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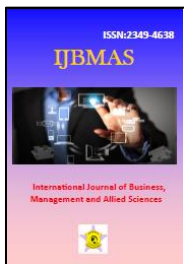
GUERRILLA ADVERTISING AND ITS IMPACT ON CONSUMERS': WITH REFERENCE TO BEVERAGE INDUSTRY IN BENGALURU

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ABSTRACT

The marketing nature has changed in recent times and most of them are curious in cost effective methods of promotion. Guerilla marketing is one of the prominent promotion methods available, which creates a lasting impression on the consumers. The main aim of this study is to gain an in-depth knowledge of the whole concept of guerilla advertising, to understand the economic benefits of guerilla advertising, and also, to find out the impact on consumers buying behavior. The main objective of the paper is a to analyze the significance of the impact of guerilla advertising under beverage industry on consumers buying behavior. The scope of the research is to highlight the study on beverage industry sector that helps to determine the Impact of Guerrilla Marketing and that will also help to know the Marketing of Beverage products in Bengaluru city. The study was conducted in Bengaluru city, with a sample size of 150. Primary data was collected with the help of questionnaire. Convenient sampling technique was used. Average, Percentage, Regression model was used for testing hypothesis. The study goes on to show that factors like Taste, Brand, Price, Quantity, Quality and Health is a highly influential factor while purchasing any beverage, but it also has one main factor which impacts their behavior that is Advertisement. Guerilla advertisement attracts people, and have a theoretic way of experiencing it, but the final output proves that Guerilla advertising has no significant impact on the purchasing behavior of consumers.

Keywords: Guerilla advertisement, Guerilla marketing, Buying behavior, Beverage.

Introduction

Beverage industry have been springing every year, Indian's adapting the western culture has changed the way they consume food lately, beverages is a part of their daily routine. Well, there are many competitors in the market who are trying to push their products to the consumers, when we take beverage industry there are many companies using promotional methods using guerilla

advertising to attract customers, one successful guerrilla marketing campaign is the Coca-Cola 'Happiness Machine". Guerrilla marketing is an advertisement strategy to promote products or services on the streets or other unreserved places with very little expense. Public places such as shopping centers, parks or beaches are used to attract big audience (Jay Conrad Levinson in the book Guerrilla Marketing, 1984)

Literature review:

This study's main aim is to investigate the association of guerrilla marketing on consumer buying behavior. As this marketing is a growing marketing technique which are used by advertising industry that makes a use of unusual or unconventional means of promoting the product to the market. Questionnaires as primary level data collection was used. Objective was to find out if consumer-buying behavior is greatly affected by guerrilla advertisement. The nature of this research is causal. The buying behavior of consumer is taken as a dependent variable and guerrilla advertising as an independent variable. Response rate of 86.95% was reported. Simple regression model was used to check the significance effect of guerrilla marketing on consumer buying behavior. Findings is that there is a significant impact of guerrilla advertising on consumer buying behavior. (Ahmad Nawaz, 2014). According to (Priti Jeevan, 2016) This study's main aim is to find the effectiveness of unconventional means of advertising in the various Guerrilla Marketing Technique. Objective is to understand Buyers awareness towards Guerrilla Marketing Technique. Primary data in the form of questionnaire for the collection of data is used. Analysis in the form of percentages. Conclusions highlight the importance of the company to move towards unconventional methods to reach out to the consumers. Finding include that using this strategy would benefit both the organizations and the consumers. Concludes by stating- Guerrilla marketing is not a new trend in advertising but it's become bit more popular nowadays because of the innovative ideas and creative thinking of the promoters. It is an effective way to reach consumers. Problem lies in the awareness level, the findings states about 60% of the people are aware. Guerrilla advertising reaches the mass quickly and is cost effective. Guerrilla is known for its quickness and its impact and that assurance of its impact will benefit the today's generation of consumers and marketers. (Mohsin Shakeel, Muhammad Mazhar Khan, 2011) According to them This paper seeks to find the significant effect of the Guerilla marketing on the consumer perception. This paper focus on Stealth marketing as it's a popular technique used widely in guerilla marketing. Celebrity marketing is a form of Stealth marketing used by market leaders. Gaining competitive edge in terms of marketing is one of the utmost objectives, which companies are focusing on, as a result to change psychological and social perception of the society. Reaching the customers and prospects in a right way with a definitive roadmap is a succession key in this regard. Purpose is to find out the effectiveness of the unconventional tools or techniques. In these tools UCM is one of the most popular tools which are being used to attract the potential consumers and hence changing their perception. Objective is to find out the impact of Guerilla marketing on consumer perception through one of its technique called Celebrity marketing or endorsement. Quantitative analysis is used for the study. (Martin Klepek) In these days of informational overload the importance of effective communication from company to consumer is essential. Many firms find hard to find a proper way to communicate to consumers. Use of unusual tools like social media marketing, viral marketing, buzz marketing, neuromarketing and so on are used by marketing managers, which helps in differentiation. Guerrilla marketing, as one of them, unfortunately suffers of theoretical ambiguity. Two main objectives. 1) it aims to provide an analysis of the current state of theoretical knowledge about guerrilla marketing and show basic concepts and thoughts in this particular field. 2) based on previous analysis, it focuses on selecting gaps in the current knowledge and suggests paths for the future research. Gap was Major inconsistencies were found in defining guerrilla marketing as a form of promotional activity rather than a complex marketing mix orientated strategy. In other words guerrilla marketing harmoniously complements traditional marketing mix giving marketers a new option how to differentiate through surprise and

diffusion effects. (Ali Mokhtari Mughari,2011) This research aims at analyzing and investigation of role of brand and guerrilla marketing in keeping and increasing purchasing portfolio of customer in Iran's SME and in this respect three hypothesizes are developed. For doing of this research after exploration of models and approaches in brand questionnaire and guerrilla marketing were used for customers of company. The conceptual model based on primary and sub hypothesizes were designed. For gathering data, two questionnaires were used for integration of guerrilla marketing and brand awareness. The research hypotheses were tested by correlation test, all the hypotheses were verified. The sequences of priorities in brand awareness were marketing budget, perceived quality of main product of one brand, perceived proportion of main product of one brand. (Ruth Winett) There are eight techniques in Guerilla marketing research which is discussed in this paper. Which includes, small companies usually come up with better methods of advertising and its more effective, the big companies have to learn a lot from their style of doing things. Companies should keep track of the various changes in the industry and update themselves. Companies should also follow the changes in the pricing. They should be aware of the change in the consumers taste and preference, and many other methods have been discussed in this paper. (Satya Menon) This paper investigates the curiosity on the advertising over the internet.

Based on four elements it throws light into the study. They include, extant knowledge gap highlighted, guide elaboration for curiosity resolution, time given sufficiently to try and resolve curiosity as well as the assurance of curiosity-resolving information, and the use of measures elaboration and learning to find the degree of advertising effectiveness. Test used here is Correlation. Gaps of this study include, use of only one technology product and there was a difference in the actual or real internet environment and experimental environment. (Andrew M.) The various stealth marketing methods used by companies are discussed in this paper. Most of them try out new products after getting influenced by the word of mouth and the buzz created by an advertisement. This kind of advertisement attracts a lot of criticisms and the main objective is that brand managers need to consider the strengths and weaknesses of stealth marketing and traditional marketing before they decide on either.

Methodology:

This study is a combination of Exploratory and Descriptive Research and it covers the users of beverages in Bangalore city which is collected through issuing questionnaires and filtering 150 out of 174 respondents. It uses primary data to compare the relationship of an independent variables on the factors affecting purchasing behavior. All data used in the study was obtained by primary as well as secondary data. The following variables were chosen:

Independent Variables:

Consumers buying behavior

Predictors: (Constant), Influence of Health., Influence of Advertisement., Influence of Quantity., Influence of Brand., Influence of Price., Influence of Taste., Influence of Quality.

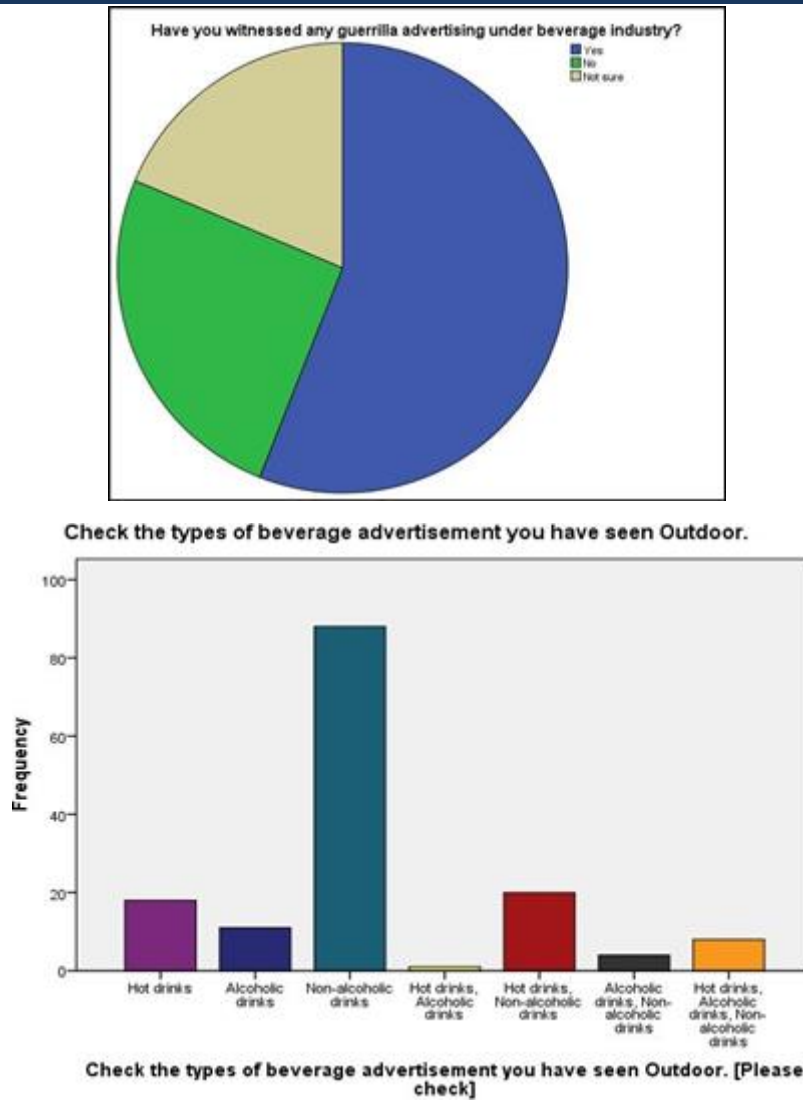
Dependent Variables:

Guerrilla advertising impact

The relationship between the above variables was analyzed with the SPSS 18.0 package. Multiple regression method was used to find the relationship between the respective variables. R and R² values were used to find the relation. Coefficients were also determined; the P values were used to assess the statistical significance of the correlations observed at 95% confidence intervals.

Results:

From the analysis done on the collected data we can interpret that majority of the respondents have seen guerilla advertising in Bangalore.



Testing of Hypothesis:

H0: There is no significant impact of guerilla advertising on consumers buying behavior.

H1: There is a significant impact of guerilla advertising on consumers buying behavior.

R egression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.269a	.073	.027	.771	1.773

Table: ANOVA output.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.613	7	.945	1.588	.144b
	Residual	84.480	142	.595		
	Total	91.093	149			

Table: Coefficients involved.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.353	.245		5.523	.000
	Influence of Advertisement.	.240	.093	.227	2.590	.011
	Influence of Taste.	-.210	.131	-.189	-1.601	.112
	Influence of Brand.	-.044	.114	-.039	-.383	.702
	Influence of Price.	.074	.101	.072	.738	.462
	Influence of Quantity.	.087	.084	.099	1.042	.299
	Influence of Quality.	.049	.116	.051	.424	.672
	Influence of Health.	-.095	.089	-.116	-1.065	.289

a. Predictors: (Constant), Influence of Health., Influence of Advertisement., Influence of Quantity., Influence of Brand., Influence of Price., Influence of Taste., Influence of Quality.

b. Dependent Variable: Have you witnessed any guerrilla advertising under beverage industry?

Analysis:

From the above table the multiple R shows a substantial correlation between the seven predictor variables and the dependent variable ($R=.269$). The R-square value indicates that about 7.3% of the variance in the dependent variable is explained by the seven predictor variables. The Beta values indicate the relative influence of the entered variables, that is, Advertisement has the greatest influence on customers ($B=.227$), followed by Quantity ($B=.099$), Price ($B=.072$) and then Quality ($B=.051$). The direction of influence for all four is positive.

Significance level: $\alpha = 0.05$

Since p-value is greater than 0.05 we accept the null hypothesis.

At $\alpha = 0.05$ level of significance, there exists enough evidence to conclude that, there is no significant impact of guerilla advertising on consumers buying behavior.

Findings of the study:

- The majority of respondents are male and this leads to the findings that males are more active in consuming beverages more than females.
- Among the total respondent's majority of them fall under private job employees, which in turn shows how much busy their work life is and they seek to have food outside because of their busy schedule and thus they are more prone to be a viewer of guerrilla advertising.
- This research proves that majority of them have seen advertisements on beverages outside their home.
- Majority of the respondents agree to the fact of witnessing Guerrilla advertising of one kind or the other.
- The respondents have generally seen outdoor advertisements on Non-alcoholic drinks.

- From the survey which is conducted majority of the respondents feel that guerrilla advertising is the most cost-effective way of advertising.
- Among the various beverage company existing in Bangalore, Coca-Cola & Pepsi Co generally seem to use guerrilla marketing.
- Advertisement creates a lasting impression on the consumers and it influences the purchasing behavior
- Taste, Brand, Price, Quantity, Quality and Health is a highly influential factor.
- Guerrilla marketing makes people completely involved in the advertisement or promotion and they like such advertisements and are attracted to it.
- Guerrilla advertising conveys the idea involved in the promotion in a much more theoretic way.
- Usually people love to try thing out and then purchase instead of listening to others opinion.
- Generally, people like to watch such advertisements in the future instead of boring commercial ads which comes on television every now and then.
- People get annoyed if they are seeing the same ads again and again, even if the ad is interesting, they would prefer to change the channel and might switch the brand if it annoys them.

Conclusions

Guerilla advertising has huge opportunities ahead. The companies using this technique are minimal in Bangalore. The main consumers of beverages fall under the age group of 18 years to 35 years.

Marketing is an elementary and relevant part of any company. Planning on the promotional activities which is innovative, attractive and influencing is essential in this competitive world. This will in-turn impact the purchasing behavior of the consumers.

The study mainly focused on the impact of guerilla advertising on consumers buying behavior. From the above results and discussions, we can conclude that buying behavior depends on the advertising but not the other factors. And also proves from the sample study that Guerilla advertising has no significant impact on the purchasing behavior of consumers.

Suggestions:

The survey was conducted to find the impact guerilla advertising on consumers buying behavior, but beyond the above results we found some drawbacks. The suggestions for those drawbacks are listed below

- Guerilla advertising should be executed by all companies irrespective of the size of the company, as it uses minimal budget and also such advertisements leaves a lasting impact on people.
- Advertisements are sometimes extremely annoying to people so no matter how interesting they maybe they will still not like it, so proper steps have to be taken to please the consumers.
- Fear appeal advertisements under Guerilla advertising should be avoided, which could create a negative impact.
- Guerilla advertising in beverage industries have to be still more implemented in Bangalore, which can help in capturing the market.

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