

INFLUENCE OF GUERRILLA MARKETING ON CELL PHONE BUYING DECISIONS: A STUDY WITH SPECIAL REFERENCE TO URBAN MARKET

Abirami.R

Research Scholar (Full time), Department of Commerce,
Cauvery College for Women, (Autonomous), (Affiliated to Bharathidasan University),
Tiruchirappalli, Tamil Nadu, India

ABSTRACT

Cell phone has become integral part of everyone's life today. It has an enigmatic development from a medium of communication to essential component of everyone's life. Regardless of age, gender, qualification and place of dwelling everyone has their own requirement of cell phones. As it becomes everyone's need there are so many players in the cell phone market and they offer wide range of varieties in cell phones. The buying decision of a cell phone is influenced by so many factors, Guerrilla marketing is a prominent tool that has the power of influencing the purchasing decision. This study is an attempt to analyse the influence of guerrilla marketing on the purchasing decision of urban buyers at Tiruchirappalli District. The required primary data for the study was collected using non-probability sampling technique and the collected data were analysed with relevant statistical tool. The researcher found that gender, age and marital status of the respondent was strongly associated with the influence of guerrilla marketing types on buying decision of cell phones.

Key words: Guerrilla Marketing, Buying Decision, Cell Phone

Cite this Article: Abirami.R, Influence of Guerrilla Marketing on Cell Phone Buying Decisions: A Study with Special Reference to Urban Market, International Journal of Management (IJM), 11(10), 2020, pp. 2481-2488.

<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=10>

1. INTRODUCTION

The role of marketing especially advertisement has predominant role in sale of a product. Even though we have so many sources of advertisement from television to social medias, the success of the advertisement is depending on the number of viewers and its withstanding nature in the minds of the viewers. The latest technology has given the option of skipping and not watching the advertisements (Gopinath, 2019a).

On the other hand, the manufacturer is particular about the cost of advertisement as they need to replace it frequently to catch the attention of the customers. Hence the advertisement needs to be catchy, cost effective and it should stand in the minds of customers (Gopinath, 2011). Keeping all these things in mind marketers were switched from conventional marketing techniques to non-conventional one which is otherwise called as Guerrilla Marketing.

Guerrilla marketing is different from generally accepted conventional promotional tools. It is an unconventional out of box concept which is expected to produce unexpected result in a least cost (Gopinath & Irismargaret, 2019). It is about giving surprise to the customer, make an ineradicable impression and create copious amounts of social buzz. This is due to the fact that most guerrilla marketing advertisements strike the consumer mind at more personal and memorable way.

1.1. Principles of Guerrilla Marketing

According to Baltes & Leibing (2008), Guerrilla marketing is relying on the following seven principles.

- Guerrilla marketing is aiming at achieving superiority at company's available resources. (Baltes & Leibing, 2008).
- The second tactical rule is to sell the ideology along with the product, not the product alone (ibid., 2008).
- The third principle is to identify established patterns, analyse them and overcome these patterns (Baltes & Leibing, 2008).
- The fourth rule is that guerrilla marketing should search for synergies.
- The fifth tactical rule is to try to outsmart any perception filters established in the target group (Baltes & Leibing, 2008).
- The sixth tactical rule is that you should not go the direct way; instead trying to find detours offering alternatives
- The seventh tactical rule is that while using guerrilla marketing, a company should be flexible and agile instead of building strongholds (Baltes&Leibing, 2008).

1.2. Objective of Guerrilla Marketing

- **Stand out** from the traditional form of advertisements and develop a unique positioning in the customers' minds.
- **Build a brand** in such a way that is remembered well by the audience.
- **Getting attention**, the way it is created and delivered should capture the attention of audience.
- **Get viral** created with the intention of making it as viral

1.3. Types of Guerrilla Marketing

Ambient Marketing

It refers to the promotion of products and services using different elements of the environment, it includes innovative, unconventional ideas, which is placed in unusual locations (Hutter and Hoffmann, 2011)

Ambush Marketing

Ambush precisely means a surprise attack by someone who is waiting in concealed position. Usually it is used in brand wars and trying to get more exposure in the cost of competitor, it is an intentional effort to weaken the competitor (Crompton, 2004)

Buzz marketing

This is making everyone to talk or think about our product or service. The buzz marketing is like a virus, it is ideally spread with a predefined target which will relay the message to the people who love surrounding the same products and services that carry the message (Sharma, 2014).

Wild Posting

It is posting the advertisements in the unconventional way, this kind of advertisements are posted in barricades, side walls, pedestrian crossing. The unusual place used for the advertisement catches the attention

Stealth Marketing

Stealth Marketing is also known as undercover marketing, as the advertising may appear to consumers as some other form of communication like usage of the product by hero.

Word of mouth communication (WOM)

Ardnt (1967) describes word-of mouth marketing as: “Oral person to person communication between a receiver and a communicator, whom the receiver perceives as non-commercial, concerning a brand, a product or a service.” Since the sender is not belongs to the channel of marketing communication, it is considered as more trustworthy.

The buying decision of cell phone is influenced by various factors such as prestige value, design and features of phone, brand image in market, internal configuration of the phone, cost, availability and service, quality and durability and re-sale value. This paper is attempted to study the role of guerrilla marketing in influencing the factors of buying decision in the urban of Tiruchirappalli District.

2. REVIEW OF LITERATURE

Levinson (1984) in his book titled ‘Guerrilla marketing: secrets for making big profits from your small business’ first coined the term “guerrilla marketing” in 1980s. he stated that it is the unconventional marketing method which has low budget and more reach and it is more effective for small entrepreneurs to compete with their big rivalries and local competition.

Study of Sharma & Sharma (2015) on influence of guerrilla marketing on cell phone buying decisions has revealed that the influence of innovative advertisements on purchasing decision is moderate whereas the main influencers were eye-catching & memorable, group influence and prestige.

Ahmed (2000) in his work titled “Stealth may be the only future marketing” has described that the goal for guerrilla marketing is to pitch something into the customers mind and make it stay with them. He also states that stealth marketing, the indirect advertisement, may be the only future of marketing has, at least for some companies.

Hospes (2012) in his book “De guerrilla marketing revolutie” describe guerrilla marketing as a thoughtful strategic advertising attack at an unpredictable moment to create an unforgettable wow effect from audience and to generate ample effect.

2.1. Objectives

- To study about guerrilla marketing and its techniques
- To analyse the association between demographic factors and the influence of guerrilla marketing in purchasing decision.

3. RESEARCH METHODOLOGY

The urban population of Tiruchirappalli has been divided in to five quotas based on geographical location. A sample of 40 respondents were randomly selected from each quota and totally 200 samples were collected. The customers coming for purchasing cell phones in the retail store were given the pre-prepared structured questionnaire to know the level of influence of guerrilla marketing in their purchasing decision. The questionnaire has been segmented in to questions related to socio economic profile of the respondent and five-point scale questions related to influence of guerrilla marketing in purchasing decision.

4. ANALYSIS

4.1. Association Between Demographic Profile of The Respondent and Awareness on Types of Guerrilla Marketing

H₀₁: There is no significant association between gender of the respondent and influence of guerrilla marketing types on buying decision of cell phones

Table 4.1. Chi-Square test for association between gender and influence of

Types of Guerrilla marketing

Gender of the Respondent		Ambient Marketing					Chi-Square Value	P Value
		Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total		
Male	n	18	26	35	31	110	20.952	<0.001**
Female	n	6	10	42	32	90		
Total	n	24	36	77	63	200		
Ambush Marketing								
Male	n	10	24	45	31	110	25.238	<0.001**
Female	n	12	10	38	30	90		
Total	n	22	34	83	62	200		
Buzz marketing								
Male	n	11	22	46	31	110	30.155	0.001**
Female	n	10	9	41	30	90		
Total	n	21	31	87	61	200		
Wild Posting								
Male	n	8	30	41	31	110	12.678	0.001**
Female	n	7	10	45	28	90		
Total	n	15	49	86	59	200		
Stealth Marketing								
Male	n	11	14	50	35	110	24.645	0.001**
Female	n	8	11	41	30	90		
Total	n	19	25	91	65	200		

Table 4.1 states the association of gender with influence of ambient marketing, ambush marketing, buzz marketing, wild posting and stealth marketing. Since the p value of all the types are less than 0.01 the null hypothesis assuming no association between gender and influence types of guerrilla marketing in buying decision is rejected at 1 per cent level of significance.

Gender has highly significant association with ambient marketing and ambush marketing. In the same way it has significant association with buzz marketing, wild posting and stealth marketing.

Respondents were strongly agreed that of stealth marketing, buzz marketing and wild posting influencing buying decision than ambush and ambient marketing, even though there are some difference among the agreement of male and female the amount of difference in agreement is negligible (Gopinath, 2019b).

Table 4.2. Chi-Square test for association between age and influence of								
Types of Guerrilla marketing								
Age of the Respondent		Ambient Marketing					Chi-Square Value	P Value
		Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total		
Below 20 Years	n	6	8	16	12	42	56.029	<0.001**
20-30 Years	n	10	15	55	13	93		
31-40 Years	n	3	4	30	7	44		
41-50 Years	n	0	10	5	6	21		
Total	n	19	37	106	38	200		
Ambush Marketing								
Below 20 Years	n	8	10	12	12	42	38.455	<0.001**
20-30 Years	n	9	16	51	17	93		
31-40 Years	n	0	7	27	10	44		
41-50 Years	n	0	8	10	3	21		
Total	n	17	41	100	42	200		
Buzz marketing								
Below 20 Years	n	8	7	12	14	42	43.465	<0.001**
20-30 Years	n	9	10	56	18	93		
31-40 Years	n	11	19	8	6	44		
41-50 Years	n	10	7	5	0	21		
Total	n	38	43	81	38	200		
Wild Posting								
Below 20 Years	n	6	8	20	8	42	39.026	<0.001**
20-30 Years	n	5	7	61	20	93		
31-40 Years	n	12	14	10	8	44		
41-50 Years	n	10	6	2	3	21		
Total	n	33	35	93	39	200		
Stealth Marketing								
Below 20 Years	n	5	8	15	14	42	41.495	<0.001**
20-30 Years	n	5	10	55	23	93		
31-40 Years	n	15	17	8	4	44		
41-50 Years	n	11	10	0	0	21		
Total	n	36	45	78	41	200		

H0₂: There is no significant association between age of the respondent and influence of types of guerrilla marketing in buying decision of cell phones

Table 4.2 explains the association of age with influence of ambient marketing, ambush marketing, buzz marketing, wild posting and stealth marketing in buying decision of cell phones. The p value of all above mentioned association is less than 0.01 therefore the null hypothesis (H0₂) stating there is no significant association between age of the respondent and types of guerrilla marketing in cell phone buying decision holds no good and it is rejected at 1 per cent level of significance.

Age of the respondent was significantly associated with influence of ambient marketing, ambush marketing, buzz marketing, wild posting and stealth marketing. Specifically, the respondents from below 20 years and 20- 30 years segment were strongly agrees that of all types of guerrilla marketing has influence on buying decision and respondent from 31-40 and 41-50 classification were stated that of buzz marketing, wild posting and stealth marketing were not influence their buying decision.

H0₃: There is no significant association between marital status of the and influence of types of guerrilla marketing in buying decision of cell phones

Table 4.3. Chi-Square test for association between marital status and influence of Types of Guerrilla marketing

Marital Status of the Respondents		Ambient Marketing					Chi-Square Value	P Value
		Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total		
Single	n	2	5	45	33	85	39.711	<0.001**
Married	n	5	5	62	43	115		
Total	n	7	10	107	76	200		
Ambush Marketing								
Single	n	0	3	47	35	85	23.768	<0.001**
Married	n	5	5	52	53	115		
Total	n	5	8	97	88	200		
Buzz marketing								
Single	n	8	9	43	24	85	39.228	<0.001**
Married	n	15	18	40	42	115		
Total	n	23	27	83	66	200		
Wild Posting								
Single	n	0	4	49	32	85	44.245	<0.001**
Married	n	3	7	56	49	115		
Total	n	3	11	105	81	200		
Stealth Marketing								
Single	n	19	18	25	23	85	23.561	<0.001**
Married	n	25	15	40	35	115		
Total	n	44	33	65	58	200		

Table 4.3 showing the association of marital status with influence of ambient marketing, ambush marketing, buzz marketing, wild posting and stealth marketing on the buying decision of cell phones. Since the p value of all above mentioned association is less than 0.01, the null hypothesis (H0₃) stating there is no significant association between marital status of the respondent and influence of type of guerrilla marketing in buying decision of cell phones is rejected at 1 per cent level of significance.

Marital status of the respondent is significantly associated with types of guerrilla marketing, notably both the married and single were agreed that ambush marketing and wild posting were influencing their cell phone buying decision, whereas they were not agreed on influence of ambient marketing, buzz marketing and stealth marketing in purchasing decision of cell phones.

5. FINDINGS

- Gender of the respondent was strongly associated with influence of types of guerrilla marketing on buying decision of cell phones. Respondents strongly agreed that stealth marketing, buzz marketing and wild posting influencing buying decision than ambush and ambient marketing.
- Age of the respondent was also associated with influence of types of guerrilla marketing on buying decision of cell phones. Respondents from below 20 and 20-30 age segment were agreed that they were influenced by the types of guerrilla marketing regarding their buying decision of cell phone.
- Marital status is associated with influence of guerrilla marketing on cell phone buying decision. both the married and single were agreed that ambush marketing and wild posting were influencing their cell phone buying decision, whereas they were not agreed on influence of ambient marketing, buzz marketing and stealth marketing in purchasing decision of cell phones.

6. CONCLUSION

Advertisement is an element that influences people towards purchase. Even though quality and price are the essential factors that influence the decision for or against a product, advertisement is the medium that communicates that factors to the customer, they perceive as the advertisement communicates (Gopinath & Kalpana, 2019). Today's customers have so many means of advertisement and the customer has the option to skip the advertisement, so the marketers need to switch from the conventional mode. That too the cell phone segment has so many players obviously the marketers need to differentiate themselves from others. Guerrilla marketing is the one best alternative to attract the customers towards our product.

REFERENCES

- [1] Baltes, G. and Leibing, I. (2008) Guerrilla Marketing for Information Services? New Library World, 109, 46-55. <http://dx.doi.org/10.1108/03074800810845994>.
- [2] Hutter, K. and Hoffmann, S. (2011), Guerrilla marketing: The nature of the concept and propositions for further research. Asian Journal of Marketing. 5, pp.39-54.
- [3] Crompton, J.L. (2004), Sponsorship Ambushing in Sport. Managing Leisure. 9, pp. 1-12.
- [4] Levinson J.C. (1984), Guerrilla marketing: secrets for making big profits from your small business. Boston. Houghton Mifflin Company.
- [5] Sharma, R. & Sharma, S.K. (2015), Influence of guerrilla marketing on cell phone buying decisions in urban market of Chhattisgarh-A study, international journal in management and social science, 3(11), pp.417-427.
- [6] Ahmed, S. (2000), Stealth may be the only future marketing has. Marketing, London: Nov 2, pg. 32.
- [7] Hospes, C. (2012), De guerrilla marketing revolutie. first edition, Zaltbommel: Haystack.
- [8] Gopinath, R. (2019a). Consumer Perception on Brand Awareness of Household Fabric Care Products, International Journal of Scientific Research and Reviews. 8(2), 3418-3424. (UGC Listed)
- [9] Gopinath, R. (2019b). Factors Influencing Consumer Decision Behaviour in FMCG. International Journal of Research in Social Sciences, 9(7), 249-255.

- [10] Gopinath, R., & Kalpana, R. (2019). A Study on Consumer Perception towards Fast Food Retail Outlet in Perambalur District. *International Journal for Research in Engineering Application & Management*, 5(1), 483-485.
- [11] Gopinath, R. (2011). A study on Men's perception in buying decisions on branded shirts in Tiruchirappalli District. *Asian Journal of Management Research*, 1(2), 600-617.
- [12] Gopinath, R., & Irismargaret, I. (2019). Reasons for a Brand Preference of Consumer Durable Goods. *Research Directions*, Spl. Issue, 167-174.