



Influencing Consumers' Perception Through Guerrilla Advertising Tactics in the Indian Market

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Abstract. Guerrilla marketing is a fresh concept which is comparatively recent to the Asian market when compared to developed countries like the USA and Europe. This kind of promotion was unusual as it prioritised time, effort, and originality over significant advertising budgets. Because these advertisements are imaginative, those who view them likely to recollect them longer as opposed to those who don't. These commercials, which were first meant to boost sales, were later used by marketers to build their brands and change how customers saw them. The research intends to explore the factors impacting consumer views in the Indian context given that this approach is comparatively new for customers in this emerging market. It also considers the influence of related unintended events and emotions. Using exploratory factor analysis, six important components were found. These comprise elements that provide perception, incongruous content, and understandability in addition to elements that produce excitement, knowledge, and beauty. A fundamental model of important variables pertaining to this marketing strategy in India is provided by the study. The relationship among perception and other factors is then examined through the use of multiple regression analysis. The majority of earlier research did not map the features, particularly for Indian clients, therefore the new study increases the area's worth.

Keywords: Guerrilla Ads, Perception, Innovative, Ambient, Memory, Recall.

1 Introduction

In the 1980s, Jay Conrad Levinson was the first to create the phrase "guerrilla marketing" (Dinh and Mai, 2016). Guerrilla marketing is defined as "achieving traditional objectives, which include profit and excitement, with unconventional approaches, such as devoting energy rather than money" by Levinson et al. (2010). Small companies were the first to adopt this idea as a way to assist them get recognized on a tight budget (Langer, 2006). Later on, it gained popularity among international businesses as well. Big names in the industry like Nike, Audi, and IKEA used this idea at different phases of their marketing campaigns (Tam and Khuong, 2015). Guerrilla marketing is an unconventional form of advertising that is used to get attention from

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consumers. Examples of this type of marketing include eye-catching street graphics, unexpected product placements, and memorable events (Wanner, 2011).

However, although being beneficial for marketers and having been proven to have an impact on customers' buy intentions, guerrilla marketing also has certain drawbacks (Tam and Khuong, 2015). Only those who were passing by the advertising activity were able to see guerrilla marketing efforts, in contrast to other standard advertising channels that provide advertisers access to a far larger audience. For instance, when a business created an unusual bus stop to advertise itself, only those who utilized or went by that bus stop were able to view it. Thus, there was a limited audience for whom the marketing effort was visible. But the introduction of the internet has altered the circumstances. Effective guerrilla marketing examples may circulate quickly among internet users, allowing an increasing number of customers to view the advertisement even if they are not in close proximity to the guerrilla marketing action. In particular, there are a lot of accounts on social media that offer fantastic guerrilla marketing strategies used by different organizations, ranging from little startups to major international brands. Numerous individuals enjoy and share the content published by these accounts, and social media is used to disseminate the advertisements. Guerrilla marketing is therefore more visible on social media platforms. Therefore, the main focus of this study has been on how guerrilla marketing shapes and alters customers' perceptions of companies and goods.

Although guerrilla marketing has been demonstrated to impact consumers' purchase intentions and has the ability to reach enormous audiences through social media, its capacity to alter and shape perceptions remains unknown. The majority of earlier research has been consumer-focused, looking at how guerrilla marketing affects consumer behaviour (Fong and Yazdanifard, 2014), purchasing behaviour (Iqbal and Lodhi, 2015), and purchase intention (Tam and Khuong, 2015). These studies do not properly map the factors impacting customers' perceptions in India, nor can they quantify the potentially contradicting consequences associated with guerrilla marketing for an audience that is comparable. However, the potential effects on customers' perceptions have received less attention. Uncertainty around this matter is a significant barrier to marketers utilizing guerrilla marketing. Therefore, by analyzing how guerrilla marketing affects customer perception, this research seeks to improve knowledge of the tactic. The findings offer theoretical insights into how guerrilla marketing might alter and shape customers' perceptions. From a management perspective, the results may be useful to marketers since they shed light on the factors that influence guerrilla marketing and alter customers' perceptions of certain brands and goods.

2 Guerrilla Marketing

Customers' perceptions of ads have grown dubious due to their frequent appearance on conventional media like billboards, newspapers, and even social media (Marsden, 2006). This forces marketers to come up with fresh, original ideas for connecting with potential clients, having conversations with them, and spreading their messaging. Customers are becoming more and more dissatisfied with marketing communication,

as seen by their frequent attempts to avoid it (such as by ignoring YouTube advertisements). As a result, marketers must use a wider range of strategies to reach a larger audience (Johansson, 2004). Brands use a variety of techniques, such product placement and media stunts, to grab consumers' attention (Martin and Smith, 2008). Guerrilla marketing now presents itself as the ideal chance to break through clusters and spread the word in a proactive manner.

"Any action which employs an approach apart from conventional channels for conveying the name of a company and position to consumers" is the definition of guerrilla marketing, according to Hatch (2005). A guerrilla campaign, also known as extreme marketing, grassroots marketing, or feet-on-the-street marketing, is devoid of established guidelines or limits. Guerrilla marketing is known for its inventiveness as it uses a variety of platforms, such as public relations, advertising, and marketing, to produce a sensational campaign that makes the brand known to customers (Zuo and Veil, 2006).

The terms "guerrilla marketing," "ambush," "buzz," and "stealth marketing" can also be used to describe unconventional forms of advertising that try to reach a big audience on a little budget (Hutter and Hoffmann, 2011). Numerous companies in numerous countries have employed guerrilla marketing tactics in a variety of contexts. Among these businesses are Nestle, Lipton, Ray-Ban, and Ponds; they draw attention from consumers by using public spaces like bus stops and billboards. A successful guerrilla marketing campaign is typically defined as one that captures customers' attention while spreading the marketing message (Hatch, 2005).

Examples of guerrilla marketing are now more evident because to the internet. Viral campaigns have the potential to reach millions of people online and through social media. However, using this kind of communication may also be dangerous for companies, especially if customers misinterpret the campaign's meaning. The campaign may damage the brand's reputation if it is poorly planned or targeted at the incorrect demographic (Shang et al., 2006). Thus, the probable effects of guerrilla marketing on customer perception are the main subject of this study. While earlier studies have defined guerrilla marketing, there has been very little attention paid to the potential effects of guerrilla marketing on customer perception.

3 Guerrilla Tactics in India

Indian market experienced Guerrilla marketing much later. Substantial use of guerrilla tools in India as a way of marketing was observed only after the 20th century. Prior to that, traditional means of advertising was used for product promotion. Free samples with the main product, decorative demonstration of the product on the shop floor, renting of expensive billboards, ads in newspapers and magazines, on television/radio formed the marketing mix back then. With the time, the term advertising found new meanings. Competition in the market increased which lead to expensive promotional activities to be put to use for getting noticed in the crowd. Final cost of the product increased due to heavy promotional cost. Also, repeated use of these tools lead to saturation in the minds of consumers. When big companies like McDonalds, Coca-

Cola, Nescafe, etc. started using Guerrilla tools to outrun the competitors, Indian marketers too realized the potential of the said tool. As these tools were new and different from the 'forced-upon ads', people took interest to know more about the information in these ads. The out-of-the-box ideas attracted the consumers and hence they paid more attention to these. Today, Indian retail conglomerates like the Future Group' (Future Bazar, Big Bazar, Pantaloons, Food Bazar, etc.) are effectively using the Guerrilla tools for marketing to consumers. Other Indian examples include Anando, a milk brand based in Mumbai, who undertook an innovative promotional activity based on Guerrilla ways. Devi sons, a fashion mall in Rajahmundry, Andhra Pradesh and other small scale businesses in India too have applied Guerrilla marketing techniques to overcome the competitive scenario in the market.

3.1 Features and Issues

All of the above research point to some of the obvious elements of guerilla marketing. These elements represent a narrow viewpoint on the subject from the standpoint of the marketer. They are enumerated as follows:

- a) *Surprise*: The unexpected aspect of guerilla marketing is that it draws in passersby and draws attention to plans, goods, and offers that they may have otherwise overlooked. Nufer (2013) asserts that surprise is a crucial component of this marketing strategy. The "surprise effect" was identified by Hutter and Hoffmann (2011) as one of the fundamental outcomes of this marketing tactic.
- b) *Low cost*: Investigations on the characteristics of guerrilla marketing by Levinson (2006), Hutter and Hoffmann (2011), and others detail how this tactic may be used without requiring significant financial resources and yet have a profound effect on customers' perceptions.
- c) *Aesthetics*: An appealing and unique advertising will add appeal and uniqueness to the message it wants to deliver. When used effectively, aesthetics are crucial to a Guerrilla marketing strategy. According to Wallendorf et al. (1981), aesthetics plays a significant role in how it affects cognitive reference.
- d) *Novelty*: Innovative concepts serve as a crucial foundation for guerilla marketing. Gallagher (2004) explains that in order to stand out from competitors in the marketplace, one must have novel ideas. Since novelty draws attention, it has the potential to be an effective marketing tactic.
- e) *Clarity*: An advertisement's message must be clear in order for potential customers to understand it. One of the components of Tam and Khuong's (2015) investigation of the impact of Guerrilla marketing on Gen Y consumers' purchase intentions was the message's clarity.
- f) *Humour*: Advertisements benefit greatly from humour (Duncan, 1979). The use of humour in guerilla marketing draws customers' immediate attention and is thus quite effective.
- g) *Relevance*: It's critical to understand the message being shown and be able to connect it to the product or brand. Because of this, it's critical to include it

when measuring customer impression or attitude (Heckler and Childers, 1992). Relevance is a key component of any type of marketing.

- h) *Unintended effects*: Theoretically, only a few number of research have identified the unexpected consequences and unpleasant feelings associated with guerilla marketing. Theoretically, Hutter and Hoffmann (2011) created a model that includes the unintended consequences of guerrilla marketing as one of its aspects, taking into account the perspectives of both producers and consumers. Kimmel (2005) hypothesised in the same study that certain customers would view this kind of marketing as a commercial encroachment on a private location, upsetting the peace and beauty of their natural surroundings. In one of their study studies, Nathwani and Bhayani (2013) highlighted the moral dilemmas surrounding guerilla marketing. They assert, "Guerrilla marketing is only beneficial when the material is appropriate and appropriate. Whenever there are pictures of violence or combat, the content is much more likely to provoke moral policing."

In addition, Nathwani and Bhayani (2013) talked about certain ethical conundrums related to guerilla marketing, such as improper information management, distractions, misleading advertising, etc. As noted by Nufer (2013) in the conceptual investigation, guerrilla marketers often find themselves operating in a grey area between ethics and the law, in a balance between moral behaviour and offensive taste or between legality and illegality as a result of their duty to violate restrictions and correspondingly higher awareness levels. A similar problem was raised by Gupta and Singh (2017) in their research investigation on green guerilla marketing. Some of these subjects, such as Wanner (2011) and Cinnamon (2014), have also been the subject of research. Hutter and Hoffmann (2011) suggested that the unanticipated consequences of guerilla marketing might be one topic of future study in this field. The same idea was considered in the present study, which examined these results together with the negative sentiments associated with it. Guerrilla marketing's unintended effects in the Indian market were examined in the current study. Ultimately, it was shown that the linked negative sentiments and unanticipated outcomes that share important communal characteristics are one of the factors affecting how guerilla marketing is perceived.

4 Methodology Adopted

The goal is to determine how Indian customers regard these guerilla strategies following a comprehensive assessment of the literature and an examination of the key elements of guerilla marketing in general. Using the scales from earlier research in the topic, a structured questionnaire is created for this purpose. The validity and reliability of these scales have already been examined. Among these scales were those for aesthetic evaluation, general and emotive attitudes towards the advertisement, credibility, intrusion, emotional anguish, relevance, etc. Since the goal of this investigation is to determine how consumers feel about Guerrilla advertisements that they see online or in physical form, major cities in the state of Chhattisgarh—Raipur, Bilaspur, Durg, Bhilai, Ambikapur, Raigarh, Korba, and Jagdalpur—have been chosen

as study areas. Google Forms is used to distribute structured questionnaires. For this survey, respondents were chosen at random. The Google form makes it very evident that only people who have seen these advertisements in person or online are required to complete it. Seven of the 179 completed replies that were received were rejected because they were insufficient or incorrectly filled out. Finally, 172 correctly completed replies were taken into account for this investigation. Some negatively phrased items were added to the questionnaire to denounce response bias that can result from unforeseen communication difficulties between the researcher and respondents. A reverse code was applied to these objects prior to data processing.

Before the final data collecting and processing, a pilot test was carried out. According to Leon et al. (2011), the purpose of a pilot research is to examine the viability of a proposed methodology for a larger-scale investigation. Small adjustments, such rephrasing the item statements, were made in response to this pilot research in order to improve the questionnaire's coherence. A pilot research involving 25 participants was conducted to assess the instrument's reliability. The dependability of the same was established using Cronbach's alpha. Given that the study's Cronbach's alpha was 0.912, which is higher than 0.7 (Nunnally, 1978), more research can be done.

5 Factor Analysis

To find the latent components, an exploratory factor analysis (EFA) was performed on 49 items. Factor analysis is used to validate empirically conceptualized ideas, according to Churchill (1979). The important statistics related to the EFA were verified before the EFA was applied to the information provided.

Table 1. KMO and Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Approx. Chi-Square	2996.549
	df	741
	Sig.	.000

Kaiser-Meyer-Olkin (KMO), which is used to assess sample size adequacy, yielded a value of 0.829, which is much higher than the cutoff criterion of 0.6 (Kaiser and Rice, 1974). The results of Bartlett's test of sphericity indicated that there is a correlation between the variables in the population (approx. chi-square = 2,996.594, df = 741, $p < 0.01$). Table 1 shows the same thing. Every communality that was received was more than 0.3. Thus, it was decided that the data proved suitable for factor analysis.

To determine the potential grouping of 49 items, an exploratory principal component factor analysis using Varimax rotation was carried out. Six significant constructs with eigenvalues larger than one were extracted from the findings. There were 39 items in these factors. For various reasons, such as weak factor loadings or cross-loading on

various other factors, ten items were eliminated. 77.985% of the variation could be determined by the six components that were retrieved.

- Convergent validity: Every loading found in the rotated component matrix was more than 0.5, demonstrating convergent validity. It is allowed to have factor loadings higher than 0.5 (Hair et al., 1995).
- Discriminant validity: The resulting rotated component matrix showed no cross loadings, demonstrating discriminant validity.
- Reliability: Every factor has a Cronbach's alpha value greater than 0.7. According to Nunnally (1978), alpha values of 70% or above are deemed appropriate.

Table 2. Findings from the factor extraction of Consumer's Perception towards Guerrilla Marketing

<i>Factors</i>	<i>Items</i>	<i>Factor Loadings</i>	<i>Eigen value</i>	<i>% of variance</i>	<i>Cumulative %</i>	<i>Cronbach's alpha</i>
Factor 1	Such ads portray questionable content	0.733	12.271	33.542	33.542	0.923
	I found such ads to be distracting	0.769				
	It seems such ads are forced upon public	0.739				
	I found such ads to be interfering	0.680				
	I found the display of such ads offensive	0.754				
	I found the display of such ads displeasing	0.824				
	The display of such ads are ugly	0.762				
	I felt uncomfortable seeing such ads	0.724				
	I found such ads to be irrelevant	0.626				
	Such ads are offensive	0.785				
	I felt angry after seeing such ads	0.837				
Factor 2	I was impressed by such ads	0.796	6.398	19.074	52.616	0.939
	Such ads are worth remembering	0.781				
	Such ads conveyed a good image of the brand	0.613				
	Such ads have a favourable impact on the brand	0.63				
	I found them to be believable	0.792				
	I want to see such ads often	0.789				
	I'm very curious about such ads coming up this year	0.856				
	In my perception, such ads more than television/print ads	0.808				
Factor 3	I found such ads attractive	0.703	2.56	9.313	61.929	0.903
	It was pleasant watching these ads	0.755				
	Such ads are eye catching	0.765				
	Such ads are worth watching	0.777				
	I found such ads uplift my mood	0.68				
	The presentation of the ad was beautiful	0.695				
Factor 4	I found them interesting	0.571	2.388	8.124	70.053	0.884
	I found these ads informative	0.557				
	I felt positivity for the brand after seeing such ads	0.554				

	I think deeply about the information contained in the message	0.833				
	I pay attention to the message conveyed in such ads	0.805				
	I felt personally involved with the message in these ads	0.723				
	The display of such ads impacted me afterwards	0.696				
	I found such ads to be meaningful	0.649				
Factor 5	The message in such ads are clear	0.819	1.866	4.784	74.837	0.857
	The message in such ads is easy to follow	0.636				
	Such ads are easy to understand	0.817				
Factor 6	Guerrilla ads are well-designed	0.541	1.228	3.148	77.985	0.76
	In my perception, such ads are distinctive/ different from other kind of ads	0.697				
	In my perception, these ads are more	0.621				

The constructions so produced were given the following names:

Factor 1 – According to Cronbach's alpha, the first factor has a reliability of 0.923 and is derived from the combination of 11 distinct factors, representing a total variance of 33.542%. It included negatively phrased elements that were then reverse-coded in order to perform additional analysis. Guerrilla marketing's unforeseen and unwanted impacts were measured. Guerrilla marketing's unforeseen and unwanted impacts were measured. This component is known as "Conflicting Content" because of the traits that all the components have in common. The current study on Indian customers demonstrates that they are not concerned by such unexpected consequences of guerrilla marketing, despite the fact that previous works such as Kimmel (2005), Nathwani and Bhayani (2013), Nufer (2013), Hutter and Hoffmann (2011), etc., have presented their opinions regarding such impacts. Additionally, all reverse-coded items were found to fall under this factor. This is since each reverse-coded item has a comparable methodological feature, which causes them to share similarities. Because of their reverse wording, the reversed elements will probably to correlate significantly, putting all of these burdens onto a single component.

Factor 2 - The second component has a dependability of 0.939 according to Cronbach's alpha and is derived from an amalgamation of 8 distinct factors, representing a total variance of 19.074%. This component measures how people see Guerrilla advertisements in terms of their plausibility, curiosity, and favorability. This component is referred regarded as "Enthusiasm" because of the traits that all the components share.

Factor 3 – According to Cronbach's alpha, the third component, which converges from the combination of seven distinct factors, has a dependability of 0.903 and explains 9.313% of the total variance. It assesses how well Guerrilla advertisements are presented, as well as how appealing and pleasant they are, as well as whether they are captivating, worthwhile, eye-catching, and upbeat. This component is known as "Attractiveness" because of the traits that all the components have in common.

Factor 4 – According to Cronbach's alpha, the fourth component, which converges from the combination of seven distinct factors, has a reliability of 0.884 and explains

8.124% of the total variance. This element emphasizes the educational value of Guerrilla advertisements. This component is referred to as "Informative" due to the shared properties of all the constituents.

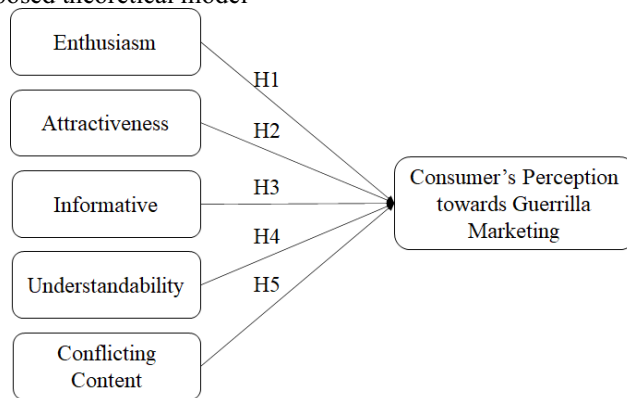
Factor 5 – According to Cronbach's alpha, the fifth component, which converges from the combination of three distinct factors, has a reliability of 0.857 and explains a total variance of 4.784%. It explains why Guerrilla advertisements' content is so simple to grasp. This aspect, which is based on the shared traits of each of the components, is called "Understandability".

Factor 6 – According to Cronbach's alpha, the sixth component, which converges from the combination of three distinct factors, has a reliability of 0.762 and explains 3.184% of the total variance. This illustrates how Guerrilla marketing's distinctiveness contributes to its impression. This component is known as "Perception" because of the traits that all the components have in common.

6 Proposed Model

Relied on the extracted factors from the factor analysis, following model and hypothesis were developed:

Figure 1. Proposed theoretical model



H1: Enthusiasm significantly affects perception of consumers regarding Guerrilla marketing.

H2: Attractiveness significantly affects perception of consumers regarding Guerrilla marketing.

H3: Informative aspects of ads significantly affects perception of consumers regarding Guerrilla marketing.

H4: Understandability of ads significantly affects perception of consumers regarding Guerrilla marketing.

H5: Conflicting content significantly affects perception of consumers regarding Guerrilla marketing.

The EFA findings of the current investigation and a careful analysis of the prior literature serve as the foundation for the aforementioned hypothesis. The aspects influencing customer perception of guerrilla marketing are represented by a theoretical model based on EFA results, as seen in Figure 1. Here are the six variables that were emphasized during the EFA. The hypotheses were developed based on the factors so acquired, and multiple regression analysis was used to evaluate them further.

7 Multiple Regression Analysis

To test the hypothesis, multiple regression analysis was employed. Table 3 displays the means and standard deviation data.

Table 3. Descriptive statistics

	<i>Mean</i>	<i>Std. deviation</i>	<i>N</i>
Perception	4.0667	0.73091	172
Conflicting content	3.8691	0.79498	172
Enthusiasm	3.72	0.76275	172
Attractiveness	3.9071	0.80079	172
Informative	3.3071	0.82413	172
Understandability	3.7433	0.85261	172

Table 4. Model summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. error of the estimate</i>	<i>Change statistics</i>				
					<i>R Square Changed</i>	<i>F Changed</i>	<i>df1</i>	<i>df2</i>	<i>Sig. Change</i>
1	0.650 ^a	0.423	0.392	0.56974	0.423	13.786	5	94	.000

^aPredictors: (constant), understandability, conflicting content, attractiveness, enthusiasm, and information.

Table 5. ANOVA

<i>Model</i>	<i>Sum of squares</i>	<i>df</i>	<i>Mean square</i>	<i>F</i>	<i>Sig.</i>
1 Regression	22.376	5	4.475	13.786	0.000 ^b
Residual	30.513	94	0.325		
Total	52.889	99			

Using the entry technique, it was discovered that while contradictory content was not relevant, customer perception of guerrilla marketing was substantially predicted by excitement, attractiveness, informativeness, and understandability factors. The regression findings showed that 39.2% of the variation was explained by the predictors ($R^2 = 0.423$, R^2 adjusted = 0.392, $F(2, 95) = 13.8$, $p < 0.01$). The model summary and ANOVA are shown in Table 4 and 5, respectively.

The coefficients table in Table 6 demonstrates that the following factors were significantly associated with consumer perception of Guerrilla marketing: understandability ($\beta = 0.247$, $p < 0.01$), information ($\beta = -0.238$, $p < 0.01$),

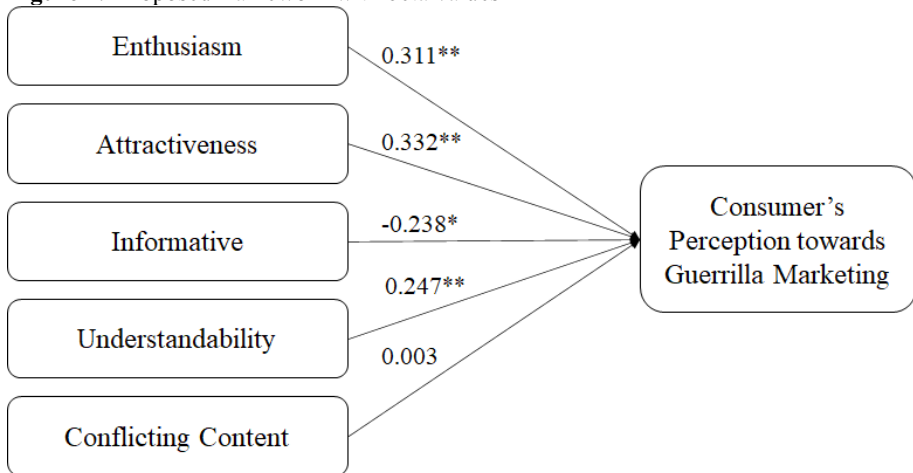
attractiveness ($\beta = 0.332$, $p < 0.01$), and enthusiasm ($\beta = 0.311$, $p < 0.001$). However, it was shown that the competing content component had no impact on how consumers would perceive guerrilla marketing.

Table 6. Coefficients table

<i>Model</i>	<i>Unstandardised coefficients</i>		<i>Standardised coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>Collinearity statistics</i>	
	<i>B</i>	<i>Std. error</i>	<i>Beta</i>			<i>Tolerance</i>	<i>VIF</i>
1 (Constant)	1.464	0.413	3.542	0.001			
Conflicting content	0.003	0.076	0.004	0.045	0.964	0.908	1.102
Enthusiasm	0.311	0.102	0.325	3.059	0.003	0.544	1.838
Attractiveness	0.332	0.096	0.363	3.443	0.001	0.551	1.816
Informative	-0.238	0.095	-0.269	-2.511	0.014	0.536	1.866
Understandability	0.247	0.083	0.288	2.965	0.004	0.652	1.534

*Dependent variable: perception

Figure 2. Proposed framework with beta values



Notes: ** $p < 0.01$, * $p < 0.05$, signifies significant relationship, and signifies non-significant relationship

8 Results

Six significant components were derived from an EFA in order to fulfil the study's goal of examining the elements influencing Indian customers' perceptions of guerrilla marketing. "Enthusiasm, attractiveness, informativeness, understandability, perception, and conflicting content" were the names given to these elements. According to the results of each factor's reliability test, every factor had a Cronbach's alpha value greater

than 0.7. Additionally, the study noted some of the unintended consequences of this marketing tactic in the Indian marketing environment, such as dubious material, interference, provoking displeasure or rage, etc. The majority of respondents, it was discovered, disagreed that guerrilla marketing was an unwelcome and ineffective tactic.

Hypotheses H1, H2, H3, and H4 have been accepted based on the findings of multiple regression analysis, whereas H5 was rejected. Therefore, it may be said that Indian consumers see guerrilla marketing more favourably when:

1. When its substance arouses customers' interest. Hypothesis 1 (H1: Enthusiasm significantly affects perception of consumers regarding Guerrilla marketing) tests this element. The current study shows that consumers value information that generates enthusiasm ($\beta = 0.311$, $p < 0.001$). H1 is therefore approved. The second most important component of the current study is the enthusiasm-generating aspect. This observation is supported by other earlier investigations. The same is suggested by the study by Margolis and Garrigan (2008), which states that in order for a promotion to be effective, the target must be given something that sparks their interest and increases their level of passion for the material being offered. In the same framework, Gallagher (2004) describes the function of novelty. According to Davidson et al., (2014), companies may better understand and serve customers by focusing on brand excitement.
2. When there is visual appeal to the topic. Hypothesis 2 (H2: Attractiveness significantly affects perception of consumers regarding Guerrilla marketing) tests this component of the strategy. Customers' responses indicated that visually appealing, imaginative, and inventive material is successful in influencing how they view guerrilla marketing ($\beta = 0.332$, $p < 0.01$). H2 is therefore approved. Of all the elements mentioned in the research, the one that generates attractiveness is the most important. Similar findings have been reported in a number of earlier investigations. According to Wallendorf et al. (1981), aesthetics plays a significant role in how it affects cognitive reference. Yildiz (2017) observed that aesthetics positively influences customers' purchase intentions in his study on the "Effects of Guerrilla marketing on brand awareness and consumers' purchase intention." According to Tam and Khuong's (2015) findings, the most significant influence on customer behaviour was innovation.
3. When there is insufficient detail in the information supplied. Additionally, it was shown that consumers valued elements like attractiveness, surprise, etc. that quickly captured their attention over the intricate information-generating elements of these advertisements. Hypothesis 3 (H3: Informative aspects of ads significantly affects perception of consumers regarding Guerrilla marketing) tests this aspect. This indicated negative significance with a negative beta value of -0.238 ($p < 0.01$). According to Wallendorf et al. (1981), an advertisement's aesthetics may sometimes enhance its message while sometimes working against it. Therefore, the advertisement's innovative and eye-catching appearance may overpower its informational value.

4. When the information is intelligible, meaning that the message is clear and simple to grasp. Hypothesis 4 (H4: Understandability of ads significantly affects perception of consumers regarding Guerrilla marketing) tests this element of Guerrilla marketing. Customers prefer a clear message over a display of extensive information ($\beta = 0.247$, $p < 0.01$). H4 is therefore approved. The third crucial component of this study is understandability. This result is in line with comparable research from earlier works. One of the elements of Tam and Khuong's (2015) investigation on the impact of Guerrilla marketing on Gen Y's purchase intention is message clarity. Attempts ought to be made to properly represent the ad message since Dahln et al. (2008) argued that consumers must first comprehend the commercial in order for them to evaluate its inventiveness.
5. Since the conflicting content element was deemed minor, the fifth hypothesis (H5: Conflicting content significantly affects perception of consumers regarding Guerrilla marketing) was rejected. According to the study, Indian consumers' perceptions are not influenced by contradicting information that evokes emotions such as fear, rage, astonishment, etc. Nonetheless, prior research such as that of Nathwani and Bhayani (2013), Hutter and Hoffmann (2011), Kimmel (2005), Nufer (2013), and others has raised ethical questions and unintended consequences of guerrilla marketing on consumers' perceptions; however, none of these studies provide a quantitative foundation or feature the Indian consumer situation. Additionally, they have framed these concerns from the viewpoint of producers. As a result, the study offers a fresh perspective on the Indian market that sets it apart from previous research. Furthermore, Vasileva and Angelina (2017) highlight that in this context, the view of European customers is rather different from that of Asian customers. Consequently, it is crucial for marketers to comprehend that some aspects of customers' perceptions may have varying effects depending on whether a nation is developed, undeveloped, or developing.

According to the current survey, the majority of customers do not regard guerrilla marketing to be bothersome, unpleasant, etc. The respondents disagreed that guerrilla marketing was a useless and unattractive tactic. While just a small percentage of them agreed with the statement, "I felt angry after seeing such ads," a greater proportion of them vehemently opposed. Similarly, extremely few respondents agreed with the assertion that "such ads are offensive," while the majority strongly disagreed. Respondents who selected "rarely" were significantly more numerous than those who selected "always" for the statement "such ads portray questionable content." Additionally, a same pattern was noted for additional elements related to the aforementioned component.

9 Conclusion

One important marketing idea that has shown effectiveness in both American and European nations is guerrilla marketing. In underdeveloped nations like India, guerrilla

marketing is still relatively new. There is a dearth of literature and empirical research in this area because the idea is new in India. The literature that is now accessible from earlier research discusses the idea of guerrilla marketing from the point of view of a marketer, including its dissemination and low-cost effects. In contrast, the current study aims to explore how consumers perceive guerrilla marketing from their perspective. Few quantitative research has been conducted on how Indian customers see guerrilla marketing, a possible marketing tactic. No noteworthy research was found to pinpoint and measure the elements influencing customers' perceptions in the Indian setting. The first steps in closing this gap have been accomplished by this study. This study's goal was to provide a review of guerrilla marketing and, in the end, to pinpoint the hidden elements that affect Indian customers' perceptions of a novel marketing approach that is novel in the nation in contrast to other developed countries. In the current study, an effort was undertaken to monitor customer perception using accurate and dependable measures. An EFA was conducted for this purpose, and multiple regression hypothesis testing was then conducted.

Six significant characteristics that might provide light on how consumers perceive guerrilla advertising have been identified as a result of this study. Additionally, the perception of guerrilla advertisements differs in developed nations like the USA and Europe from developing nations like India due to a variety of factors, including perception, conflicting content, attractiveness, information, understanding, and enthusiasm-generating. Guerrilla marketing needs to include passionate content in its ads, according to the report, if it wants to create a positive public opinion among Indian customers. This result aligns with previous research on the components of guerrilla marketing. The research also shows that customers respond more favourably to visually appealing information, which makes beauty a significant determinant of how guerrilla marketing is perceived in India. The third crucial element identified in the present investigation was the Guerrilla ad's understandability. When it comes to the significance of communication clarity, several earlier research that were conducted in different nations but were based on the same idea show the same conclusion. Consequently, customers must first comprehend an advertising before they can appreciate its inventiveness and innovation. Therefore, trying to present the ad message clearly might help create an effective Guerrilla ad campaign. It was also discovered that while it is crucial to convey the ad's message clearly, it is equally crucial to avoid overloading consumers with information-generating content and instead incorporate elements that immediately grab their attention, such as surprise or attractiveness. The current study shown that contradictory material, such as fear, rage, astonishment, etc., did not influence Indian consumers' perceptions, in contrast to earlier research from a number of other nations where such content had an unanticipated negative impact on consumers' perceptions. Guerrilla marketing is not considered bothersome, upsetting, etc. by the majority of customers. In response to questions implying that guerrilla marketing is an unwanted and ineffective tactic, respondents disagreed. As a result, in contrast to previous research, this one provides a fresh dimension to the Indian market. It is crucial for marketers to comprehend that some aspects of customers' perceptions may have varying effects depending on whether a nation is developed, undeveloped, or developing.

The history, current situation, and current state of guerrilla marketing in India were also covered in the article. It addressed the literature on the several aspects of this innovative marketing technique, particularly as seen by customers. In order to overcome the frustration produced by the standard marketing tools, which consumers have begun to shun, the study underlined the necessity of using more inventive and unique marketing methods.

10 Implications

The present study is an understanding of how Indian customers perceive the non-traditional Guerrilla advertising methods. Since there hasn't been much prior research on the subject, particularly in relation to a developing nation like India, the present study offers insights that can assist companies in creating more effective guerrilla marketing efforts. The study has significant implications for Indian marketers as it shows that several aspects of guerrilla marketing's customer perception differ from those of research done in other nations. Although earlier research indicates that guerrilla marketing might occasionally come off as shocking, disgusting, and angry rather than unexpected and attractive, the current study indicates that Indian consumers seldom perceive such advertisements as frightening or as causing shock and anger. This provides an intriguing foundation for larger-scale investigation into this facet of guerrilla marketing. Additionally, the investigation's findings demonstrated that Indian customers value guerrilla marketing's distinctiveness and appeal. Customers favoured material with visual appeal, surprise, and other attention-grabbing elements over content with in-depth details. Customers who are supplied with too much information may become confused and choose to ignore it since it is impossible to process all of the information at once. The study's findings may be used as a guide by academics, researchers, and scholars who are interested in guerrilla marketing tactics in India. The study's components and how they relate to Indian consumers' perceptions of guerrilla marketing might serve as a foundation for developing methods that are both distinctive, creative, and economical. All things considered, the work makes a significant addition to the theoretical and management research bases.

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