

Is guerilla marketing worth investing? The impacts of guerilla marketing on purchase intention

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Abstract

Purpose - This study attempts to determine the effects of Guerilla marketing on Generation Y's intention to purchase once they were exposed to Guerilla advertisement in Bangkok, Thailand. **Methodology** - The research was quantitatively conducted through the use of a face-to-face questionnaire. In so doing, 600 questionnaires were distributed to respondents and 449 were returned, yielding a response rate of 74.8%. Least Squares Regression (OLS) and Multiple Regression Analysis were used to test the proposed hypotheses. **Findings** - The result showed a positive relationship between novelty, relevance, aesthetics, surprise, humor, emotional arousal and clarity (the independent variables) and purchasing intention (the dependent variable) when tested with OLS. Suspecting that the same set of independent variables may lose their significant effect on purchase intention when considering the independent variables all together, Multiple Regressions were then used and different results were obtained. In this sense, novelty, aesthetics, surprise, and humor had a stronger impact on purchase intention while that of the other independent variables (relevance, emotional arousal, and clarity) was weaker, and was not statistically supported. **Practical implications** - Aesthetics had the greatest impact on purchase intention which should be taken into an account when guerilla marketing related activities are used. Moreover, firms and advertising agencies should find creative ways (novelty) of communication in order to interact effectively with target audiences. Surprise and humor (as the main differentiators between traditional marketing and Guerrilla marketing) had significant relationships with purchase intention. As far as the Guerilla marketing context is involved, priority should be given to novelty, aesthetics, surprise and humor as they are positive re-inforcers.

Keywords: Guerilla marketing,
purchase intention, generation Y



Introduction

Despite the dominance of conventional marketing, for example, television advertisements, radio spots, newspapers, billboards, direct sales and marketing, its effectiveness remains debatable especially in the era of globalization and the internet. Flooding consumers with advertising messages leads to wear-out effects, reduced consumer attention and memorability, declining brand loyalty, and changes in consumer demographics and has weakened the effectiveness of traditional forms of advertising and marketing in many ways (Dawesa, Waardenb, & Driesenera, 2015; Edwards, Li, & Lee, 2002; Rosengren, 2008). The aforementioned concern has recently shed light on Guerrilla marketing in both academia and business practice as it could lead to a better method of marketing communication when used in combination with the no-longer-effective traditional marketing (Nufer, 2013).

Even though Guerrilla marketing was introduced long ago, the term has been defined differently (Hutter & Hoffmann, 2011). However, the mainstream of Guerrilla marketing is comprehended similarly among scholars. Guerrilla marketing is an unconventional way to conduct marketing activities aiming at drawing attention from a large audience with a very small financial effort (Dinh & Mai, 2016). Guerrilla marketing has importantly become an effective tool in highly competitive environments where consumer behaviors are changing rapidly as a byproduct of technology advancement and the internet. That is to say consumers

are less attached to TV advertisements or magazines while online advertising and electronic media have steadily increased as far as media habits are concerned (Palmer & Lewis, 2009). With its strategic concept, while advertising on a small budget, Guerrilla marketing has become very beneficial to both small and medium-sized enterprises (SMEs) and global players. Examples of big businesses that use Guerrilla marketing are UNICEF's 'Dirty Water' vending machine; the Swiss Cancer Foundation's 'our skins never forget'; Ford Mustang's smoking burnout billboard; The Sound of Music Show's 'flash mob in Belgium'; and Coca-Cola's friendship machine (Lum, 2010a, 2010b, 2011).

Having said that major consumer groups have shifted over time, Generation Y (Gen Y hereafter) has become an important profitable consumer segment in the global marketplace as a result of the dwindled spending power of the older generations in recent years (Nowak, Thach, & Olsen, 2006). With Gen Y's unique consumer behaviors (large spending power, guilt-free spending habits, the ability to influence other's spending, difficult to please), practitioners are required to put more effort into capturing their attention. According to Neuborne (1999), "marketers who don't bother to learn the interests and obsessions of Gen Y are apt to run up against a brick wall of distrust and cynicism". Therefore, it is worth exploring the effects of Guerrilla marketing on Gen Y's purchase intention, especially in adverse economic conditions where firms are more carefully spending on advertising.



When selecting the thesis of the paper, several dimensions were taken into consideration including the weakening of traditional advertising effectiveness, the increasing popularity and effectiveness of unconventional marketing communication, and the importance of Gen Y in today's competitive environment. By reviewing existing literature, the investigation into the relationship between Guerrilla marketing and Gen Y in Thailand has not yet received full attention from scholars. Therefore, the objectives of this study are to determine the effects of Guerilla marketing on Gen Y's purchase intention when they are exposed to Guerilla advertisements. Given that several interrelated dimensions of so-called Guerilla strategies are involved, it also aimed to investigate whether which dimension(s) will significantly influence consumer purchase intention. The expected benefits of this current research are not only the contribution to academic literature specifically in the marketing domain, but also for business practitioners as well. In terms of the managerial perspective, the given findings lead to superior effective marketing strategies so that management effort and resources can be prioritized appropriately. Once the key components of Guerilla marketing are identified, the nature of Guerilla marketing would allow small sized companies, for whom the budget is normally limited for marketing activities, to communicate well with their targets while spending less money. On the other hand, the current research also brings advantages to businesses as it would shed some light on Guerilla marketing strategies for those

firms who might overlook or underestimate the power of Guerilla marketing.

Literature review

Concept of Guerrilla Marketing

The term 'guerilla' was originally used for military purposes as a method of warfare that is built on raids and carrying out surprise attacks (Guevara, 1960 as cited in Hutter & Hoffmann, 2011). Since then, the concept has been transferred from the military perspective to the business and marketing context with by the employment of similar tactics; hitting targets (customers) by surprise. Guerrilla marketing was first introduced and received wider attention after the publication of Jay Conrad Levinson (Isaac, 2014). However, the interpretations of the Guerilla marketing concept varies amongst scholars and persons actively engaged in the marketing domain.

Levinson, the owner of the Guerrilla Marketing registered trademark, initially defined Guerilla marketing as "how entrepreneurs can use marketing to generate maximum profits from minimum investments" (Levinson, Levinson, & Levinson, 2007). While Hospes (2012), described Guerrilla marketing as "an advertising strategic drive at a random moment - by which it is difficult for the general public to predict the occurrence of such event - in an unusual way to create an unforgettable-wow effect to the right audience (as cited in Overbeek, 2012), some argued that it is a promotional strategy that uses unconventional

locations with word-of-mouth campaigns aiming to push products into the market (Baltes & Leibing, 2008). Ahuja, Michels, Walker, and Weissbuch (2007) agreed and proposed that the objective of this so-called Guerrilla marketing aims for the audience to be deeply engaged with the message and develop a willingness to circulate it further with their social peers through word-of-mouth.

Eicher (2001) and Kraus, Harms, and Fink (2010), shed light on the financial effort and defined the term Guerrilla marketing as a variety of low-cost marketing communication techniques (expected to be less expensive, in comparison with conventional marketing) that allow small

companies to act like and compete with big companies. This paper regards Guerrilla marketing as “the unconventional and alternative marketing activities with minimum investment that aim to fulfill the pitfalls of traditional marketing in order to gain the customer attention. These marketing activities are seldom repeatable as it intends to create surprising and shocking effects in society. Having said that Guerrilla marketing is not capable of replacing traditional marketing, some characteristics of Guerrilla marketing illustrate new directions to achieve advertising effectiveness (Nufer, 2013). The differences between traditional marketing and Guerrilla marketing are presented in Table 1.

Table 1 Traditional marketing versus Guerrilla marketing

	Traditional Marketing	Guerrilla Marketing
Primary investment	Financially concern	Time, energy, and imagination
Geared towards ...	Big business	Small business
Measure of success	Sales	Profit, Relationship built
Communication	Single method; advertising, direct mail, website, PR, broad media	Combination works best
Main focus	Taking from customers	Giving and educating customers
Technology	Ignore the importance of technology	Embrace technology

Source: Levinson et al. (2007)

Purchase Intention; Dependent Variable

Purchase intention, used interchangeably with buying willingness, develops when a customer has a conscious plan to purchase a product or service in the future. The attitude of individuals has a direct impact on consumers' purchase intention (Bian & Forsythe, 2012). Also an, affirmative relationship between advertising and

purchase intention was confirmed (Petrescu, Korgankar, & Girona, 2015). According to the study of Dinh and Mai (2016, p. 193), “the more creative and credible the ads are, the higher purchase intention the customer have, which in turn is a critical factor to predict their purchase behavior”. In this sense, it can be said that the higher purchase intention an individual has, the greater the likelihood a particular commodity will be actually purchased.



Guerilla Marketing Effects; Independent Variables

Even though there are various definitions, the concept and understanding of Guerrilla marketing is mutually agreed. Through the characteristics of Guerilla marketing, seven Guerilla marketing effects are constructed; novelty, relevance, aesthetics, surprise, humor, emotional arousal and clarity (Dinh & Mai, 2015, 2016).

Novelty; While a large amount of financial investment is highly important as far as traditional communication is concerned; time, energy and imagination are the dominant expenses in Guerrilla marketing. In this sense, it is important for firms to create such differences between itself and businesses with whom it competes. Novelty is used interchangeably with originality (Runco & Charles, 1993). The most accepted notion regarding novelty is “unusual and infrequent” and can be considered as a standard definition of novelty (Runco & Jaeger, 2012). Novelty has increasingly become important in the marketing context as it is perceived to be a major concern in advertising strategy (Chen, Yang, & Smith, 2014). A successful guerrilla marketing approach requires such novelty and creativity to draw consumers’ attention. Much effort has been made to verify the relationship between novelty and its influences on consumers’ responses (Ang & Low, 2000; Baack & Till, 2013; Pieters, Warlop, & Wedel, 2002; Yang & Smith, 2009). Indeed, the novelty effect is essential and worth investigated as novelty positively affects advertising effectiveness and, consequently, consumer attitude and behavior (Ang,

Leong, Lee, & Lou, 2014). The hypothesis is as follows:-

H1: There is a relationship between novelty and purchase intention.

Relevance; Relevance is labeled as the extent to which ad or brand elements are meaningful and valuable to customers (Smith, MacKenzie, Yang, Buchholz, & Darley, 2007), and are a reflection of how information contained in a stimulus contributes to messages being communicated (Heckler & Childers, 1992). The main concept of relevance in this sense is the meaningfulness of the message when customers perceive the ad. However, not every novel and creative advertisement succeeds as it is highly dependent on how well consumers can perceive its relevance or the meaning of the advertising. Only when an ad can convey meanings related to the product or service, is novelty then established (Haberland & Dacin, 1992). Accordingly, relevance helps customers to have better product knowledge and shape up consumers’ perceptions in terms of ad novelty and consequent behaviors. The hypothesis is as follows:-

H2: There is a relationship between relevance and purchase intention.

Aesthetics; As Guerilla marketing is concerned with any unexpected means (far beyond traditional communication) trying to link unrelated and complex message components together, all signs, symbols, contexts, and parts of communication must be well planned to



better their integration. In conclusion, aesthetics in the Guerilla marketing context refers to the structured construction of the message rather than focusing on its beauty (Besemer & O'Quin, 1986 as cited in (Dinh & Mai, 2016). The hypothesis is as follows:-

H3: There is a relationship between aesthetics and purchase intention.

Surprise; Surprise is a sharp attention-getting means especially when a consumer is overexposed to advertising and information (Derbaix & Pham, 1991). Customers are surprised when they find "the placement of advertising in unusual and unexpected places (location) often with unconventional methods (execution) and being the first or only ad execution to do so (temporal)" (Luxton & Drummond, 2000, p. 735). This unexpectedness strives to make a customer "wow" and surprise them accordingly. It had been verified that when the advertising is interpreted and perceived in a different way to customers' expectations, a more favorable ad and brand attitude will be formed, resulting in higher consumers' intention to purchase (Nagar, 2015). The hypothesis is as follows:-

H4: There is a relationship between surprise and purchase intention.

Humor; Practitioners believe that effective the humor effect enhances customer attention, and is a powerful tool in advertising strategy. However, humor contains risk; for example what is found funny in New York often fails to draw

attention in Dallas (Sternthal & Craig, 1973). Therefore, humor in advertising must be used cautiously, or else resistance may arise. It is worth mentioning that humor tends to appear only in the early stage of advertisement and is used less for durables commercials (Chan, 2011) as the repetitiveness of an ad may damage the humor effect for a given advertisement. Humor in advertising leads to favorable attitudes towards advertising and brand and heightens consumers' purchase intention (Eisend, 2011; Eisend, Plagemann, & Sollwedel, 2014). Consequently, the relationship between humor and the dependent variable - purchase intention- is worth studying. The hypothesis is as follows:-

H5: There is a relationship between humor and purchase intention.

Emotion Arousal; Similar to other aspects of advertising, emotional arousal also intends to draw attention from audiences and eventually leads to preferred consumer behavior. Emotional arousal arises after an audience exposed to advertising. It is believed that the emotion embodied in a message can enrich brand favorability even when the rational content fails to do so. A positive mood and feeling towards an ad or brand may have a favorable effect on buying intention (Dinh & Mai, 2015, 2016; Heath, 2007; Isen & Shalker, 1982; Muehling & Lacznia, 1988; Niazi, Ghani, & Aziz, 2012). The hypothesis is as follows:-

H6: There is a relationship between emotional arousal and purchase intention.

Clarity; The concept of clarity is related to the degree to which audiences understood the intended message in advertisements (Dinh & Mai, 2016). Even though ads may be novel, relevant, and humorous, they

might be counterproductive if the message clarity is lacking. In this sense, attention must be given to this concern. The hypothesis is as follows:-

H7: There is a relationship between clarity and purchase intention.

Conceptual Framework

Conceptual framework of this paper is illustrated in Figure 1

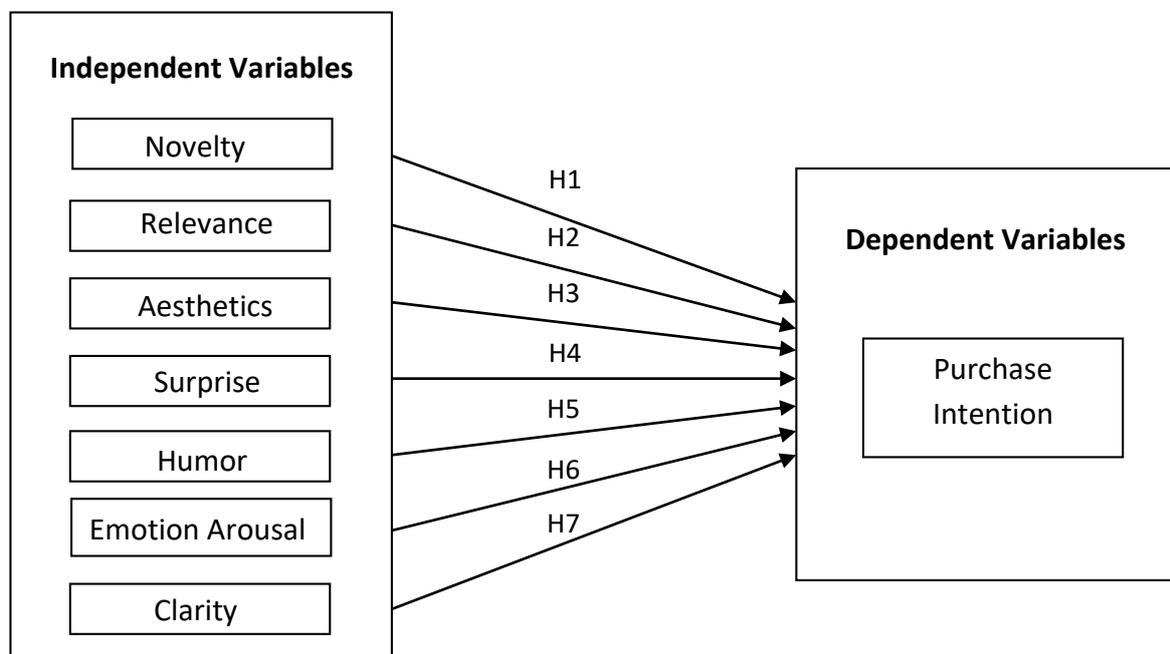


Figure 1 Conceptual framework

Methodology

Sampling design

The main objective of this paper is to identify the impacts of Guerrilla marketing on purchase intention with the limitation of consumers' age. At the individual level of the unit of analysis, Gen Y consumers (born between 1977 and 1994; 22-39 years

old, as of 2016) are considered as the research objects. This study employed a purposive sampling method by which individual respondents were selected based on the condition of age classification. This study conducted a quantitative consumer questionnaire in Bangkok, Thailand. Being more specific, a face-to-face questionnaire (a questionnaire returned to the researcher



on the spot) was employed. In so doing, more information can be given to respondents upon request leading to an improved response rate and greater result accuracy. In sum, 600 questionnaires were distributed to respondents and 449 of those were returned, yielding a response rate of 74.8%.

Guerilla ads used in the questionnaire

Even though choosing Guerilla advertisements (used in the questionnaire) requires much consideration, such exploratory research allows the researcher to employ a wide range of ads. Accordingly, it enables the identification of the effects of guerrilla marketing on consumer perceptions in general rather than developing a particular strategy for a brand, product, or a specific marketing strategy. Based on the fact that audiences may not have marketing-based knowledge and could not know whether such given ads fall into the Guerilla marketing category, the so-called Guerilla marketing

concept is much less important than its effects on the customers internal experience. In turn, it strengthens the purpose of this research as it attempts to identify the effects from a consumer perspective. The Guerilla ads used in this paper are exhibited in Appendix A.

Measurement scale

The measurement scales used in the study were adopted from previous marketing researches as their reliability and validity are already established. As many respondents tend to take a neutral position, and despite the pitfalls of using Likert scales, Likert scales were used in this study (Dalal, Carter, & Lake, 2014; Fam, Gray, & Llanes, 2003). Thus, respondents will be obliged to express an opinion on each item. Therefore, all independent and dependent variables were measured on a six-point Likert-scale (1=Strongly Disagree and 6=Strongly Agree). The measured items, sources, and scales are summarized in Table 2.

Table 2 Summary of measurement scales

	Key Construct	n.	Item	Author(s)
1	Novelty	5	This ad is unique. This ad is full of imagination. This ad is original. This ad is fresh. This ad enables the product to be differentiated.	Guerin (2008)
2	Relevance	3	This ad contains some good ideas. This ad is interesting. This ad has deep meaning.	Guerin (2008)
3	Aesthetics	5	This ad is developed with care. This ad is beautiful. This ad is artistic. This ad is well designed. This ad is fascinating.	Guerin (2008)
4	Surprise	4	I was amazed the first time I saw this ad. This ad is surprising. This ad makes me startled. This ad is unexpected.	Guerin (2008); Scherer (2005)
5	Humor	4	This ad is playful. This ad is funny. This ad is humorous. This ad is amusing.	Zhang (1996)
6	Emotional Arousal	3	This ad makes me feel aroused. This ad makes me feel wide-awake. This ad makes me feel frenzied.	Mehrabien & Russell (1974) as cited in Dinh and Mai (2015)
7	Clarity	4	I understood the ad very well. I can quickly understand the ad message. It's easy to understand the ad message. I found the message very clear.	Pelsmacker, Geuens, and Anckaert (2002)
8	Purchase Intention	3	I will consider buying a product. I am certain to buy a product. I will look for more information about a product.	Pelsmacker, Decock, and Geuens (1998)

Back translation technique

Since the research sample in this study is limited to Thai consumers, a questionnaire written in Thai is necessary to enhance result accuracy and data validity. Therefore, a back translation technique was used to minimize language errors. The construct measurements in this research developed from previous research materials were originally written in English. These questions were then translated into Thai. Afterwards, the questions were back translated into the original language to verify their accuracy.

Data analytical approach

The Statistical Package for Social Sciences (SPSS) is employed to analyze the quantitative data collected. Firstly, the validity and reliability of the questionnaire is tested by means of Exploratory Factor Analysis and Cronbach's Alpha. Once the questionnaire is verified, Ordinary Least Squares Regression (OLS) and Multiple Regression Analysis are used to test the hypotheses which investigate the relationships between seven independent variables and the dependent variable.

Results

Descriptive statistics of the samples

A total of 449 questionnaires were returned, yielding a valid return rate of 74.8%. Among 449 respondents, 69.9 percent were female. The average age of participants was 29.9. Almost 70 percent of the participants hold a bachelor degree. Respondents who were exposed to more than 5 advertisements per week accounted for more than 80 percent of the total respondents.

Reliability and Validity Tests

To ensure the reliability and validity of the tool used in the study, both Exploratory Factor Analysis and Cronbach's Alphas coefficient were employed. The Cronbach's coefficient of every item reported 0.7 or greater than 0.7, which clearly showed that the scale requires no changes and, therefore, every item has been retained and is useable for further analysis. Table 3 demonstrated the reliability and validity test for all variables.

Table 3 Exploratory Factor Analysis and Reliability Coefficient result

Key Construct	Item	Factor Loadings	Reliability Coefficient
Novelty	This ad is unique.	0.793	0.869
	This ad is full of imagination.	0.650	
	This ad is original.	0.715	
	This ad is fresh.	0.829	
	This ad enables the product to be differentiated.	0.773	
Relevance	This ad contains some good ideas.	0.662	0.787
	This ad is interesting.	0.845	
	This ad has deep meaning.	0.708	
Aesthetics	This ad is developed with care.	0.789	0.919
	This ad is beautiful.	0.779	
	This ad is artistic.	0.739	
	This ad is well designed.	0.812	
	This ad is fascinating.	0.870	
Surprise	I was amazed the first time I saw this ad.	0.585	0.862
	This ad is surprising.	0.796	
	This ad makes me startled.	0.683	
	This ad is unexpected.	0.755	
Humor	This ad is playful.	0.704	0.942
	This ad is funny.	0.655	
	This ad is humorous.	0.779	
	This ad is amusing.	0.768	
Emotional Arousal	This ad makes me feel aroused.	0.576	0.829
	This ad makes me feel wide-awake.	0.775	
	This ad makes me feel frenzied.	0.680	
Clarity	I understood the ad very well.	0.822	0.920
	I can quickly understand the ad message.	0.806	
	It's easy to understand the ad message.	0.843	
	I found the message very clear.	0.782	
Purchase Intention	I will consider buying a product.	0.882	0.836
	I am certain to buy a product.	0.900	
	I will look for more information about a product.	0.830	

Factors Affecting Purchase Intention

The Pearson correlation coefficient for seven independent variables and the dependent variable was employed in order to analyze the correlation and relationships between variables. The result showed a positive relationship between every independent variable and the dependent variable, all of which are statistically supported. Once consumers perceive a higher level of novelty,

relevance, aesthetics, surprise, humor, emotional arousal, and clarity used in advertising, they tend to have greater purchase intention. The results are summarized in Table 4. Once the relationships between variables were statistically confirmed, Ordinary Least Squares Regression (OLS) was then run separately to test the relationship between each independent variable and the dependent variable. Consequently, seven simple regressions are presented in Table 5

Table 4 Correlation between Variables

	1	2	3	4	5	6	7	8
1. Novelty	1	.777**	.849**	.738**	.715**	.634**	.682**	.688**
2. Relevance		1	.791**	.711**	.596**	.651**	.689**	.613**
3. Aesthetics			1	.731**	.613**	.716**	.678**	.751**
4. Surprise				1	.495**	.908**	.489**	.671**
5. Humor					1	.399*	.641**	.676**
6. Emotional Arousal						1	.503**	.614**
7. Clarity							1	.549**
8. Purchase Intention								1

Table 5 Ordinary Least Squares Regression

<i>Independent Variable</i>	Unstandardized Coefficients	p-value	R Square	Adjusted R Square
1. Novelty	.847	.000	.687	.685
2. Relevance	.751	.000	.613	.606
3. Aesthetics	.790	.000	.751	.664
4. Surprise	.588	.000	.672	.631
5. Humor	.599	.000	.678	.638
6. Emotional Arousal	.563	.000	.615	.609
7. Clarity	.514	.002	.549	.527

Dependent Variable: Purchase Intention

Based on the information shown in Table 5, all seven independent variables statistically positively affected purchase intention. However, the variables that most affected purchase intention were

novelty (84.7%), aesthetics (79%) and relevance (75.1%) whereas clarity (51.4%), emotional arousal (56.3%), and surprise (58.8%) least affected consumer purchase intention.

Table 6 Multiple Regression Analysis

		Unstandardized Coefficients	t-value	p-value
Independent Variables	(Constant)	.515	2.589	.010
	Novelty	.233	-2.899	.004**
	Relevance	.144	2.317	.021
	Aesthetics	.581	9.070	.000**
	Surprise	.030	4.338	.000**
	Humor	.355	9.713	.000**
	Emotional Arousal	.048	-.719	.473
	Clarity	.015	-.378	.706
R Square	.849 (84.9%)			
Adjusted R Square	.721(72.1%)			

Dependent Variable: Purchase Intention

Suspecting that the same set of independent variables may lose their significant effect on purchase intention when considering independent variables all together, taking this into the consideration, Multiple Regression was used to make the research result become more rigid. Therefore, the results of multiple regressions are reported in Table 6.

The result of regressions analysis showed that R Square is 0.849, indicating that all independent variables in the table, which are novelty, relevance, aesthetics, surprise, humor, emotional arousal, and clarity can predict 84.9% of the dependent variable namely purchase intention. Hypothesis 2 ($p=.021$), 6 ($p=.473$), and 7 ($p=.706$) failed to reject the null hypothesis, which suggests that there is no relationship between the independent variables (relevance, emotional arousal, and clarity) and the dependent variable (purchase intention).

Hypotheses 1, 3, 4 and 5 predicted relationships between novelty, aesthetics, surprise, humor and purchase intention. The result strongly confirmed that these

independent variables were positively and significantly associated ($p_1=.004$, $p_3=.000$, $p_4=.000$, $p_5=.000$). Therefore Hypotheses 1, 3, 4, 5 were statistically supported.

However, after performing the multiple regression analysis, it yielded opposite results from the Ordinary Least Squares Regression. It could be interpreted that variables which strongly explain the dependent variable can make variables that weakly explain the independent variable become less significant or even no longer significant. In this sense, novelty, aesthetics, surprise, and humor reflected a strong impact on purchase intention so that other independent variables (relevance, emotional arousal, and clarity) were weakened, and were not statistically supported ($p > 0.05$).

Discussion and conclusion

This study aims to investigate the impact of Guerrilla Marketing on the purchase intention of Gen Y in Thailand. The key independent and dependent variables were suggested by the literature review



based on Dinh and Mai (2016) about factors affecting the purchase intention of Gen Y in Vietnam. However, the research results were contradictory. Several explanations of this study are discussed and summarized in the following section.

Regarding the findings from the multiple regression analysis, some of the independent variables (novelty, aesthetics, surprise and humor) demonstrated significant relationships with purchase intention. The contributions from this study are believed to be beneficial for both academia and marketing practitioners. The results and findings from the analysis provide further understanding about the factors affecting consumers' purchase intention through guerilla marketing campaigns. From the managerial point of view, it is strongly recommended to use "novelty, aesthetics, surprise and humor" in guerilla marketing, which has significant impacts on purchase intention, especially in the early stage of advertisement to attract customer attention. However, the use of guerilla marketing may include risk, bias and unfavorable consumer reactions towards advertisements in the future (Ay, Aytakin, & Nardali, 2010). Therefore, it must be used cautiously in advertising especially when culture contexts are diverse.

In terms of managerial implications, aesthetics had the greatest impact on purchase intention. It should be taken into an account when guerilla marketing-related activities are used. The aesthetics of the message must be delivered to the audience so that consumer behavior will be changed favorably. Regarding novelty,

novelty and creativity are important to draw consumers' attention. Therefore, firms and advertising agencies should find creative ways of communication in order to interact effectively with target audiences. Otherwise, customers may not pay full attention and interest to the given guerilla marketing and results may be different. As expected, surprise and humor (as the main differentiators between traditional marketing and guerrilla marketing) had significant relationships with purchase intention. However, humorous advertising is quite sensitive especially when used in foreign markets since consumer possess different humor appreciation mainly based on their home country culture, individual personality and experiences. As far as guerilla marketing context is involved, priority should be given to novelty, aesthetics, surprise and humor as they are positive re-inforcers.

Switching perspective from a marketer's to a customer's point of view, customers are now looking for something different that can evoke their emotions. Guerilla marketing provides such opportunities for firms to bridge this gap. It is, therefore, highly recommended for business practitioners to have a good combination of traditional marketing and unconventional marketing. In so doing, a firm can be distinct from its rivals especially in terms of consumers' actual purchases.

Despite the findings, this study has few limitations. Firstly, understanding about guerilla marketing is still limited since it is a new concept, so it lacks a clear definition. Secondly, most research and studies in recent



years focused on separate components of guerilla marketing, but not on a holistic picture. Consequently, there is a lack of a standardized scale to measure the constructs and concept, so an extensive review of guerilla marketing concepts and theories is recommended.

For further research, cultural dimensions should be taken into consideration. Researchers may find different results in different nations. This would be highly beneficial as far as international trade and foreign markets are concerned. Regarding

the type of product used in the questionnaire, researchers could be more specific in terms of the types of product (high vs. low involvement; consumer goods vs. unsought goods). It would allow the researcher to obtain a better understanding of the effects of guerilla marketing on consumer behavior. Other dependent variables (for example; brand attitude, brand awareness brand loyalty, and consumer purchase behavior) should be studied so that the effects of guerilla marketing can be further investigated.

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APPENDIX A: Questionnaire

Dear, Participant

Please look at pictures provided and respond to the questions accordingly.

Thank you





Part 1: The following statements concern your perception about the given ads. Your task is to indicate the strength of your agreement with each statement. Take your time and consider each statement carefully.

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
This ad is unique.						
This ad is full of imagination.						
This ad is original.						
This ad is fresh.						
This ad enables the product to be differentiated.						

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
This ad contains some good ideas.						
This ad is interesting.						
This ad has deep meaning.						

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
This ad is developed with care.						
This ad is beautiful.						
This ad is artistic.						
This ad is well designed.						
This ad is fascinating.						

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
I was amazed the first time I saw this ad.						
This ad is surprising.						
This ad makes me startled.						
This ad is unexpected.						

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
This ad is playful.						
This ad is funny.						
This ad is humorous.						



	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
This ad makes me feel aroused.						
This ad makes me feel wide-awake.						
This ad makes me feel frenzied.						

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
I understood the ad very well.						
I can quickly understand the ad message.						
It's easy to understand the ad message.						
I found the message very clear.						

	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
I will consider buying a product.						
If there are any chances, I am certain to buy a product.						
I will look for more information about a product.						



Part 2: Demographic Information

Gender: Male Female

1. Age: _____

2. Highest level of education completion

High school (or equivalent)

Bachelor degree (or equivalent)

Master degree (or equivalent)

Other (Please specify: _____)

4. Frequency of advertising exposure (per week)

Over 7 ads (Very much)

From 5 to 7 ads (Fairly much)

From 3 to 4 ads (Moderate)

From 1 to 2 ads (A little)

0 ads (No exposure)