondents on the question: "Which of the Nespresso advertisements are more innovative"

Innovation of Nespresso advertisements				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Nespresso billboard advertisement	14	3,4	3,4	3,4
	Nespresso street advertisement	377	92,9	92,9	96,3
	No one	15	3,7	3,7	100,0
	Total	406	100,0	100,0	

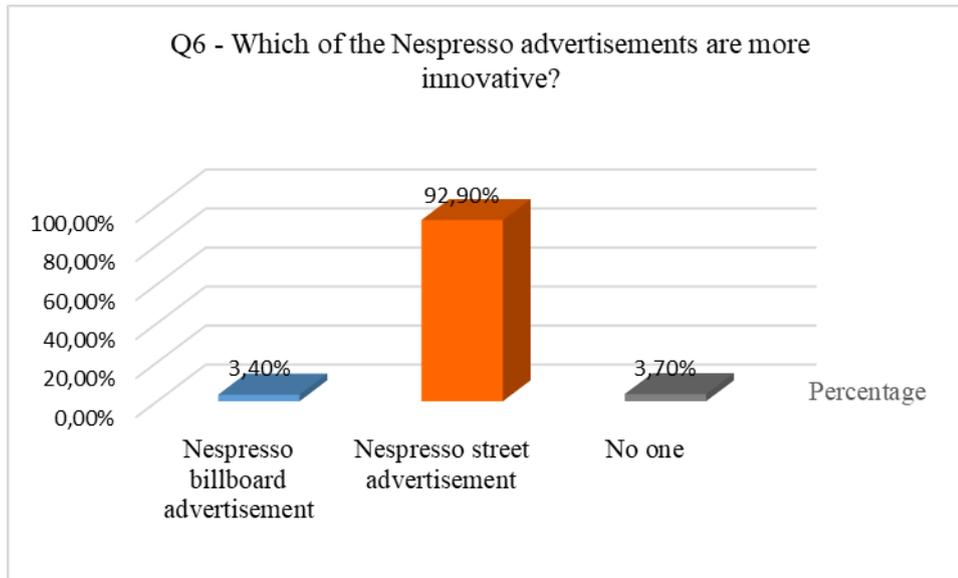


Figure 7. : Answers of respondents to the question: "Which of the Nespresso advertisements are more innovative?"

According to the answers of respondents to the question "Which of the Nespresso advertisements are more innovative", it shows that Nespresso street advertisement with 92.90% of responses is more innovative than Nespresso billboard advertisement which received 3.40% of responses.

Table 7: Level of recommendation of Nespresso billboard advertisement

Level of recommendation of Nespresso billboard advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely No	57	14,0	14,0	14,0
	No	198	48,8	48,8	62,8
	Maybe	121	29,8	29,8	92,6
	Yes	28	6,9	6,9	99,5
	Definitely Yes	2	,5	,5	100,0
	Total	406	100,0	100,0	

Table 8: Level of recommendation of Nespresso street advertisement

Level of recommendation of Nespresso street advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely No	7	1,7	1,7	1,7
	No	29	7,1	7,1	8,9
	Maybe	140	34,5	34,5	43,3
	Yes	144	35,5	35,5	78,8

Definitely Yes	86	21,2	21,2	100,0
Total	406	100,0	100,0	

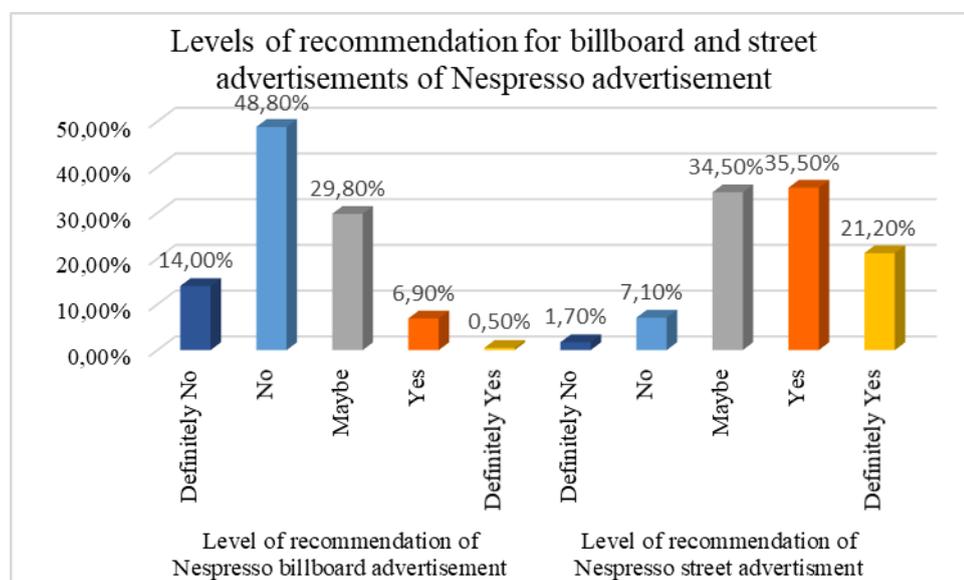


Figure 8.: Answers of respondents for the levels of recommendation of Nespresso advertisements

The graphic represents the comparison of answers of respondents for the levels of recommendation of billboard and street advertisements of Nespresso brand. According to the obtained results, for the Nespresso billboard advertisement is found that offered answers such as "No" got 48.80% and "Maybe" 29.80% received the highest number of responses. For the Nespresso street advertisement, it is found that answers such as "Yes" with 35.50%, "Maybe" with 34.50% and "Definitely Yes" with 21.20% answers represent the highest number of received responses. Based on the answers of respondents, it has been established that respondents would like to recommend to their friends Nespresso street advertisement.

Q8 – Overall impression of the Nespresso brand

On the question of "My overall impression of this brand", through the answers of the respondents, through the Likert scale, it is established what kind of impression advertisements can create about the brand. It should be noted that the advertisements shown in the survey were not seen before by respondents. The question "My overall impression of this brand" has been processed through the SPSS program (Frequency Analysis) for all brands individually.

Table 9: The overall impression of the Nespresso brand by respondents

The overall impression of the Nespresso brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	2	,5	,5	,5
	Dislike	16	3,9	3,9	4,4
	Neither like nor dislike	85	20,9	20,9	25,4
	Like	238	58,6	58,6	84,0
	Like very much	65	16,0	16,0	100,0
	Total	406	100,0	100,0	

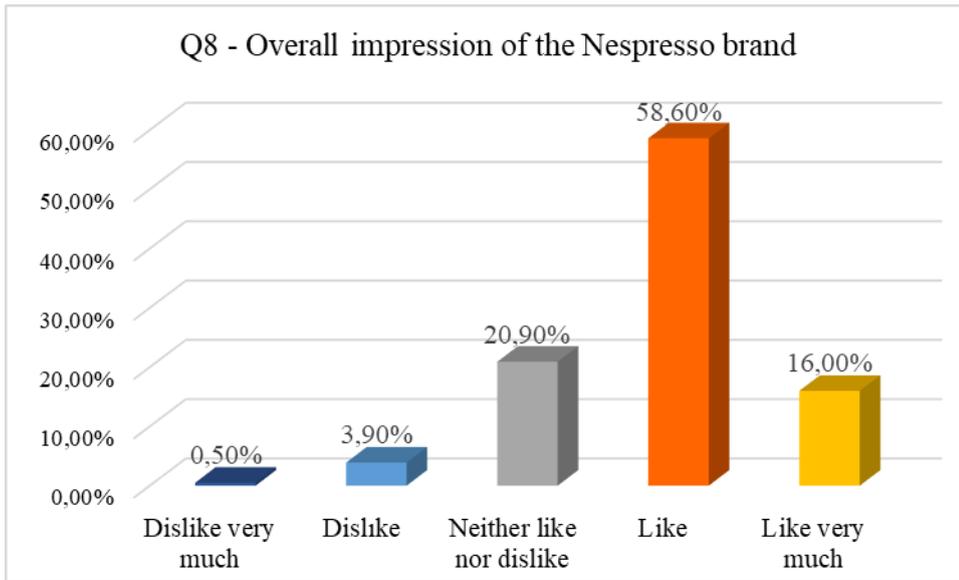


Figure 9.: Overall impression of the Nespresso brand by respondents

According to the obtained results, for the Miele billboard advertisement found that offered answers such as "Like" with 58,60%, "Neither like nor dislike" with 20,90% and "Like very much" with 16% received the highest number of answers.

6.4.2. Hypotheses of the Nespresso brand

The first three hypotheses refer to the analysis of the difference between the level of interest of Nespresso billboard advertisement and demographic factors (gender, level of education and nationality).

H_{1.0} : There is no difference between the level of interest Nespresso billboard advertisement and gender.

H_{1.1} : There is a difference between the level of interest Nespresso billboard advertisement and gender.

H_{2.0} : There is no difference between the level of interest of Nespresso billboard advertisement and the level of education.

H_{2.1} : There is a difference between the level of interest of Nespresso billboard advertisement and the level of education.

H_{3.0} : There is no difference between the level of interest of Nespresso billboard advertisement and nationality.

H_{3.1} : There is a difference between the level of interest of Nespresso billboard advertisement and nationality.

The next three hypotheses (H4, H5, and H6) refer to the analysis of the difference between the level of interest of Nespresso street advertisement and demographic factors (gender, level of education and nationality).

H_{4.0} : There is no difference between the level of interest of Nespresso street advertisement and gender.

H_{4.1} : There is a difference between the level of interest of Nespresso street advertisement and gender.

H_{5.0} :There is no difference between the level of interest Nespresso street advertisement and the level of education.

H_{5.1} :There is a difference between the level of interest of Nespresso street advertisement and the level of education.

H_{6.0} :There is no difference between the level of interest of Nespresso street advertisement and nationality.

H_{6.1} :There is a difference between the level of interest of Nespresso street advertisement and nationality.

The next hypothesis H7 refers to the difference between the level of interest of Nespresso traditional marketing communication (billboard advertisement) and Nespresso guerrilla marketing communication (street advertisement).

H_{7.0} :There is no difference between the level of interest of Nespresso billboard advertisement and the level of interest of Nespresso street advertisement.

H_{7.1} :There is a difference between the level of interest of Nespresso billboard advertisement and the level of interest of Nespresso street advertisement.

The next three hypotheses (H8, H9, H10) refer to the analysis of the difference between the level of attention of Nespresso billboard advertisement and demographic factors (gender, level of education and nationality).

H_{8.0} :There is no difference between the level of attention of Nespresso billboard advertisement and gender.

H_{8.1} :There is a difference between the level of attention of Nespresso billboard advertisement and gender.

H_{9.0} :There is no difference between the level of attention of Nespresso billboard advertisement and the level of education.

H_{9.1} :There is a difference between the level of attention of Nespresso billboard advertisement and the level of education.

H_{10.0} :There is no difference between the level of attention of Nespresso billboard advertisement and nationality.

H_{10.1} :There is a difference between the level of attention of Nespresso billboard advertisement and nationality.

The next three hypotheses (H11, H12 H13) refer to the analysis of the difference between the level of attention of Miele street advertisement and demographic factors (gender, level of education and nationality).

H_{11.0} :There is no difference between the level of attention of Nespresso street advertisement and gender.

H_{11.1} :There is a difference between the level of attention of Nespresso street advertisement and gender.

H_{12.0} :There is no difference between the level of attention of Nespresso street advertisement and the level of education.

H_{12.1} :There is a difference between the level of attention of Nespresso street advertisement and the level of education.

H_{13.0} :There is no difference between the level of attention of Nespresso street advertisement and nationality.

H_{13.1} :There is a difference between the level of attention of Nespresso street advertisement and nationality.

The following hypotheses, hypothesis H14 refers to the analysis of the difference between the level of attention of Nespresso billboard advertisement and the level of attention of Nespresso street advertisement and H15 refers to the analysis of the difference between the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement.

H_{14.0}: There is no difference between the level of attention of Nespresso billboard advertisement and the level of attention of Nespresso street advertisement.

H_{14.1}: There is a difference between the level of attention of Nespresso billboard advertisement and the level of attention of Miele street advertisement.

H_{15.0}: There is no difference between the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement.

H_{15.1}: There is a difference between the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement.

6.4.3. Results of the analysis of the hypothesis for the Nespresso brand

The first three hypotheses relate to the analysis of the level of interest of Nespresso billboard advertisement and demographic factors such as gender, level of education and nationality. According to the hypothesis analyzes and their results is established that H_{1.0} and H_{3.0} are accepted and hypothesis H_{2.0} is rejected.

Therefore for hypothesis H_{1.0} it has been found that there is no difference between the level of interest of Nespresso billboard advertisement and gender, and as well for the H_{3.0} it is established that there is no difference between the level of interest of Nespresso billboard advertisement and the nationality. For H_{2.0} hypothesis which is rejected results are shown in the tables below.

Hypothesis H2:

H_{2.0}: There is no difference between the level of interest of Nespresso billboard advertisement and the level of education.

H_{2.1}: There is a difference between the level of interest of Nespresso billboard advertisement and the level of education.

One-way variance analysis (ANOVA) is used to analyze data in hypothesis H2.

Results for the hypothesis H2 are shown in tables below;

Table 10: Descriptives for the level of interest of Nespresso billboard advertisement and level of education

Descriptives								
Level of interest of Nespresso billboard advertisement								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1st year	67	2,0776	,71601	,08747	1,9030	2,2523	1,00	4,00
2nd year	107	2,4710	,90627	,08761	2,2973	2,6447	1,00	8,60
3rd year	109	2,2349	,67101	,06427	2,1075	2,3623	1,00	4,60
4th year	62	2,4387	,69361	,08809	2,2626	2,6149	1,00	4,00
Master Degree	38	2,3632	,72909	,11827	2,1235	2,6028	1,00	3,60
PHD	23	2,3565	,60289	,12571	2,0958	2,6172	1,60	4,00
Total	406	2,3212	,76122	,03778	2,2469	2,3954	1,00	8,60

Table 11: Test of Homogeneity of Variances for the level of interest of Nespresso billboard advertisement.

Test of Homogeneity of Variances	
Level of interest of Nespresso billboard advertisement	

Levene Statistic	df1	df2	Sig.
,903	5	400	,479

Table 12: Anova table for the level of interest of Nespresso billboard advertisement

ANOVA					
Level of interest of Nespresso billboard advertisement					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8,142	5	1,628	2,875	,015
Within Groups	226,536	400	,566		
Total	234,678	405			

In the Anova table significance value is 0,015 which means that there is a difference between the groups, while in the Test of Homogeneity of Variances significance value is 0,479 Therefore, Tamhane test is used to show which group of levels of education is different from others. According to the level of interest of the Nespresso billboard advertisement, results show that there is a statistical difference between the different groups of the level of education such as first and second year where according to the table of Descriptives, it refers to the second year because mean value of the second year is higher then the mean value of the first year . According to the obtained results, the $H_{2.0}$ hypothesis is rejected. Therefore conclusion is that there is a statistical difference between the level of interest of Nespresso billboard advertisement and the level of education which refers to the second year.

The following three hypotheses (H4, H5, H6) refer to the analysis of the difference between the Nespresso street advertisements and demographic factors (gender, level of education and nationality). According to the hypothesis and their results, $H_{4.0}$ and $H_{5.0}$ are accepted and $H_{6.0}$ is rejected. Therefore, for $H_{4.0}$ hypothesis it is found that there is no difference between the level of interest of Nespresso street advertisement and gender. Also for $H_{5.0}$ it has been established that there is no difference between the level of interest of Nespresso street advertisement and the level of education. Tables with results are displayed just for the hypothesis H6.

Hypothesis H6:

$H_{6.0}$:There is no difference between the level of interest of Nespresso street advertisement and nationality.

$H_{6.1}$:There is a difference between the level of interest of Nespresso street advertisement and nationality.

Independent Samples T test is used to analyze data in H6 hypothesis.

Table 13: Group Statistics for the level of interest of Nespresso street advertisement

Group Statistics					
	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Level of interest of Nespresso street advertisement	Turkish citizen	346	4,1306	,66012	,03549
	Foreign citizen	60	3,8233	,83247	,10747

Table 14: Independent Samples Test for the level of interest of Nespresso street advertisement

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Level of interest of Nespresso street advertisements	Equal variances assumed	1,959	,162	3,194	404	,002	,30730	,09621	,11816	,49644
	Equal variances not assumed			2,715	72,421	,008	,30730	,11318	,08171	,53290

According to significance value which is Sig.(2-Tailed) 0,008. Since the Sig.(2-Tailed) value is less than 0,05, it means the $H_{6.0}$ hypothesis is rejected. Since the mean value of Turkish citizens is greater than the mean value of foreign citizens, it has been found that nationality in this hypothesis refers to Turkish citizens. Therefore, the results of the hypothesis H_6 show that there is a statistical difference between the level of interest of Nespresso street advertisement and nationality, which it refers to the Turkish citizens.

The next hypothesis H_7 refers to the difference between the level of interest of Nespresso billboard advertisement and the level of interest of Nespresso street advertisement.

Hypothesis H_7 :

$H_{7.0}$ There is no difference between the level of interest of Nespresso billboard advertisement and the level of interest of Nespresso street advertisement.

$H_{7.1}$ There is a difference between the level of interest of Nespresso billboard advertisement and the level of interest of Nespresso street advertisement.

Therefore, for analyzing the levels of interest of advertisements of Nespresso, Paired Samples T test was used. Results of the analysis are presented in the tables below.

Table 15: Paired Samples Statistics for the level of interest of Nespresso billboard advertisements and the level of interest of Nespresso street advertisement.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of interest of Nespresso billboard advertisement	2,3212	406	,76122	,03778
	Level of interest of Nespresso street advertisement	4,0852	406	,69576	,03453

Table 16: Paired Samples Test for the level of interest of Nespresso billboard advertisement and the level of interest of Nespresso street advertisement

Paired Samples Test									
		Paired Differences				T	Df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper

Pair 1	Level of interest of Nespresso billboard advertisement – Level of interest of Nespresso street advertisements	- 1,76404	1,00497	,04988	- 1,86209	- 1,66599	- 35,369	405	,000
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According to the results for the H7 hypothesis in the table of Paired Samples Test, Sig (2-tailed) is 0,000 therefore it has been established that there is a statistical difference between the levels of interest of billboard and street advertisements. Considering that the results of significance Sig(2-tailed) is in decimal number, it should be noted that the result is not 0 but less than 0,001. Since Sig (2-tailed) value is less than 0,05, the hypothesis H7.0 is rejected. According to the higher mean value of the level of interest of Nespresso street advertisement it has been established that for the respondents Nespresso street advertisement is more interesting than Nespresso billboard advertisement.

The following three hypotheses (H8, H9, H10) refer to the analysis of the difference between the level of attention of Nespresso billboard advertisement and demographic factors such as gender, level of education and nationality. According to the hypothesis test and their results, H8.0, H9.0 and H10.0 are accepted. Therefore the analysis showed that there is no difference between the level of attention of Nespresso billboard advertisement and gender, level of education and nationality.

The next three hypotheses (H11, H12, H13) refer to the analysis of the difference between the level of attention of Nespresso street advertisement and demographic factors such as gender, level of education and nationality. According to hypothesis tests and their results, H_{11.0}, H_{12.0} and H_{13.0} are accepted. Therefore the analysis found that for the H_{11.0} hypothesis that there is no statistical difference between the level of attention of Nespresso street advertisement and gender, for the H_{12.0} hypothesis that there is no statistical difference between the level of attention of Nespresso street advertisement and the level of education. Also for the H_{13.0} hypothesis that hypothesis there is no statistical difference between the level of attention of Nespresso street advertisement and nationality.

The following hypothesis, H14 refers to the analysis of the difference between the level of attention of Nespresso billboard advertisement and the level of attention of Nespresso street advertisement.

Hypothesis H14:

H_{14.0} :There is no difference between the level of attention of Nespresso billboard advertisement and the level of attention of Nespresso street advertisement.

H_{14.1} :There is a difference between the level of attention of Miele billboard advertisement and the level of attention of Nespresso street advertisement.

The Paired Sample T test is used to analyze H14 hypothesis..

For the hypothesis H14 results are presented through the following tables:

Table 17: Paired Samples Statistics table for the level of attention of Nespresso billboard advertisement and the level of attention of Nespresso street advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of attention of Nespresso billboard advertisement	2,3424	406	1,86548	,09258

Level of attention of Nespresso street advertisement	3,9015	406	,91902	,04561
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Table 18: Paired Samples Test for the level of attention of Nespresso billboard advertisement and the level of attention of Nespresso street advertisement

Paired Samples Test									
		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of attention of Nespresso billboard advertisement - Level of attention of Nespresso street advertisement	-1,55911	2,23887	,11111	-1,77754	-1,34068	-14,032	405	,000

In the Paired Samples Test significance value Sig.(2-tailed) is 0,000. Therefore, because significance value Sig (2-tailed) is less than 0,05, it signifies that there is a statistical difference between the level of attention of the Nespresso billboard advertisement and the level of attention of the Nespresso street advertisement. In the Paired Statistics table, according to the higher mean value it is found that Nespresso street advertisement has attracted more attention among respondents.

H15 refers to the analysis of the difference between the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement

Hypothesis H15:

H_{15.0} :There is no difference between the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement.

H_{15.1} :There is a difference between the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement.

The Paired Sample T test is used to analyze H15 hypothesis. The results of analysis are found in the following tables:

Table 19: Paired Samples Statistics table for the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of recommendation of Nespresso billboard advertisement	2,3103	406	,81483	,04044
	Level of recommendation of Nespresso street advertisement	3,6724	406	,94468	,04688

Table 20: Paired Samples Test for the level of recommendation of Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement

Paired Samples Test									
		Paired Differences					T	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of recommendation of Nespresso billboard advertisement - Level of recommendation of Nespresso street advertisement	-1,3621	1,3621	,11111	-1,5843	-1,1400	-14,032	405	,000

					Lower	Upper			
Pair 1	Level of recommendation of Nespresso billboard advertisement – Level of recommendation of Nespresso street advertisement	-1,36207	1,17145	,05814	-1,47636	-1,24778	-23,428	405	,000

In the Paired Samples Test significance value Sig.(2-Tailed) is 0,000. Because the result of Sig.(2-Tailed) is less than 0,05, it means that hypothesis $H_{15.0}$ is rejected, therefore it shows a strong significance that there is a statistical difference between the level of the recommendation of the Nespresso billboard advertisement and the level of the recommendation of the Nespresso street advertisement. According to the higher mean value of the level of recommendation of Nespresso street advertisement, it has been found that the respondents would more recommend to their friends Nespresso street advertisement than the Nespresso billboard advertisement.

7. CONCLUSION

This paper has made it possible to get a better insight into advertising, in an interesting way that gives results according to the economic situation and the changes in the world market, the money funds provided for advertising campaigns in each company are given according to the economic situation. According to Jay Conrad Levinson, "Most people are great at absorbing information. Guerrilla marketing is needed because it gives small businesses a delightfully unfair advantage: certainty in an uncertain world, economy in a high-priced world, simplicity in a complicated world, marketing awareness in a clueless world" (Stanpton, 2014)

According to its characteristics, guerrilla marketing communication is the ideal solution for companies with a weak budget and the desire to achieve maximum in advertising effect. In another words guerrilla marketing communication with its instruments can be used by all companies whose goal is to cover as much public as it is possible and make the influence on the consumers' attitude. The aim of this paper is to demonstrate the differences between consumers in watching advertisements of traditional marketing communications and guerilla marketing communication according to demographic factors such as gender, level of education and nationality. Therefore in order to examine the hypotheses, a statistical SPSS program was used. In the program were used analyses such as One Way ANOVA, Independent Samples T test, Paired Samples T test and frequency analysis.

For the question "Specify your level of attention" according to the responses it is established that the level of attention is on the side of the street advertisement that has received the highest number of responses. On the question "Do you perceive these advertisements as being memorable?" It was found that the answer "Street advertisement of the brand is more memorable than the billboard advertisement of the brand" recorded the highest number of responses. For the question "Which brand is more innovative?" it was found that for all brands, the answer "Street advertisement" received the highest number of responses confirming that the street advertisement is more innovative than the billboard advertisement. On the question "Do you want to suggest this advertisement to a friend?" it was found that with the answer "Yes" received the highest number of responses. Therefore, it has been concluded that respondents would like more to recommend their friend's street advertisement than billboard advertisement.

The fact that traditional marketing communications in some way has become boring and monotonous so it was created an opportunity to compare and evaluate the guerrilla marketing communications among students at university. The results of the respondents show that,

according to traditional marketing communication or billboard advertisement, for H2 hypothesis is shown that there is a statistical difference between the level of interest of Nespresso billboard advertisement and the level of education. It also represents the only accepted hypothesis that positively refers to traditional marketing communication. The results of other hypotheses are on the side of the guerrilla marketing communication, where H6 hypothesis analysis, it shows that there is a difference between the level of interest of Nespresso street advertisement and nationality of the students, while the H7 hypothesis has established that there is a difference between the level of interest of the Nespresso billboard and the level of interest Nespresso street advertisement.

For the H14 hypothesis, it is proved that there is a difference between the level of attention of the Nespresso billboard advertisement and the level of attention of Nespresso street advertisement, while for the H15 hypothesis it was established that there is a difference between the level of recommendation of the Nespresso billboard advertisement and the level of recommendation of Nespresso street advertisement.

Therefore, it can be said that guerilla marking communication is considered like more successful and more creative marketing communication, which represents an effective way of delivering messages to the public. In the form of recommendations, the following should be emphasized. In order to attract the attention of the public, the company should conduct its activities on a marketing communication recipe where traditional marketing communication combines with the instruments of the guerrilla marketing communication.

Since some companies are trying to apply same advertisement or marketing activity in some other countries, it should be noted that every activity or advertisement is incompatible with the culture and way of life in another country, therefore each marketing activity should be followed in accordance with the culture of the country in which the advertisement realizes. The management of a marketing campaign must be carefully planned because it must be ensured that the outcome of the campaign is positively understood by the public where the message must be in a natural connection with the brand, and therefore it can be said that the campaign affects the credibility of the brand. Additional attention should be placed on the implementation of marketing activities, since a certain number of companies put security in the second plan for attracting and gaining greater attention in the public.

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APPENDIX

SURVEY

Gerilla Pazarlama Uygulamalarının Tüketicilerin Tutumları Üzerindeki Etkisi ve Geleneksel Pazarlama İletişimi ile Karşılaştırılması: Bir Uygulama

Değerli katılımcı,

Bu anket formu, Gazi Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Ana Bilim Dalında yürütmekte olduğum Yüksek Lisans tez çalışması için oluşturulmuştur.

Bu çalışma Gerilla pazarlama iletişiminin geleneksel marka iletişimine göre tüketicide nasıl daha hatırlanabilir, izlenimler bıraktığını anlamak ve belirli bir markanın reklam kampanyasına olan ilginin, markanın genel izlenimine olan etkisini keşfedilmek istenmektedir. Bu tezin amacı gerilla pazarlamanın tüketicilerin tutumu üzerindeki etkilerini ölçmek ve incelenmektir.

Ankette yer alan sorulara vereceğiniz cevaplar sadece akademik ve bilimsel araştırma amacıyla kullanılacak olup, bilgileriniz gizli tutulacaktır.

Değerli katkılarınız ve ilginiz için teşekkür ederim.

Damir SPAHIC

Gazi Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Anabilim Dalı
Yüksek Lisans Tez Öğrencisi

S1 - Cinsiyet

<input type="checkbox"/>	Erkek
<input type="checkbox"/>	Kadın

S2 - Eğitim durumunuz nedir?

<input type="checkbox"/>	Lisans 1. Sınıf
--------------------------	-----------------

<input type="checkbox"/>	Lisans 2. Sınıf
<input type="checkbox"/>	Lisans 3. Sınıf
<input type="checkbox"/>	Lisans 4. Sınıf
<input type="checkbox"/>	Yüksek lisans
<input type="checkbox"/>	Doktora

S3 - Uyruğunuz

<input type="checkbox"/>	Türkiye Cumhuriyeti
<input type="checkbox"/>	Yabancı uyruklu

S1 - Nespresso markasının reklamları billboard reklamı ve sokak reklamı.



Nespresso Billboard Reklamı

Nespresso Sokak Reklamı

S2 - Yukarıdaki soruda (S8) yer alan Nespresso billboard reklamının (soldaki) ilginçlik düzeyini değerlendiriniz.

	Kesinlikle Hayır	Hayır	Olabilir	Evet	Kesinlikle Evet
Eğlenceli	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İlgi çekici	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İlginç	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heyecanlı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Büyüleyici	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

S3 – Yukarıdaki soruda (S8) yer alan Nespresso sokak reklamının (sağdaki) ilginçlik düzeyini değerlendiriniz.

	Kesinlikle Hayır	Hayır	Olabilir	Evet	Kesinlikle Evet
Eğlenceli	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İlgi çekici	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
İlginç	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heyecanlı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Büyüleyici	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

S4 - Yukarıdaki reklamları dikkat düzeyinizi belirtiniz?

	Hiç veya çok az	Biraz	Orta	Oldukça Fazla	Pek çok
Billboard reklamı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sokak reklamı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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S5 - Bu reklamların hatırlanabilir olduğunu düşünüyor musunuz? (bir seçim)

<input type="checkbox"/>	Evet, fazlasıyla
<input type="checkbox"/>	Belki şu an için evet, fakat sonrasında unutulur
<input type="checkbox"/>	Hayır, reklamlarda akılda kalacak önemli bir şey yok
<input type="checkbox"/>	Hayır, reklamları hiç aklımda tutmuyorum
<input type="checkbox"/>	Nespresso billboard reklamı Nespresso sokak reklamından daha akılda kalıcıdır
<input type="checkbox"/>	Nespresso sokak reklamı Nespresso billboard reklamından daha akılda kalıcıdır
<input type="checkbox"/>	Hayır, bu markadan hoşlanmıyorum

S6 - Nespresso reklamlarından hangisi daha yenilikçidir?

<input type="radio"/>	Nespresso billboard reklamı
<input type="radio"/>	Nespresso sokak reklamı
<input type="radio"/>	Hiçbiri

S7- Bu reklamı bir arkadaşınıza önermek ister misiniz?

	Kesinlikle Hayır	Hayır	Olabilir	Evet	Kesinlikle Evet
Billboard reklamı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sokak reklamı	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

S8 – Bu marka ile ilgili genel izlenimim

	Hiç Beğenmedim	Beğenmedim	Ne beğendim ne beğenmedim (nötral)	Beğendim	Çok beğendim
Miele	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nespresso	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PortAventura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Windex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>