

A Study on Effectiveness of Guerrilla Marketing Among the People in Chennai City

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ABSTRACT: Today there are a large number of theories, strategies, tactics and concepts concerning the promotion of goods and services in a marketplace. Gaining a consumers' attention is a difficult task especially when the companies are busy trying to ward off the competition from their rivals. Out of all the tactics that have come up, one such tactic that is taking prominence in the world of marketing is the concept of guerrilla marketing. Guerrilla marketing uses unique, novel, non-traditional ways of grabbing a consumers' attention, making it memorable and spreading the word about the product. Although, this tactic is widely adopted in European countries and America, this is a relatively new concept with respect to the Indian market. The study attempts to find the effectiveness of guerrilla marketing and suggests ways to improve it and also discusses the various subsets of guerrilla marketing which are undertaken by organizations throughout the world and how it differs from traditional marketing.

Keywords: Guerrilla marketing, Element of surprise, Unconventional methods

I. INTRODUCTION:

In today's competitive world where there are literally hundreds of ways to promote a product, one kind of marketing tactic that is taking a prominent place in the world of marketing is the concept of "guerrilla marketing". This concept got its name from the military tactic; guerrilla warfare which involves the use of an element of surprise and unconventional methods to fight off the enemies. Likewise, the concept of guerrilla marketing is concerned with using unconventional methods and a tight budget to promote a product or a service. Jay Conrad Levinson created this concept when he wrote a book called "guerrilla marketing" in the year 1984. Guerrilla marketing is a hit among the consumers as it grabs their attention very easily and makes them remember about the product for a long period of time. This tactic relies heavily on the creativity and the imagination of the company's marketing team to capture the public's attention. Normally, this kind of marketing is carried out in public places like beaches, shopping malls, parks, crowded streets and train or bus stations where the public can see and the goal is to attract a much bigger audience.

Earlier, the companies used newspapers, television, and radio to advertise their product and services in the traditional way. Soon after they moved on to the electronic way of advertising by sending e-mails, social media, SMS, digital billboards. Growing competition among the companies force them to develop various unconventional ways of marketing and come up with an alternative form of marketing tactic, that is the guerrilla marketing.

II. REVIEW OF LITERATURE:

There are many studies delving into guerrilla marketing concept. Jay Conrad Levinson (1984) coined the term "guerrilla marketing" and wrote a book describing how the consumers were growing tired of traditional method of advertising. He suggested that marketing should be unconventional, outrageous, added with an element of surprise to create a buzz. Jonsson E, Belic S (2012) paper on "Guerrilla marketing and its effect on consumer behaviour" concluded that all the marketing campaigns were creative and credible and received positive reactions than traditional campaigns. Guerrilla campaigns are perceived as funny, and attention creating.

Discussion about the brands or products and their satisfaction spreads fast on social media and is considered goods as it creates customers for the company as the information keeps on repeating endlessly (Ferguson, 2008). How guerrilla marketing uses trust and friendship to create a buzz using the social media like Facebook, Twitter and how it allows people to post, think and share about the product and spreading the information like wildfire (Henry, 2003)

III. OBJECTIVES OF THE STUDY:

- To study the effectiveness of guerrilla Marketing
- To suggest the ways to improve the effectiveness of Guerrilla marketing.

IV. MODUS OPERANDI:

The concept of guerrilla marketing involves using unconventional methods of marketing a company's product and services. The unconventional method of doing any work involves an element of surprise which is exactly what is done in guerrilla marketing. Guerrilla marketing takes the public/ consumers by surprise and creates an impression in their minds. Since the product

advertisement is carried out by not so usual method of marketing, the product or the brand distinctly stays in the minds of the consumer and gives a competitive edge over the rival brands. A sense of excitement about the product or the brand is created and this unique way of marketing which is so memorable to the consumer allows him/her to explain in detail to their friends and family via word of mouth thereby reaching a lot more prospective consumers than the anticipated number.

V. PROS:

The cost of undertaking guerrilla marketing is cheap when compared to the traditional form of advertising. A company will have to spend millions and millions in the traditional form of advertising when compared to guerrilla marketing where the company will have to spend little money and a lot more on creativity, time and imagination. The success of guerrilla marketing relies on making a memorable impression in the minds of the consumers and get them talking about the brand or the product. Spreading the information through "word of mouth" is the most powerful and reliable form of marketing and that can be achieved through guerrilla marketing. Since this whole concept is riding on the creativity of the company, if a campaign made through the guerrilla tactic is noteworthy, this will be picked up in news channels resulting in free publicity for the company and the product.

VI. CONS:

In a guerrilla tactic, the message can be misunderstood by the public. All guerrilla marketing campaigns are made with an intention of capturing the public's attention. Companies go out of their way to create a campaign which can very well be misunderstood and taken in the wrong sense. This tactic will take time to achieve the sales target of a company. A company cannot expect overnight success from the guerrilla tactic. The success of guerrilla tactic depends on the creativity of the company. Not all are blessed with creative minds and vivid imagination. It requires time, dedication and creativity in order to make a meaningful impact.

VII. SUBSETS OF GUERRILLA MARKETING AND EXAMPLES:

Ambient Marketing:

Ambient marketing is a form of complex corporate communication that uses elements of the environment that create messages to grab the consumer's attention. This type of marketing is all about placement. The advertising can sometimes be found in unusual and unexpected locations.

Example: Prive sunglasses installed bathroom mirrors in the form of sunglass inside the bathroom with the tagline "Be Seen".

Stealth Marketing:

Stealth is nothing but any action carried out secretly. Likewise, stealth marketing involves getting in, operating in, and going out in a secretive manner. People get involved in the advertising campaign for the product without them actually knowing they are part of it.

Example: When Sony Ericsson introduced camera phones, they hired 60 actors posing as tourists in 10 different cities and asked the public to take pictures of them with the camera phone instead of the traditional camera.

Ambush Marketing:

As the name suggests, in an ambush marketing, the advertiser ambushes an event to get exposure for his brand. Their aim is to create an association with the event without being an official sponsor of the event.

Example: Nike carried out ambush marketing by buying advertising spaces near the stadiums to prevent the official sponsors Adidas from promoting their brand during the FIFA 1998 world cup.

Viral Marketing:

Viral Marketing is sharing any information about the product or the brand from one person to another rapidly which leads to the growth of the product. Viral Marketing is possible due to social media sites where users spread the message like a wildfire and talk about the brand or the product.

Example: Promoting how 'lifelike' its new IPS monitors, LG pulled this brilliant stunt replacing an elevator floor with the monitors to make it look like the floor was falling away while unsuspecting people were in the lift to hilarious reactions.

Astrourfing Marketing:

Astroturfs refer to fake grass or artificial turfs used in tennis courts, football fields. Astrourfing in marketing refers to fake reviews, recommendations about a product or service and generating hype about a product or a service in forums, the reviews section, blogs by a user who is paid to convey positive things about the company or the product.

Example: Many products that are sold on e-commerce websites hype up the products' feature by writing fake reviews, recommending the prospective consumer to buy the product.

Street Marketing:

Street marketing is promoting the product or the company in a non-traditional way in public places like streets.

Example: Volkswagen placed thought bubbles above each parking spot in a parking lot. The signs were designed to make the parked cars look like they were thinking. The thought bubble was filled with the phrase "I wish I were a new GTL".

Grassroots marketing:

In grassroots marketing, instead of broadcasting your message to the larger target audience, the campaign is focused on the smaller target group and they will spread the message to a larger audience preferably by "word of mouth" method.

Example: Canadian airline "WestJet," asked its customers what they'd like as a Christmas gift. They surprised their passengers by giving what they had mentioned by placing them on the baggage carousel. This tactic focused on a smaller segment of people and they were able to spread the word via word of mouth and social media.

Guerrilla Projection advertising:

It is the digital way of advertising the brand or the product wherein the product is projected on the exterior of a building in the form of a video or image to create an impression that consumers find it captivating.

Example: BMW projected a video on the side of a building to promote its cars.

VIII. GUERRILLA MARKETING VS TRADITIONAL MARKETING

1. Traditional marketing calls for business to invest their money for effective promotional campaigns. Guerrilla marketing involves investing more creativity, time, and imagination than money.
2. Traditional marketing is undertaken by big companies whereas guerrilla marketing is undertaken by small companies although the big companies are now slowly using the guerrilla tactic to capture the public's attention.
3. Traditional marketing measures the success of the campaign by how much sales the company has made. Guerrilla marketing uses profit as the yardstick to measure its success.
4. The traditional marketing campaign is based on the experience and judgement, whereas guerrilla marketing is based on human psychology (laws of human behaviour).
5. Traditional marketing focuses on large audience whereas the guerrilla marketing focuses on the smaller group of audience.
6. Traditional marketing makes for a spectacular way of showcasing the product or the service but not making it a memorable one. Guerrilla marketing involves showcasing the product spectacularly and making the product memorable.
7. Traditional marketing puts all their effort into making the sale and believes that marketing is over as soon as the sale is made. Guerrilla marketing, however continually stays in touch with customers and listens to them.
8. Traditional marketing focuses on "me marketing". Every advertisement, website of an organization focuses on "about our company", "about our product". Guerrilla marketing focuses on "you marketing". They are solely focused on what the prospects and the customers want and getting their attention.
9. Traditional marketing involves television, radio, e-mail, magazines to advertise their product, all of them are costly. Guerrilla marketing involves marketing using anything that is available in your surroundings, many of them are free. Creativity costs nothing.
10. Traditional marketing at the end of the day focuses on how much money they've earned. Guerrilla marketing, on the other hand, focuses on the relationships they've made. After all, spending all that time, creativity and imagination is to get their attention and establish a relationship.

IX. DATA ANALYSIS AND INTERPRETATION:**Table 1- Table showing gender classification of the respondents**

Gender	No. of respondents	Percentage
Male	50	50%
Female	50	50%
Total	100	100%

The sample taken for the study consists of both male and female population, of which 50% of them were male and 50% were female. Therefore, it can be concluded that both male and female respondents were equally involved in the study.

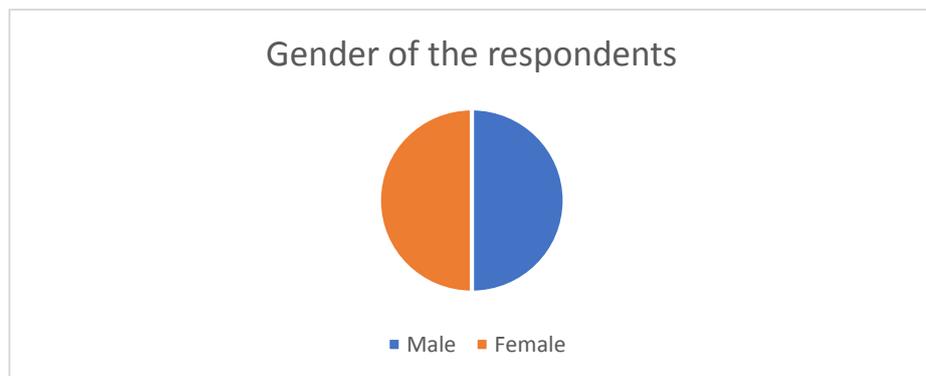
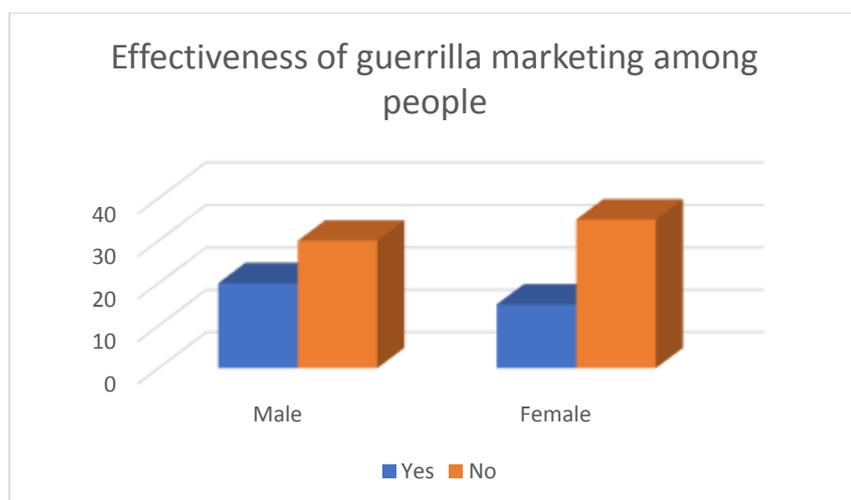


Table 2- Table showing the effectiveness of Guerrilla marketing among the people

Gender	No. of respondents saying Yes	No. of respondents saying No	Percentage of Yes	Percentage of No
Male	20	30	20%	30%
Female	15	35	15%	35%
Total	35	65	35%	65%

The above table shows that from 100 respondents, only a meagre 35% of the respondents believe that guerrilla marketing is effective among the people.



X. FINDINGS:

1. It is found that respondents involved in this study were a perfect mix of male and female population divided equally at 50% apiece.
2. Out of the 50 male respondents, only 20 of them feel guerrilla marketing is effective among the people
3. And out of the 50 female respondents, only a small portion (15%) of the the female population feel guerrilla marketing is effective.

XI. SUGGESTIONS:

1. The marketing campaign should appeal emotionally to the prospective customers which will further prompt them to make the final purchase.
2. Instead of bombarding the consumers with traditional advertising using TV, radio, newspaper, etc., advertising using guerrilla tactics will make a lasting impression in the minds of the consumer and they will spread the information through word of mouth.
3. Since the guerrilla campaign is driven on the creativity of the marketer, they should spend considerable amount of time and creativity to come up with an imaginative, funny, outrageous campaign to attract the consumer's interest.
4. In a country like India where there are literally plenty of competitors fighting for the same consumer, the only way to stand out from the rest of the pack is to undertake guerrilla marketing to garner their attention and turn it into purchase.

5. The cost of undertaking a guerrilla marketing campaign is low compared to traditional advertising. So, companies can either adopt it along with traditional campaign or use guerrilla campaign only.

XII. CONCLUSION:

When the early marketers answered the simple question- "how can we use the guerrilla tactic to market our product?", it gave birth to a concept called "guerrilla marketing". Guerrilla marketing uses creativity to advertise the brand or the product using the element of surprise. This practice of marketing involves advertising when the consumers are unaware, thereby grabbing their attention and making it memorable especially in this day and age where numerous brands are competing for the same consumers' attention. The plus point of carrying out this campaign is that even the start-up companies can garner customers' attention with a low budget. A company can use technology to evolve its guerrilla marketing campaign. Not only can they engage with the audience, they can listen to what the people are saying and then create an interesting guerrilla campaign to attract them, make them spread the word about the product. Consumers are bombarded with traditional advertising like newspaper ads, radio ads etc., and they are unmoved by it. In a developing country like India, the public is constantly on the move and they do not have time on their hands to see advertisements. This is where the guerrilla campaigns come in as they are executed in the public places and conquer their interest. A fresh and unique concept such as these will only start coming up slowly in a country like India in the days to come.

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