



GUERRILLA MARKETING FOR EFFECTIVE MARKETING COMMUNICATION: A SPECIAL REFERENCE TO SOCIAL MEDIA MARKETING.

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ABSTRACT

Marketing communication has gained greater importance in the branded clutter. Effective communication and effective reach influence buyer's perception. Guerilla marketing, in recent years has gained greater recognition due to its cost effective marketing communication. The modern technology further facilitates the greater impact and effective reach for marketing communication. This study aims to understand the guerrilla marketing weapons; the attempt is made to develop the consumer perception model based on guerrilla marketing. However the study also deals with effectiveness of one of the guerrilla marketing wapon- social media marketing.

Key words: Guerrilla marketing, consumer perception, social media marketing, effective marketing communication.

Introduction

In present economic scenario, people are exposed to more number of commercial messages which cannot be perceived unless they at first instance have grabbed the attention, followed by retention of interest in the message and providing the cue to the audience. Customers are constantly getting better at avoiding being influenced by traditional advertising messages, both by using new technology and simply by mentally blocking them out (Dahlén, Granlund & Grenros, 2009). Being exposed to the same types of messages repeatedly will make the consumer familiar with these types, causing them to increase their ability to block them out (Hutter & giffmann, 2011). Since the viewer is bombarded with increasingly advertising messages, they thought that they are persuaded with information foe selling something so they became on defended policies. Therefore companies have to rethink new and special measures to get welcome for commercial messages with open arms by the people (Paul, 2002). To tackle this problem the companies have to reshape their techniques and the increase the quality of their offerings.

Another peculiar feature has emerged is people act defensive when the conventional way of marketing communication is received. This need pressured the marketers to start boosting the unconventional way for marketing which is called undercover marketing (stalls marketing) (Kaikati & Kaikikati, 2004). In the conventional medium, the consumer perception will come down due to consumer fragmentation, and commercial clutter, which has pave way to the non-conventional communication which will be more effective and persuasive. By adopting non-traditional mediums, advertisers may improve the effectiveness of their messages as consumers perceive them with more credibility and regard them with a more positive attitude since they do not readily activate a consumer's advertising schema (Dahlen and Edenius, 2007). This is how the guerrilla marketing has acclaimed the better communication tool over conventional medium. Guerilla marketing campaigns display creative ideas presented dynamically with unconventional methods at

places where advertising would be least expected. The aim is to surprise, irritate, fascinate, and animate the consumer. Guerrilla marketing is more about matching marketers' creativity than matching marketing budgets.

When consumers do not deem advertising worthwhile, such as when it is excessive, they tend to avoid it in any way they can. Speck and Elliott (1997) discovered advertising avoidance was most common for television. With the invention of new technology, such as VCRs that delete commercials while recording and remote controls designed to avoid commercials, it has become even easier for consumers to avoid television advertising (Speck and Elliott, 1997)

The second most common advertising avoidance was found in entertainment magazines where consumers found the advertising to be excessive rather than in a balanced editorial-to-advertising ratio (Speck and Elliott, 1997; Ha and Litman, 1997). Ha and Litman's (1997) "study shows advertising clutter can yield diminishing and negative returns to the magazine industry" rather than boosting magazine revenue with the amount of advertisements included as might be perceived and intended. Consumers' perceived value of individual advertisements and advertising in general declines when the amount of advertising becomes excessive (Ha and Litman, 1997).

Consumer perceptions of guerrilla marketing suggest that it is an effective tool for advertising. In previous research, it has been proved that guerrilla marketing campaigns (also known as non- traditional advertising) were rated by consumers as having a higher perceived value than traditional advertising campaigns (Dahlen, Granlund, Grenros, 2009). It is characterized as being more creative and eye-catching than traditional marketing (Baltes & Leibing, 2008).

Guerrilla marketing is achieving conventional goals, such as profits and joy, with unconventional methods, such as investing energy instead of money (Kaden, 2007). Prévot (2006) defined guerrilla marketing as means to gain maximum exposure through minimal cost to the company. Moreover, the additional mandatory weapon for guerrilla marketers is the power of information. In this information driven society, guerrilla marketers also believe in sharing knowledge with customers.

Guerrilla marketers also believe that business grows with the competitors as long as the industry grows by the product knowledge of customers. Levinson (1999) points out that the more generosity the company shows to public, the better likelihood they'll see it reflected in its growing profitability. Guerrilla marketers import their attitude in their every marketing act. The attitude of a guerrilla marketer is dramatically different from that of a non-guerrilla marketer, which is why customers feel the difference (Levinson, 1999).

Objectives of the study

Companies are opting out the various techniques to for marketing communication as the media clutter has challenged the conventional media effectiveness. Guerrilla marketing has slowly earned recognition and is widely adopted both by small and big organizations for effective reach and communication. In this study the attempt is made to find out the impact of guerrilla marketing on consumer perception. The objectives of the study are:

1. To study the different guerrilla marketing weapon used by small and big business houses
2. To study the perception process of guerrilla marketing
3. To study the effectiveness of social media in marketing communication.

Need of guerrilla marketing

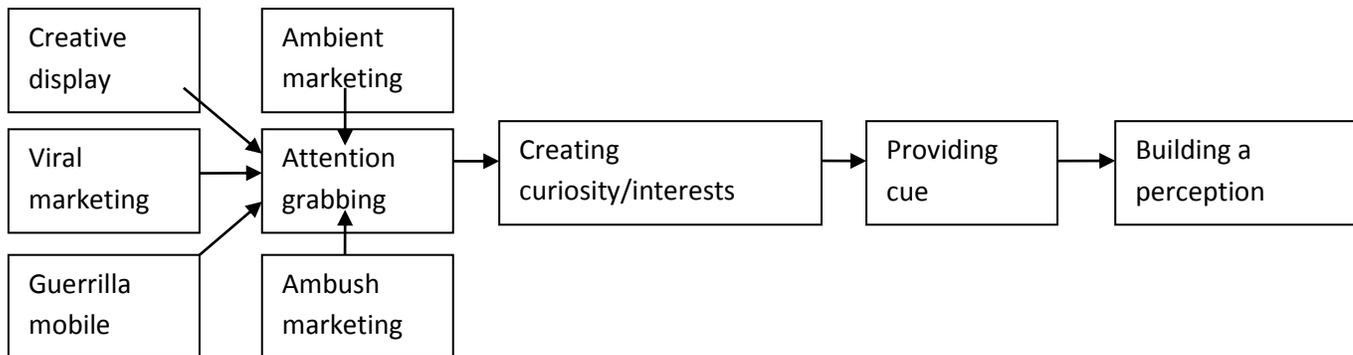
1. Branded clutter made conventional advertising and communication more difficult and ineffective. Guerrilla marketing will make communication more effective and convincing.
2. Technological advancement resulted into deliberate avoidance by audience in conventional advertising communication. The consumer participative approach of most of guerrilla marketing tools makes effective perceptual impact without consumers' knowledge.
3. Crowded brand market made media purchase more expensive and competitive. Guerrilla marketing addresses both cost and effective communication problems of advertising.

Consumer perception process through guerrilla marketing

Over a period guerrilla marketers have tested and tried various means for effective communication. Technology has its own contribution for its wider and effective communication. In fact it has encouraged consumer participative involvement in the form of viral marketing and mobile guerrilla.

The literature review has provided basis for development of consumer perceptual model.

Figure-1: Process of building consumer perception by guerilla marketing



Guerrilla marketing weapons/techniques.

Ambient Marketing

Ambient Media refers to non-traditional out-of-home advertising. Ambient advertisements are posted on manhole covers, cranes, pizza cartons, free postcards in bars and so on. They are all a little more unusual displays. The important aspect is to seek out the target group at their preferred location in an entertaining way. Ambient Marketing tries to approach the customer individually through the place of contact.

Ambush Marketing

Ambush means attack out of the blue, reminding at the Guerilla Attacks from Che Guevara. It stands for a sneaky out-of-home marketing method, which promotes a brand at huge events without paying a sponsorship fee. At many major events one brand of a particular category pays a high price to be the exclusive sponsor which leaves their competitors be left in the dark. Ambush Marketers then still find a way to make notice of their brand in connection with the event, since it attracts the attention of thousands of visitors and even viewers on TV.

Viral marketing

The idea is to get an advertising message to as many contacts as possible and as fast as possible. This is realized by human multipliers who are animated to pass the message along for free. The challenge for a Viral Marketer is to build a motivation in a message for people to spread it. If that is successful, the snowball effect starts and the potential for the viral message's exposure and influence is produced. The message rapidly spreads, similar to the way email jokes and software viruses are sent around to the online community. It harnesses the network effect of the Internet and can be very useful in reaching a large number of people rapidly.

Guerrilla mobile

Bluetooth Proximity Marketing

Bluetooth proximity marketing instantly engages consumers in the particular campaign. Such campaigns can be more effective and user-friendly than billboards or other large-scale advertising tools and bringing the element of a surprise from an unknown communication.

Using SMS, MMS for sending vouchers and discounts

Short Message Services (SMS) and Multimedia Messaging Services (MMS) can be used for business purposes relevant to internet marketing as a tool for increasing loyalty of the customers by giving them something for free. Using mobile phones as a holder of important information always available to the phone owner give the marketer a full scale of opportunities for customer relationship management and customer service marketing campaigns.

SMS or MMS may be for example sent to the cellular phone at the time a website visitor fill in contact information to the webpage of some service provider. The business gets valuable information about the customer and the customer can get a message containing a voucher for a 25% discount of a service when order in a particular brick shop. The solution is cheap, simple and technically not

especially demanding. However, it cannot be clearly stated that this kind of campaign fulfill all of the common criteria of guerrilla marketing campaigns because it may lack the element of unexpectedness, surprise and drasticity. The campaign execution is in this particular example crucial for guerrilla marketing campaign objectives fulfillment.

Drivers of guerilla marketing

Surprise -

The core principle of guerrilla approach is to surprise consumers with unexpected activity in order to draw their attention to the advertising message. Surprise is a result of the divergence of perception and expectation (Kartharia Hutter et al 2011). Based on previous experiences, individual develop schema and thus expectancies about certain events (Rumelhart 1984). According to schema congruity theory (mandler1982), the discrepancies between stimulus and schema can evoke surprise (Abden et al 2000). The unusual stimuli are processed more deeply than those that are more considered common place (Waddill and McDaniel 1998). Surprise leads to a change in cognitive activation.

Advertisers can use different methods to surprise consumers; such as humor (Eisend 2009), absurdity (Dahlen et al 2005), and shocking message (Ay et al 2010). Another possibility of evoking surprise is to implement advertisement in a typical locations applying typical media and means of presentation.

Diffusion-

Viral marketing , guerrilla marketing basically aims at stimulating diffusion effect. Viral marketing is an instrument to initiate process which spreads like a virus among potential consumers (Southgate 2010, Woerndl et al 2008), marketers can diffuse the message either through direct communication or through indirect communication. Stimulated by innovative information and technology adoption many of the advertising messages are triggered to diffuse and spread across in short time with greater implication and participation. Marketing literature has widely describe how ideas and innovations widely defuse among social networks and why consumer voluntarily forward a message (Bass 1969; Robertson 2003). Particularly consumers, who feel strong emotion, are motivated to share their experiences (Rime et al 1992)to stimulate the diffusion of message, advertisement need to evoke emotion (Menon 2010)

Design/Methodology/Approach

Consumer perceptual model is developed based on literature review.

For the purpose of the study only three guerrilla marketing communication- Face Book, Google Plus and Whats App has been considered. To study the marketing communication effectiveness various factors like reach, attention, entertainment, product information communication, and diffusion has been considered depending on the nature of the medium.

The study was conducted among 100 respondents using Facebook, Google plus and Whats App network, of which 56 are male and 44 are female. Age group of respondents range between 18 to 35 years belongs to different professional categories. This is the age group which has greater social network adoptability and familiarity.

Instrument used for primary data collection was questionnaire. Liker five scale measurement technique is used to calculate the degree of response.

For the purpose of understanding the effectiveness of guerrilla marketing drivers average mean method is used. Hypothesis it tested to find out the relation between use of social network media and guerrilla marketing effectiveness.

Limitations of the study

The study is conducted in Bangalore city and it may not reflect the behavioral pattern of audience as a whole. The sample size is small therefore outcome cannot be generalized. The study has taken into consideration only three weapons of guerrilla marketing and may not reflect the reach, Communication of other guerrilla weapons like Creative display, ambush marketing, ambient marketing, have not been considered.

Finding/results

1. Face book-

Table: 1. Face book marketing communication effectiveness

Variables	Mean score
I frequently hang on to Face book	4.6
I like marketing messages on Face book	4.1
Face book provides good information about product.	4.3
I exchange product information on Face book	3.8
I recommend product to my network through Face book.	3.7

(Source: field work)

Respondents frequently (mean 4.6) access the Face book. Many organization have come up with the their face book link where they upload product information, pictures. Tech savvy people first source of product information search is normally Face book. Mean of 4.3 is recorded on five point scale, it indicates the greater information source for respondents is Face book medium. Further the product information exchange between the company and within the groups recorded mean of 3.8. The study also reveals that people use this medium for product recommendation (mean 3.7).

2. Google plus-

Table 2. Google Plus marketing communication Effectiveness

Variables	Mean score
I frequently hang on to Google plus	4.4
I like marketing messages on Google plus	4.2
Google plus provides good information about product.	4.1
I exchange product information on Google plus	3.7
I recommend product to my network through Google plus	3.6

(Source: field work)

Many respondents found using Google plus (mean 4.4) frequently. The product information search (mean of 4.1) and product information exchange (mean 3.7) is registered. The product recommendations have also recorded greater than median value indicating usage of media network for marketing communication.

3. Whats App-

Table:3. Whats App marketing communication Effectiveness

Variables	Mean score
I frequently hang on to Whats App	4.8
I like marketing messages on Whats App	4.7
Whats App messages are humors.	4.6
I exchange product information on Whats App	4.6
I forward humorous marketing messages to other groups/friends	4.5

(Source: field work)

Mobility of device brings greater connectivity and higher reach. 3g 4g technology made the communication even more effective. The use of audio, video, text is possible with the small handy device. Marketing communication has also been established in this network. Highest mean of 4.8 is recorded by usage of the network. Most of the whats App marketing communications are humorous and it entertain the audience which trigger the involvement and further diffusion of the message. Mean score of 4.5 is recorded by the diffusion, that is forwarding the marketing message.

	I use FB to discuss product information	I use what app to discuss product information	I use Google plus app to discuss product information
Chi-Square	8.400 ^a	10.300 ^a	11.900 ^a
df	4	4	4
Asymp. Sig.	.028	.036	.018

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

The above table indicates that Face book, Whatapp, Google Plus is used for marketing communication by respondents. With the fast moving information technology the new avenues for marketing are opening up which can target the right group in short span of time are result driven.

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