

# A Study On Impact Of Guerrilla Marketing Technique On Customer Buying Behavior

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**Abstract:** In today's highly competitive business world, every organization wants to reach their product in the customer hand with low cost but with maximum benefit so they find the way which will help them out to achieve the best results. Advertising technique is the oldest one to make known the product to the customers. Some of the recent advertising techniques are guerrilla marketing, online marketing, digital marketing, social media marketing etc.

## 1. INTRODUCTION

**Marketing** refers to the activities of a business organization collaborated with buying and selling a product or (and) service. Personnel in the marketing department try to get the attention of selected audience using slogans, packaging design, celebrity and social media etc.

**Advertising** is to introduce the product to the general public through various techniques and a process of spreading product information among the various levels of buyers through a public medium in order to maximize profit by increasing sales.

**Guerrilla marketing** is an unconventional advertising technique to induce the people to know about the product surprisingly. In other words it is a strategy to promote products or service on the streets or other public places spending small amount of money. This is done in public places like parks, beach, mall, shopping centers to attract big audience. It was popularized by Jay Conrad Levinson in the book guerrilla marketing 1984.

## 2. PURPOSE OF THE STUDY:

1. To understand the effectiveness of guerrilla marketing technique in consumer buying behavior
2. To evaluate to what extent it is effective in changing the consumer buying decision
3. To know whether the guerrilla marketing technique induce the consumer to buy the product

4. Whether will it be suitable to all types of organization (small or large scale)

5. Whether will it be appropriate to advertise all types of product

6. To know whether the technique motivate even to purchase the product which is not familiarize in the marketplace.

7. Either this technique changes the consumer mind to select other brand product or not

**Consumer buying behavior** refers to the activities of individual, groups, organization involved with the purchase, use and disposal of goods and service and which has emerged in the 1940s and 50s as a distinct discipline in the marketing era. This is an interdisciplinary social science including psychology, sociology, socio anthropology, anthropology, ethnography, marketing and behavioral economics. It examines how emotions, attitudes and preferences affect buying behavior of an individual or group of individuals.

## 3. THE MAIN TYPES OF BUYING BEHAVIOR ARE

1. **complex buying behavior** (he/she is highly involved in the process of purchase knowing the difference between available brands they purchase an expensive and risky product rarely)



2. **Dissonance –Reducing buying behavior** (he/she occasionally highly involved in purchasing knowing little difference among the various brands though it is expensive, infrequent and risky buyer would buy fairly and quickly,



3. **Habitual buying behavior** (Habitual buying consumer have very little involvement in the product or brand category, who simply go to the store and reach the brand they need, since habitually buying the same brand it shows a habitual pattern and not strong brand loyalty.



4. **Variety seeking buying behavior**(very low consumer involvement,switch a lot of brands ,finds noteworthy differences in brands ,no much evaluation about a product ,may choose a brand for some sets of beliefs



**Types of guerrilla marketing** are buzz marketing, viral marketing, ambient marketing, ambush marketing, stealth marketing, guerrilla projection advertising, grassroots marketing, wild posting, astroturfing, street marketing etc. It is an alternative strategy and about taking the consumer by surprise to make a big impression about

the brand and this will create interaction among the consumers through altering the original marketing message known as popularly buzz marketing. Some example picture on this technique are



**Outdoor Guerrilla Marketing.** Adds something to pre-existing urban environments, like putting something removable onto a statue, or putting temporary artwork on sidewalks and streets.

**Indoor Guerilla Marketing.** Similar to outdoor guerrilla marketing, only it takes place in indoor locations like train stations, shops, and university campus buildings.

**Event Ambush Guerilla Marketing.** Leveraging the audience of an in-progress event -- like a concert or a sporting game -- to promote a product or service in a noticeable way, usually without permission from the event sponsors.

Any marketing strategy which will encourage individuals to pass on marketing message to others

known as viral marketing and it spreads like virus to thousands, millions. It has been referred to as word of mouth, creating a buzz, leveraging the media, network marketing which may be better or worse. What marketers really enjoy about guerrilla marketing is its fairly low-cost nature. The real investment here is a creative, intellectual one -- its implementation, however, doesn't have to be expensive. Michael Brenner summarizes it nicely in his article on "guerrilla content," where he frames this style of marketing in the same context as repurposing your existing content, like taking certain segments of a report, and expanding each one into a blog post. It's an investment of time, but not money, per se.

**4. CONCLUSION:**

“Small drops of water makes an ocean” the proverb will be suitable to this technique to change the consumer mind to buy or to change and buy the brand. The buying process of the customer is a never ending journey in which this technique is playing a vital role to choose the best one available in the market .it is an effective technique to motivate the consumer to buy and very often change the consumer buying decision. Whether Large scale or small scale organization it will be suitable to advertise their branch at lower cost. Advertisement is like a lake on which we may introduce and sell the product in the easiest way.Finally, a few thoughts become words and a few word becomes a best advertising in this technique.

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