

Impact of Guerrilla Marketing on Consumer Buying Behavior

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Abstract - Guerrilla marketing is the creating use of novel or unconventional methods to boost sales or attract interest in a brand or business. These methods are often low or no-cost and involve the widespread use of more personal interactions or through viral social media messaging. This marketing method has increased in popularity with the rise of ubiquitous mobile and connected technologies that can amplify messaging and focus on target groups of consumers. It relies on imagination, creative ideas, and innovative design rather than a big marketing budget. Guerrilla Advertising campaigns have been written about in blogs, newspapers, and magazines. It's been talked about on radio, television and shared on social media. People can also photograph/film themselves participating in the campaign or playing with the props which are often shared on social media. In turn, emotions strongly influence purchasing decisions. It targets the human senses and can stimulate all 5 senses when most traditional forms of media are only able to target a couple of senses. Guerrilla Marketing campaigns successfully reach target audiences since you have the freedom to choose the locations and timing of the campaign. Thus, you can choose places your target markets hang out such as gyms, restaurants, malls, etc. Guerrilla Advertising builds the brand image and helps develop the brand's personality. It creates a brand that looks interesting, unique, clever, and/or fun. Guerrilla Marketing campaigns give chance to build relationships with the current customers while gaining new customers as well.

Index Terms - Guerrilla marketing, Domino's Pizza, Customer, Innovation.

I.INTRODUCTION

Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. It is a type of publicity. It uses multiple techniques and practices to establish

direct contact with the customers. One of the goals of this interaction is to cause an emotional reaction in the clients and the ultimate goal of marketing is to get people to remember products or brands in a different way than they are accustomed to.

The original term was coined by Jay Conrad Levinson in his 1984 book 'Guerrilla Advertising'. The term guerrilla marketing was inspired by 'guerrilla warfare' which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics include ambushes, sabotage, raids, and elements of surprise. Much like guerrilla warfare, guerrilla marketing uses the same sort of tactics in the marketing industry.

As traditional advertising media channels such as print, radio, television, and direct mail lose popularity, marketers, and advertisers have to find new strategies to get their commercial messages to the consumer. Guerrilla marketing focuses on taking the consumer by surprise to make a big impression about the product or brand. This in turn creates buzz about the product being marketed. It is a way of advertising that increases consumer's engagement with the product or service and is designed to create a memorable experience. By creating a memorable experience, also increases the likelihood that a consumer, or someone who interacted with the campaign, will tell their friends about the product. Thus, via word of mouth, the product or service being advertised reaches more people than initially anticipated.

The message to consumers is often designed to be clear and concise. This type of marketing also works on the unconscious mind as purchasing decisions are often made by the unconscious mind. To keep the product or service in the unconscious mind requires repetition, so if a buzz is created around a product, and it is shared amongst friends, it enables repetition.

This alternative advertising style relies heavily on unconventional marketing strategy, high energy, and imagination. It is about taking the consumer by surprise, make an indelible impression, and create copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. Since guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level.

Guerrilla marketing is relatively inexpensive and focuses more on reach rather than frequency. For guerrilla campaigns to be successful, companies do not need to spend large amounts, they just need to have imagination, energy, and time. Therefore, it has the potential to be effective for small businesses, especially if they are competing against bigger companies. It is also used by big companies in grassroots campaigns to compliment ongoing mass media campaigns. Individuals have also adopted this marketing style as a way to find a job or more work. It was a concept aimed towards small businesses with a small budget, but this didn't stop big businesses from adopting the same ideology. Guerrilla marketing takes place in public places that offer as big an audience as possible, such as streets, concerts, public parks, sporting events, festivals, beaches, and shopping centers. One key element of guerrilla marketing is choosing the right time and place to conduct a campaign to avoid potential legal issues. Guerrilla marketing can be indoor, outdoor, an "event ambush," or experiential, meant to get the public to interact with a brand.

II STATEMENT OF THE PROBLEM

Companies need to understand consumer's needs and expectations. Expectations will become more and more when comes to the consumer point of view. This is the major issue of our study who are approaching the product when they are influenced by guerrilla marketing are still using the product or change to some other products for their needs and expectations.

III OBJECTIVES

- To know the expectation of the consumer for the product.

- To identify the usage of the product by the consumer which was influenced by guerrilla marketing.
- To study the satisfaction level of the consumer.
- To identify that the consumers change the product for their needs and expectations.

IV SIGNIFICANCE OF THE STUDY

Understanding consumer behavior is essential for a company to find success for its current products as well as new products launches. Every consumer has a different thought process and attitude towards buying a particular product. Due to the changing tastes and preferences, trends, income, and other related factors, consumer behavior also changes. Hence, this study analyses the changes in consumer behavior due to the guerrilla marketing strategy adopted by Domino's Pizza with special reference to Coimbatore City.

V RESEARCH METHODOLOGY

The study was undertaken to analyze the impact of guerrilla marketing on the consumer buying behavior of Domino's Pizza. A sample of 210 respondents was chosen for our study by adopting a simple random sampling method. Primary data is collected by using a questionnaire which has been collected through a google form. The period of study is 4 months and the area of study is Coimbatore. The following tools are used for the study.

- Simple percentage analysis
- Weighted Average Ranking analysis
- Chi – Square test

VI REVIEW OF LITERATURE

Umesalma, Sudheendra Rao L N, Venkatesh Prasad B.G. (2020)¹, has conducted a study on "Impact of guerrilla marketing on consumer buying behavior" stated that there is an association between guerrilla marketing and consumer behavior. Jayesh Saraf, Jacob Joseph K (2019)², their study titled "Impact of guerrilla marketing on consumer's purchase intentions" explores Guerrilla Marketing effects on consumer behavior. Selam Yigit Ozkan (2019)³, the basic aim of this research titled "The effect of guerrilla advertising on consumer's ad attitude and purchase

intention: a study on well-known brands" is to explore the role of guerrilla advertising on consumers' advertisement attitudes and purchase intentions on a Turkish sample. Kathiresan Powrani, F. B. Kennedy (2018)⁴, has conducted a study on "The effects of guerrilla marketing on generation y consumer's purchase intention" is mainly focusing on the effects of guerrilla marketing on generation Y consumer's purchase intention. Naglaa Mohamed Diao (2017)⁵, in the aim of the study titled "Shedding the light on guerrilla marketing and purchase intention" is to examine the effect of guerrilla marketing on purchase intention as well as the effect of selected demographic variables with purchase intention.

VII OVERVIEW OF GUERRILLA MARKETING OF DOMINO'S PIZZA

Guerrilla Marketing has changed over the years. Today Guerrilla Marketing is often only used in the form of a campaign. The balance in the marketing mix shifts towards one of the 4 P's. 70% of the campaigns put their focus on promotion. The remaining 30% place their focus equally on price, place, and product. Domino's Pizza, Inc., branded as Domino's, is an American multinational pizza restaurant chain founded in 1960. The products they produce to customers are Chicken wings, Dessert, Pasta, Pizza, Submarine Sandwiches. Domino's was well known for its advertisements. These are the strategy adopted by domino's pizza.



Figure 1 Paving for Pizza



Figure 2 Introducing the Domino's Steady Pizza



Figure 3 Delivering Pizza on Electric Scooters

VIII RESULTS AND DISCUSSIONS

The study indicates that the demographic profile of the respondents. It shows 91.4 % of the respondents are in the age group of lesser than 25 years. 55.2% of the respondents belong to a male. A Majority (33.8%) of the respondent's family income is between ₹ 20,001 to ₹ 50,000. 33.8% of the respondent's family income is between ₹ 20,001 – 50,000. 66.2 % of the respondents are in the group of under graduation. 41.4 % of the respondents are from a rural area. 41.4% of respondents are students. 69 % of the respondents belong to a nuclear family. 50.5% of the respondent family members are 4.

Table No: 1 Frequency of Consumption and Sources of Information

Factors	Options	No. of Respondents	%
Frequency of consumption of domino's pizza	Weekly	14	6.6
	Monthly	65	31
	6 months once	67	31.9
	Yearly	64	30.5
Source of Information for Domino's Pizza	Advertisement	114	54.3
	Self - awareness	43	20.5
	Word of Mouth	34	16.2
	Others	19	9

Source: Primary Data

It is identified from the above table that out of total respondents from the study majority (31.9%) of the respondents are consuming Domino's Pizza for 6

months once. A Majority (54.3%) of the respondents will enquire information from advertisements for Domino’s Pizza.

WEIGHT AVERAGE RANKING ANALYSIS:

Weight average is a calculation that takes into account the varying degrees of importance of the members in

a data set. It can be more accurate than a simple average in which all numbers in a data set are assigned an identical weight. The weight is multiplied by the value and that total is divided by the total weights to analyze the weighted rank. The values of responses are equated to scores to analyze the ranks.

TABLE No:2 FACTORS THAT INFLUENCE BUYING BEHAVIOR OF DOMINO’S PIZZA

S. NO	FACTORS	OUTLOOK OF RESPONDENTS							WA	RANK
			VHI	HI	MI	LI	VLI	TOTAL		
1	Price	Level	41	71	70	18	10	210	49.67	VI
		Score	205	284	210	36	10	745		
2	Brand	Level	57	97	49	01	06	210	55.20	III
		Score	285	388	147	02	06	828		
3	Taste	Level	79	83	38	04	06	210	57.53	I
		Score	395	332	114	16	06	863		
4	Quality	Level	73	86	41	06	04	210	56.53	II
		Score	365	344	123	12	04	848		
5	Variety	Level	65	84	51	02	08	210	55.07	IV
		Score	325	336	153	04	08	826		
6	Fast Delivery	Level	47	72	68	14	09	210	50.93	V
		Score	235	288	204	28	09	764		

Source: Primary Data

The above table depicts the weighted average rank analysis to analyze the factors that influence the buying behavior of Domino’s Pizza by taking 210 respondents for the study. Taste is identified as the factor that have the most influence on buying behavior by the respondents and it is ranked first, quality is ranked second, a brand is ranked third, variety is ranked fourth, fast delivery is ranked fifth and price is ranked sixth. It can be noticed that taste has scored the highest rank and the price has scored the least rank.

CHI - SQUARE TEST ANALYSIS:

RELATIONSHIP BETWEEN AGE AND HYGIENE LEVEL OF SERVICE IN DOMINO’S PIZZA

Ho: There is no significant relationship between age and hygiene level of service in Domino’s Pizza.

Ha: There is a significant relationship between age and hygiene level of service in Domino’s Pizza.

TABLE No.3: AGE AND HYGIENE LEVEL OF SERVICE IN DOMINO’S PIZZA

CHI – SQUARE TEST			
Factor	Pearson chi – square value	Df	Asymp. Sig.
Age	21.026	12	0.929

From table 3, age and hygiene level of service in Domino’s Pizza (p – value = 0.929), indicating no association between the variables. However, the significance level between age and hygiene level of service in Domino’s Pizza is greater than p – value of 0.05. It is concluded that there is no significant relationship between age and hygiene level of service in Domino’s Pizza.

RELATIONSHIP BETWEEN GENDER AND SATISFACTION LEVEL OF DOMINO’S PIZZA

Ho: There is no significant relationship between gender and satisfaction level of Domino’s Pizza.

Ha: There is a significant relationship between gender and satisfaction level of Domino’s Pizza.

TABLE No.4: GENDER AND SATISFACTION LEVEL OF DOMINO’S PIZZA

CHI – SQUARE TEST			
Factor	Pearson chi – square value	Df	Asymp. Sig.
Gender	9.488	4	0.355

From table 4, the gender and satisfaction level of Domino’s Pizza (p – value = 0.355), indicating no

association between the variables. However, the significance level between gender and satisfaction level of Domino's Pizza is greater than p – value of 0.05. It is concluded that there is no significant relationship between gender and satisfaction level of Domino's Pizza.

X CONCLUSION

The main purpose of this study was to examine the impact of guerrilla marketing on the consumer buying behavior of Domino's Pizza in Coimbatore city. The study consists of two main parts as theoretical which covers literature review giving necessary knowledge background and the second is considered as practical one where the detailed process of research including objectives, where also questions were raised to assist in achieving essential objectives. It is found that consumers are satisfied with the service provided by domino's pizza. Moreover, running a global brand is not easy as different regions have different customers. The success of the business is to reaching and satisfying the customers' needs and expectations. Especially Indian Consumers are giving priority to emotional feelings. Hence, Domino's Pizza has adopted the best marketing strategy to retain the customer emotionally. The best strategy of the domino's pizza success is to attract customers with the right kind of strategy. We can conclude that domino's pizza is one of the best influencing marketers in guerilla marketing.

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