

## A Study on Awareness and Effectiveness of Guerrilla Marketing Approach

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Cite this paper as: U. Safiya Fathima, Dr. R. Murugan, (2025) A Study on Awareness and Effectiveness of Guerrilla Marketing Approach. *Journal of Neonatal Surgery*, 14 (8), 632-634.

### ABSTRACT

In the Modern era, it has become extremely challenging for organizations to distinguish their promotion strategies from traditional methods. One approach is to acknowledge the use of Guerrilla marketing. It is a creative, bold, and attention-grabbing alternative compared to conventional advertising methods. This Paper examines how Guerrilla Marketing influences buyer conduct through feelings, thrill, expectation, desire, assertiveness, and buying choices. Guerrilla marketing is more inventive and trustworthy compared to standard marketing techniques. It significantly influences Brand reputation, Brand linking, and buyer behavior. Firms employ this Guerrilla marketing as an unexpected tactic to endorse a commodity or facility. Conventional channels like Newspapers, TV, Banners, and Posters tend to decline in popularity among buyers. The Businesses attempt to embrace emerging technologies by engaging with platforms such as Facebook, Instagram, Twitter, and YouTube to leave a positive Impact Regarding the Item or Label. To achieve success, the firms don't require massive budgets; They simply innovate in Unique Ways to deliver an unforgettable encounter

**Keywords:** Advertising, Innovation, Endorsement, Customer Behavior, and Insight.

### 1. INTRODUCTION

Nowadays, numerous firms adopt Guerrilla Marketing tactics to advertise their goods and offerings in the marketplace. It is a form of promotion. Businesses attempt to build direct interaction with clients via guerrilla marketing. Buyers can quickly identify and remember an incident or detail. Guerrilla marketing discovers a method to convey the message to the buyer; the promotional content must be crafted in a manner that produces lasting impressions. Customers relay or transmit the idea to others via verbal communication. Ingenuity, originality, time, effort, and creativity are highly important for guerrilla marketing instead of using excessive funds. Through creativity, organizations can effectively boost their market presence. Several large corporations such as Sony Ericsson, Coca-Cola, and Nokia use this to distinguish themselves.

### 2. STATEMENT OF THE PROBLEM

Revenue generation is not the main goal for determining organizational achievement; instead, profit margins serve as an indicator to assess the performance of a business venture. In guerrilla advertising, firms aim to achieve high publicity with minimal financial investment. The strategy focuses on maintaining current clientele rather than targeting new ones. Eventually, audiences may become annoyed, leading to unfavorable impressions of the specific company or brand in consumers' minds. Employing guerrilla advertising carries risks, especially due to the potential ethical dilemmas associated with it. Consumers may begin to expect such marketing stunts, which could ultimately distort the intended promotional message.

### 3. OBJECTIVES OF THE STUDY

1. To examine guerrilla advertising practices among consumer
2. To recognize how buzz or hype is generated around a product
3. To evaluate the moral concerns linked with guerrilla promotions
4. To explore the influence of guerrilla advertising on consumer viewpoints

### 4. RESEARCH APPROACH

A structured survey was employed to acquire information from participants for the investigation. A deductive approach was adopted for collecting the data. Secondary data was obtained from documents, academic books, and scholarly articles. In the

current investigation, since the total population is considered unlimited, a sample size of 492 was chosen. The type of research conducted is descriptive. The aim was to obtain precise feedback from the participants. Analytical tools such as multiple linear regression and correlation were utilized to evaluate the connection between independent variables (such as Emotion, Vitality, Arousal, Expectation, Desire, and Assertive strategy) and the dependent variable (Guerrilla Promotion).

**5. DATA ANALYSIS AND INTERPRETATION**

This part illustrates the regression assessment concerning the influence of independent factors (Emotion, Vitality, Arousal, Expectation, Desire, and Assertiveness) on Guerrilla Promotion. A multiple regression method was carried out to determine the influence of these independent components on Guerrilla Promotion.

**A. MULTIPLE REGRESSION:**

**TABLE NO. 1 Regression analysis for Guerrilla Marketing**

Independent Variables	R2	Beta	F-statistics	t- value
(constant)		0.198		2.477*
Emotion	0.844	0.296	57.172**	15.316**
Energy		0.041		1.483
Excitement	Adjusted R <sup>2</sup>	0.034		1.175
Anticipation		0.191		5.496**
Temptation	0.842	0.119		4.934**
Aggressive		0.341		14.441**

**INFERENCE**

It is observed from Table No1, the implemented regression outcome with an F-value of 57.172 is meaningful at the 1% significance threshold. Hence, the null assumption H<sub>0</sub> stands dismissed. The determination coefficient R<sup>2</sup> (0.844) interprets that 84.4% of the fluctuation is accounted for. The variables Emotion, Anticipation, Temptation, and Aggressive behavior are notable indicators and exhibit a constructive influence on guerrilla marketing.

The regression formula derived from the above results is represented as:

**Respondents’ Perspectives on Communication Platforms in Guerrilla Marketing:**

The opinions of participants concerning the communication platforms used in guerrilla marketing are derived through descriptive statistical methods (Mean and Standard Deviation). These platforms include: Facebook, Twitter, Instagram, YouTube and Conventional media, respondents’ perspectives on communication platforms in Guerrilla Marketing.

**TABLE NO. 2 Marketing communication channel of Guerrilla Marketing**

STATEMENTS	MEAN	SD
Facebook	3.65	1.159
Twitter	3.65	1.086
Instagram	3.85	1.243
You tube	3.55	1.251
Traditional marketing	3.42	1.248

**Source: Primary data**

The Participants have shared their views on the mediums used for guerrilla marketing communication. The average feedback score from customers for each platform is as follows: Facebook – 3.65, Twitter – 3.65, Instagram – 3.85, YouTube – 3.55, and Conventional Media – 3.42. Facebook is identified as the most influential communication medium in this type of marketing, followed by Twitter, Instagram, and YouTube, which also play vital roles in disseminating guerrilla marketing

messages.

## FINDINGS

- Emotional appeal, anticipation, temptation, and assertiveness have a notable effect on guerrilla marketing outcomes. Assertiveness, paired with enthusiasm and excitement, tends to predict higher engagement with guerrilla marketing initiatives.
- There is a notable association between anticipation and the excitement-driven approach in guerrilla marketing ( $r = 0.634$ ). A strong correlation is also found between excitement-oriented strategy and anticipation in guerrilla marketing ( $r = 0.634$ ). This suggests that strategies centered around excitement greatly support effective anticipation tactics.
- A statistically meaningful link exists between the temptation-based approach and the anticipation aspect in guerrilla marketing ( $r = 0.788$ ), indicating that temptation-driven methods substantially strengthen anticipation elements in this marketing style.
- Average customer responses to Facebook, Twitter, Instagram, YouTube, and Traditional Media are 3.81, 3.69, 3.54, 3.23, and 3.19 respectively.

## 6. CONCLUSION

This study explores the concept of guerrilla marketing by examining the varying impacts of emotions, vigor, thrill, foresight, allure, and assertive behavior, along with other connected factors, on customer behavior. Guerrilla marketing remains a significant and effective promotional strategy; however, in the current landscape, many brands experience oversaturation due to the emergence of creative and cutting-edge competitors. Utilizing guerrilla marketing as a method to foster strong connections with clients could represent one of the most effective promotional strategies in the times ahead.

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