



T.C.

ÇANKIRI KARATEKİN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

BUSINESS ADMINISTRATION DEPARTMENT

GUERRILLA ADVERTISING EFFECT ON CONSUMERS' PURCHASE INTENTION

Oubah Mohamed Guelleh

MASTER'S THESIS

Supervisor

Prof. Dr. Emre Şahin DÖLARSLAN

Çankırı – 2023

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SCIENTIFIC ETHICS STATEMENT.

Throughout the entire process of conducting my master's thesis research, titled *The Impact of Guerrilla Advertising on Customer Purchase Intention*, I complied with scientific ethics and academic requirements. I ensured that all of the information found in the thesis was gathered by academic standards and norms. Besides, I meticulously adhered to the thesis writing regulations and recommendations. It is extremely important to note that I properly cited all of the sources in order to credit the original writers and their work which can be seen in the references section.

27/ 07/2023

Signature

Oubah Mohamed Guelleh

ÇANKIRI KARATEKİN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜNE

[Oubah Mohamed Guelleh] tarafından hazırlanan *[GUERRILLA ADVERTISING EFFECT ON CONSUMERS' PURCHASE INTENTION]* başlıklı bu çalışma, *[27.07.2023]* tarihinde yapılan tez savunma sınavı sonucunda *[oybirliğiyle]* başarılı bulunarak jürimiz tarafından *[işletme]* Anabilim Dalı'nda Yüksek Lisans tezi olarak kabul edilmiştir.

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Prof. Dr. Çoşkun POLAT

Enstitü Müdürü

PREFACE

"The Impact of Guerrilla Advertising on Customer Purchase Intention," Is becoming increasingly important for today's businesses to maintain their competitive position

This thesis has been completed in order to meet the graduation requirements of the Business Administration Department in the Social Science Faculty at Cankiri Karatekin University.

During my previous studies, I realized that I tended to stay within my comfort zone and avoid unfamiliar challenges. However, this year, I wanted to take a different approach to my thesis by selecting a topic that required me to acquire new skills. As a result, I have delved into unfamiliar marketing terminology and concepts.

It was a challenging process for me as it has enhanced the learning opportunities, which I am grateful for. Finally it is indispensable to mention *Prof. Dr. Emre Şahin DÖLARSLAN* for his invaluable guidance and support throughout the year to which I'm grateful for.

27/07/2023

Oubah Mohamed Guelleh

ABSTRACT

Thesis Title : Guerrilla advertising effect on consumers' purchase intentions
Author of the Thesis : Oubah Mohamed Guelleh
Supervisor : Prof. Dr. Emre Şahin DÖLARSLAN
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Guerrilla marketing is a non-traditional marketing strategy that aims to promote a product or service in a creative and unconventional way. This marketing approach relies on low-cost and high-impact tactics, often utilizing surprise and humor to capture consumers' attention. The point of the paper is to investigate the consequence guerrilla marketing has on consumers' purchase intention. Depending on the literature, it is suggested that guerrilla marketing can positively influence consumers' attitudes and purchase intentions towards an offspring. Additionally, the paper highlights that the effectiveness of guerrilla marketing depends on various factors, including the identity of the product or service, the target audience, and the level of creativity and originality in the execution of the campaign. Quantitative approach is used as a research method, and SPSS analytic de software for data analysis. The outcome of this study have insinuation for marketers looking to implement guerrilla marketing strategies to reach and engage with consumers in a memorable and impactful way.

Key word: guerrilla marketing, advertising, purchase intention, consumers.

TURKISH ABSTRACT

Thesis Title : Gerilla Reklamcılığının Tüketicilerin Satın Alma Niyeti Üzerindeki Etkisi

Author of the Thesis : Oubah Mohamed Guelleh

Supervisor : Prof. Dr. Emre Şahin DÖLARSLAN

Department : işletme

Type of Thesis : Yüksek Lisans

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Gerilla pazarlama, bir ürün veya hizmeti yaratıcı ve geleneksel olmayan bir şekilde tanıtmayı amaçlayan geleneksel olmayan bir pazarlama stratejisidir. Bu pazarlama yaklaşımı, tüketicilerin dikkatini çekmek için genellikle sürpriz ve mizahtan yararlanan düşük maliyetli ve yüksek etkili taktiklere dayanır. Bu çalışmanın amacı, gerilla pazarlamanın tüketicilerin satın alma niyeti üzerindeki etkisini araştırmaktır. Literatüre bakıldığında, gerilla pazarlamanın tüketicilerin bir ürün veya hizmete yönelik tutumlarını ve satın alma niyetlerini olumlu yönde etkileyebileceği öne sürülmüştür. Ek olarak çalışma, gerilla pazarlamanın etkinliğinin, ürün veya hizmetin doğası, hedef kitle ve kampanyanın yürütülmesindeki yaratıcılık ve özgünlük düzeyi gibi çeşitli faktörlere bağlı olduğunu vurgulamaktadır. Araştırma yöntemi olarak niceleyici yaklaşım, veri analizi için SPSS analitik yazılımı kullanılmıştır. Bu çalışmanın bulguları, tüketicilere akılda kalıcı ve etkili bir şekilde ulaşmak ve onlarla etkileşim kurmak için gerilla pazarlama stratejileri uygulamak isteyen pazarlamacılar için çıkarımlara sahiptir.

Anahtar kelimeler: gerilla pazarlama, reklam, satın alma niyeti, tüketiciler.

ABBREVIATIONS

E-WOM Electronic Word Of Mouth

GA Guerrilla Advertising

GM Guerrilla Marketing

PI Purchase Intention

POD Print-On Demand

SEO Search Engine Optimizer

TPB Theory of Planned Behavior

TRA Theory of Reasoned Action

WOM Word Of Mouth

WTP Willingness to Pay

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1. INTRODUCTION

For a business to function and grow, marketing is an essential contributor. From a company's viewpoint, marketing and specifically advertising are prime for purchases. According to (Levinson, 2007) any business needs a marketing plan. "Unlike most aspects of any business, marketing involves unquantifiable risk. Guerrilla users understand that developing a marketing strategy is essential for achieving success (Levinson and Godin, 1994). In a competitive environment, and with the development of new technology marketers seek a different way to stand out from the crowd in the market by adopting new marketing strategies. Various scholars have discussed the preferences of customer in the marketplace. According to Griffin (2002), in order to break through to new audiences who are sick of hearing the same old ideas, innovation is required. With boring marketing techniques, the consumer is easily bored, to add new marketing methods guerrilla marketing was added the marketplace. It functions as a replacement for traditional marketing ways such as print press, television advertisements, billboards, direct mail etc.

More tools than ever before are available to businesses today to conduct efficient marketing activities, yet information overload and customer's conscious attention make this effort an extremely complex issue of a product or business as a whole (Klepek, 2014) That makes customer overwhelmed and puts them under pressure. Due to the global use of digital technologies and mass media, Customers show less loyalty to one brand and more desire to swap brands (Roy and Chattopadhyay, 2010). Additionally, according to Kaikati, (2004) and (Smith et al., (2007) the efficiency of conventional advertising is steadily declining. Companies should reconsider their marketing communication tactics in light of these situations. Guerrilla marketing was able to become a widespread marketing strategy thanks to the above-mentioned evolution. While guerrilla marketing tactics are becoming more and more common in practice, the topic is either discussed in marketing research with great controversy or is simply completely ignore (Nufer, 2013) and (Hutter and Hoffmann, 2011). However, a shortage of research regarding some significant aspects which is one of the major explanation enterprises use marketing namely consumer's intention to buy can be seen. This dissertation aims to pinpoint and assess some factors of guerrilla advertising that push customers

to make a transaction with a business. This chapter will serve as an introduction to the study by first going through the context and background, then the study's issue, aims, objectives, and questions. The significance, and finally the limits. In the forthcoming sections, we shall define guerilla marketing. Guerrilla marketing had been defined by many scholars, the originator of guerrilla marketing, (Levinson, 2007) the technique is a general term for noticeable and affordable marketing strategies. In guerilla marketing, factors involving creativity, imagination, and a commitment to time are required compared to monetary funds (Bigat, 2012) and (Levinson, 2007). Furthermore, (Levinson, 2007) defines guerilla marketing as an alternate method of promotion and compares it to regular marketing.

Guy Kawasaki (2010, p.10) characterizes Guerrilla Marketing to be "about achieving conventional goals using unconventional means". Guerrilla utilizes affordable, creative, and inventive methods to outperform its rivals rather than investing a lot of money in conventional mainstream broadcast media (Levinson and Gibson, 2010). By categorizing guerrilla marketing as a distinctive promoting device (Boone and Kurtz, 2009) attaches it to promotional materials, individual sales, advertisements and direct promotion whereas Mohawk, (2006) refers to GM as an aggressive, highly focused, and occasionally subversive street-level advertising campaign designed to forge unique and memorable interactions between a product and its customers (Small Business Revolution, 2017). Another common definition of Guerrilla Marketing is unconventional marketing or stunt intended to attract most attention (Media Smart UK, 2008). Guerrilla marketing, as laid out by (Hutter and Hoffman, 2011), is an umbrella word for unconventional advertising efforts that tries to attract a big audience to the advertising message at a low cost by exploiting the surprise and the diffusion effect. We can draw from these definition and/ or understand that Guerrilla marketing is the practice of using out-of-the-box, special or authentic ideas to increase sales or spark interest in a product or service. These techniques frequently cost little or nothing at all and rely on widespread through interpersonal contact or viral social media messaging. Originally used by the military, the word "guerrilla" is identical to the Spanish word for war "Guerra," thus Guerrilla warfare refers to "minor disagreements" or "political warfare," which aims to weaken the adversary in certain areas (Nufer, 2013). The first time this idea was applied was during the 1807–1814 Spanish resistance against Napoleon's French invasion (Blog Advertising, 2012). This suggests that guerilla warfare,

which is also known as partisan fighting, is a tactic used by the weaker or less advantageous side in a confrontation. The probability and intensity of revolutionary guerrilla warfare have a direct correlation to political unease and social discontent, which in turn are largely determined by the rate of modernization and development. Guerrilla warfare has more political than military goals in recent years. Guerrilla warfare has been the main method of violence in at least ten revolutionary wars since the end of World War II. The phrase "revolutionary guerilla warfare" seems to be the most apt one to use to describe the phenomenon. It is revolutionary in that it is utilized to gain national power with the intention of modifying or entirely changing a country's social and political structure. Revolutionary guerrilla warfare is the use of unusual warfare combined with political and social mobilization in the forcible attempt by a politically organized group to take over or change the structure and/or policies of the government. This strategy is based on the idea that the people are both the targets and the actors. It's important to keep in mind that guerrilla tactics may be employed to achieve specific, short-term objectives. The basic objective of revolutionary warfare is to replace the established government. It brings together action in a variety of human endeavors, including political, social, economic, and psychological ones, in order to organize the people in support of military action and getting people involved is essential (Sarkesian, 2017).

Various interpretations and points of view regarding the application and purposes of guerrilla marketing come from the guerrilla concept's translation into marketing terminology. Guerrilla marketing's unusual nature is the primary defining characteristic (Nufer, 2013). As guerrilla marketing takes its term from guerrilla warfare, which make use of surprise techniques including ambushes, sabotage, raids, and others. In the same way guerrilla marketing, as well employs inventive methods with a hint of After the Vietnamese adopted guerilla techniques during the Vietnam War in the 1960s, guerrilla advertising began to spark interest in the US advertising industry. Advertisers started to wonder if they could use those strategies to advertise their goods. (Yüksel, 2010). Surprise to make an impression on audiences. The idea of guerrilla marketing, was initially put forward by Jay Conrad Levinson, an American business writer in Guerrilla Marketing in (1984) book. Its objective is to bring out buzz about a brand or product in order to raise the possibility that a customer will buy the item or

use the service or will recommend it to other potential customers (Bigat, 2012). Objective is to generate buzz about a product or brand Guerrilla marketing demystifies complexity and demonstrates how business owners may use marketing to maximize returns on minimal investments. (Levinson, 2007). The following part states the research Problem of the current study. Guerrilla marketing is perfect for all brands, small businesses that need to reach a broad audience, as well as large corporations that want to have a valuable brand and stand out in the market. It is a quicker and more innovative method of advertising that draws attention on a small scale and frequently delivers free publicity (Farouk, 2012). Levinson says in some cases, guerrilla marketing is not only the most effective but also the only means of growing your business (Levinson, and Godin, 1994). Guerrilla Marketing has increased due to its astounding simplicity and effectiveness. (Levinson and Jeanne, 2011). Numerous studies have talked about the guerrilla marketing strategy and examined it in many aspects of marketing, such as its impact on brand awareness, brand image and so on. However, these studies have primarily focused on how companies should use GM, how effective it is for certain generations of the population, the role it plays in esthetic areas, how innovative it is, and finally, how guerrilla marketing plays vital part in brand awareness. The paper introduces a new facet of this marketing approach, namely whether guerrilla advertising enhances purchase intention as well as improving the seller-buyer relationship. In consequent these previous researches are inadequate for business to distinguish the effectiveness of guerrilla advertising in purchase intention from other marketing strategies (i.e. traditional marketing). Subsequently we will lay out the research Aim. Stated the shortage of research regarding the guerrilla advertising approach on the subject of customer purchase intention, this study will aim to point out and evaluate factors that help companies to achieve their desired sales using guerrilla advertising. Research objective and research questions will be in this case as followed.

Obj#1-to evaluate the effectiveness of guerrilla advertising regarding purchase intention through these factors.

Obj#2- to determine which factors are more successful than the rest.

RQ#1-how does guerilla advertising help to increase consumer's purchase intention?

RQ#2-Which of these factors is more effective than the others?

This short paragraphs state the significance followed by structural outline of the study. The study will add to our understanding of guerrilla marketing strategy by evaluating elements to determine the profitability of guerrilla marketing is more profitable than other marketing strategies. Businesses do marketing to market their brand, promote their products and services, grow brand awareness, and most importantly increase their sales. In other words branding, brand awareness, and expanding the reach are solely a medium to grow their sales. This paper will give an insight and more in depth information concerning this topic.

Chapter one presents study's context. The research objectives and questions were point out and the value of such research was stated. The significance of the study has also been discussed. In the second chapter, the existing literature is reviewed to name the key factors and elements for the effectiveness of guerrilla advertising on the consumers' purchase intention. Chapter three introduces the methodology, data analysis and lay out the research outcome quantitative approach, questionnaires and document review is adopted and broader research design is discussed. Chapter four presents discussion and conclusion. Interpreting the details and evaluating critically the results. And concluding the paper. It answers directly the research questions, compares the findings with those of the literature review to confirm or refute the hypotheses.

2. THE CONCEPT AND CHARACTERISTICS OF GUERRILLA MARKETING.

The topic of guerrilla marketing's effectiveness or impact on business's overall sales has become focus of attention. Marketers would embrace whichever marketing strategy that works for their business and helps it grow, which is guerrilla's goal for its low budget and buzz making. Guerrilla marketing has been described as unconventional and unique (Hutter and Hoffmann, 2011), nonconventional (Bigat, 2012), and substitute (Levinson, 2007) and (Hospes, 2007). Guerrilla marketing is defined by (Hatch, 2005) as any efforts that utilises unconventional methods to reach potential customers and promote a brand's name and positioning, rather than relying on traditional media. A guerrilla campaign, often referred to as grassroots, extreme on the street ads that has no fixed guidelines or limits. Levinson describes it as a mean to sell extremely, the strategy of guerrilla marketing having the potentiality to effectively promote and sell a wide range of products or ideas, whether it's a luxury car worth \$100,000 or simply a message (Levinson, 1994). According to some studies between 95 and 98 percent of consumers experience information overload, thus only a very small portion of the information provided has a chance of being retained by the customer. This increases the need for fresh, cutting-edge marketing techniques like guerrilla marketing. Consumers' growing dislike of advertising can be combated in novel and unique ways thanks to guerilla marketing (Nufer, 2013). This study gives preference to the guerrilla marketing strategy over traditional marketing, which the study believes it no longer appeals to customers in terms of communication. Here, the emphasis is on the rapid spread of a commercial message. Marketers frequently fail to recognize the impact guerrilla campaigns have on consumers' perceptions and the success of new product introductions.

Marketers are compelled to choose creative, affordable marketing tactics due to diminishing consumer purchasing power and limited SME marketing expenditures in developing Asian markets (Gkarane *et al.*, 2019). Consumers are increasingly interested in unique and uncommon concepts, according to a survey results. These findings suggest that Generation Y consumers place a high Priority on aesthetic appeal and originality in the marketplace. The survey results also tell that consumers are more interested in more authentic and unusual ideas. From these results, it appears that Gen Y clients are

immersed by creativity and visual appeal in the marketplace. (soomro, *et al.*, 2021) Studies about impact on consumers also highlight how important creativity is in this modern marketing to attain the intended reaction from targeted audience with chock or humor (Dinh and Mai, 2015; Powrani and Kennedy, 2018; Maniu and Zaharie, 2014), or to outperform conventional advertising (Eelen and Seiler, 2016). In spite of that some authors have contradicted these facts (Holy and Antolić, 2017). Discovered that despite the significant potential benefits of guerilla marketing, customers are reluctant to accept the potential risk. Reputable brands that do not spend enough may actually cause impressions of unfair exchange and harm their connections with consumers (Dahlén *et al.*, 2009). Implementing nontraditional marketing strategies could increase risk. Similar to the Ansoff growth matrix, a company's risk rate typically increases when it enters untested zone (Ansoff, 1965).

These authors describe the use of guerrilla marketing and its difference from mass media or traditional marketing in other words guerrilla marketing's nature. They emphasize on how guerrilla marketing reaches more, and spreads brand's name. While this topic has been widely studied, extant research has not quite caught up with other marketing aspects like purchase intention and customer behavior. This paper will study the effect guerrilla advertising has on the customers purchase intention, by going through current literature by examining and critically evaluating them. In this study we will identify the gab and show the other facet of guerrilla strategy. The latter has become a way out of the traditional way of marketing, and companies of all sizes have started to adopt this approach because of its novelty. Scholars have talked about various aspects of guerrilla marketing. The guerrilla attitude has been used successfully by companies of all industries and sizes (Levinson and Godin, 1994). In the same vein, Levinson states that companies, both large and small, are now adopting the guerrilla marketing strategy and that the world of marketing is currently at a turning point in its evolution (Levinson and Gibson, 2010), and that companies are embracing guerrilla marketing for its simplicity and straightforwardness. Based on these paragraphs, it is easy to see that marketing has undergone a change with the emergence of guerrilla marketing. Some studies have focused on guerrilla low-budget. For SME (small and mid-sized enterprises) with very tight budget, guerrilla marketing is a good option. (Nufer, 2013). One of the benefit of guerrilla marketing is to work with startup firms around the globe, this non-traditional advertising has been validated. It works because

it is easy to understand, quickly to execute, and outrageously cheap. (Aytekin and Nardali, 2010). Guerrilla advertising influences consumers' purchasing decisions more than standard marketing does. Which was also supported by (Yıldız, 2011) and (Nawaz *et al.*, 2014). The analysis showed that except for Coca Cola, guerrilla advertisements of all brands have scored significantly higher purchasing intentions compared to traditional advertisements.

2.1. Viral Advertising/ WOM

Marsden and Kirby (2006) define Word of mouth as a conversation between two individuals regarding a company, good, or service that the person receiving the information sees as being based on personal opinion rather than a commercial promotion. In simple terms it occurs when people communicate and exchange business related information (Sandberg and Stierna, 2006). Consumers become advertisers when they promote goods or services to friends or acquaintances; neither the sender nor the recipient recognizes the recommendation as an advertisement. The message can be spread offline by word-of-mouth or buzz marketing, or it can be passed on virtually "through social media. Guerrilla marketing requires interaction. It lets the customer takes part in marketing thanks to the internet. Relationships are developed through conversations. "Anything interactive sells! Why? Because it makes the user feel involved in the process" (Levnson *et al.*, 2007). Personal interactions are considered one of the greatest marketing strategies since they play a crucial part in conveying the information clearly and considering the audience's prerequisites. To build and keep a solid bond with customers, marketers have employed the WOM method. (Sharma, 2021). Levinson, (2007) theorizes that Word of mouth can be favorable and expand so quickly that your business can make a fortune from it alone. If this is the case, the word of mouth has most likely been triggered by an effective marketing strategy. He also describes that GM simplifies business's difficulties and shows how entrepreneurs can employ marketing to make the most maximum profit with the least amount of capital. Your business has the potential to generate significant profits solely from positive word of mouth, which can spread rapidly.

Guerrilla marketing serves as a reminder that your profits are the most important statistic that demands your attention. And If a marketing approach doesn't result in generating profits, then it's likely not an example of guerrilla marketing. (Levinson, 2007). Guerrilla marketing is unique and unconventional. Where advertising is chocking and surprising that individuals passes on the message by word of mouth (Kiradoo, 2018). Guerrilla marketing takes advantage of the widespread of the internet. According to (Nufer, 2013) Guerrilla marketing's foundation is the reality that consumers are always available thanks to the prevalence of smartphones among people from all walks of life. According to (Soomro et al., 2021) guerilla marketing strategies are effective communication tools in situations where marketing expenditures are limited. Rossiter and Percy (1987) continue by showing the other facet and say, the message and subject should take into account both personal and social values, however, when the communication is poorly designed and targeted, it typically has a negative influence on communication. (Aytakin and Nardali, 2010). A new theory says that e-WOM which is internet word of mouth influences customer's purchase decision the accuracy of e-WOM has a remarkable and advantageous effect on purchasing intention. This means that Customer buyer intent is influenced more by how accurate the message is. (Sa'ait et., 2016).

A Great example of guerrilla campaign could be *the Blair Witch Project's* marketing campaign which main aim was to create confusion and curiosity among public. This strategy did not only to get people to see the movie but also to pass on the message to their friends which created a successful WOM. After one week, the website for the documentary project had had 100,000 hits; by the time the movie was released, that figure had risen to almost 2 million (see figure 7) The Blair Witch virus infected and enthralled the public. The movie was produced on modest budget of about \$25,000, but it made nearly 10,000 times as much money (\$250 million) instead, hich makes it the second-highest-grossing movie of all time in terms of profit and the sixth-highest-grossing independent film. This ad tricked people but it went viral and generated a lot of profit.

2.2. Customer Service and Customer Loyalty

Many scholars have defined the concept of customer loyalty. Ivanauskiene and Ausruskeviciene, (2009) interpret loyalty as the client's devotion to the brand, as for (stank et al., 1999). Customer loyalty is the client's attitude toward the service. (Wijaya, 2005) reported the definition by Kotler et al of customer loyalty as the probability of customers making repeat purchases, and how receptive are they to participating in collaborative activities with the business. As per Jessy, (2011) customer loyalty refers to the feelings that encourage a customer to either make a second purchase from a company, or to make a repeat purchase of a certain product. Pitta et al., (2006) said that businesses spend hundreds of thousands on customer relation management projects with the aim of developing client loyalty.

According to various studies cited by (Bagdonienė and Jakštaitė, 2007) customer loyalty is the most valued outcome of marketing activities. Wan-Ping and Hsieh-Hong, (2011) also declare that customer loyalty indicates purchase intention which is the company's goal. Jessy (2011) Customer loyalty can help businesses acquire a competitive edge because it attracts the best customers, and retain them. These researchers show the value of customer loyalty for businesses. Bose and Rao, (2011) discovered that in the business setting, loyalty is the consumer's fidelity to engage in commerce with a specific company which results in not only repeat purchases but also in suggesting the products to friends and relatives which is WOM'S job, this indicates that a loyal customer will be likely to engage in the advertising willingly. Bose and Rao (2011) also reported that a satisfied customer tends to be loyal as long as the company offers better services or products compared to competitors. In this statement, it is clear to see that customer loyalty is strongly related to customer service and lead to or spread WOM. Several research have focused customer loyalty's benefits and mentioned that the latter is a profit generator. According to Marshall, (2010) customer loyalty is a crucial factor in determining a business's performance and financial gain. It has an impact on a company's profitability and efficiency (Jessy, 2011).

According to (Trasorras et al., 2009) customers who believe they have benefited from a company's products can become loyal. Customer loyalty makes retention which is in its turn leads higher company profit. Customer churn affects a business's financial

health more than other aspects do. Researches has shown that the longer a consumer remains a customer, the more profitable a company becomes.

Taleghani et al., (2011) reported that customer is the solely income generating resource of businesses in the now and coming period of time, but a good client who brings more money can always be lost because of the high competition for a good customer. In the service sector, it costs at least five to nine times more to acquire a new customer than it does to keep an existing one. If client loyalty can effectively be enhanced by five percent, revenue can be increased by 25-85%. (Ching et al., 2011). Citing numerous research (Cengiz and Yayla, 2007) asserted that it is undeniable that client loyalty may reduce expenses and boost profitability. It is important to satisfy customers in order to gain their loyalty. In line with the perceived behavior of the product of service, consequently the quality and customer happiness are two requirements for loyalty. Titko and Lace (2010) have identified a series of effects that range from profit to employment. The connections in the process are as follows: growth and profit are mainly driven from customer loyalty Consumer satisfaction directly affects customer loyalty. Value offered to consumers and employees who are satisfied, devoted, and create value has a notable effect on satisfaction. In the challenging and competitive business setting of today, loyal consumers are of value to the success and survival of businesses. Therefore, ensuring customer happiness is considered of as a prerequisite to preserving client loyalty.

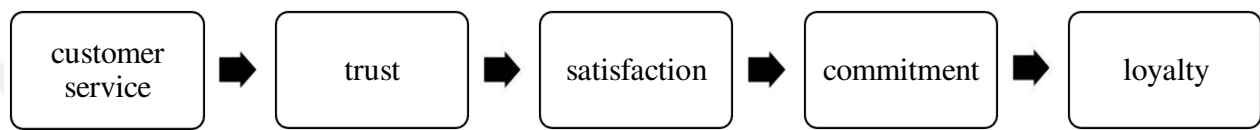
Durukan and Bozaci (2011) providing numerous citations (Yu-Te et., 2011) customer loyalty is a tactic that generates returns for both businesses and their clients. Businesses can improve their revenues when their clients are loyal. Customers who are loyal to a business are more likely to: (1) make more repeat purchases (insensitive to price); (2) test firm's new goods or services; (3) recommend them to others (WOM); and (4) give their feedback to the business (complaint behavior). Instead of approaching your customer with the mindset that you are trying to sell them something, address them as their partner. When you prove that you're willing to work with them to address a serious issue or make better use of their resources, you're most likely to make the sale if the cost of not acting is considered to be higher than the cost of taking action. Building up loyal, satisfied client can lower the cost of acquiring customers by way of referral and repeat business, your own clients and prospects may promote you to others. Once

you start employing that mindset, your clients will not think of switching to other companies. Levinson and Horowitz (2010) as stated Susan Bellows, a sales coach who utilize David Sandler's Neuro-Linguistic Programming (NLP) sales based approach, there is a 1% chance of making a sale on a cold call, and however the chances significantly increase to 50% with a recommendation call and 80% or more with a personal introduction. Consequently, these introductions and referrals are an essential fast route to a successful sales career. And needless to say respecting your client and valuing is the way of obtaining referrals. For Alexander Hiam by (levinson, 2010) writer of The Portable MBA in advertising and several other books, the most essential element of customer loyalty is to provide the users with a high-quality experience. This include offering them a good quality product and an extreme emphasis on customer relations, anticipating customer's needs and offering to bring solutions to their unexpressive problems. Hiam mentioned a tremendously lucrative business, Rosenbluth International-one of the superiors in the travel company industries. This corporate receives three million dollars' worth day to day of new orders on day and has an annual growth rate of 15 per cent. It no classic marketing and has a 0.00004 marketing to sales ratio. 96% of this business's 1,500 corporate clients are retained, establish relationships with clients and strive to maintain them without losing them says Hiam by (levinson, 2007) When dealing with customer service issues. It is good to use consistent language with the intended outcome, which addresses the customer's concern and moves it forward. Simply responding to the client's complaint will not suffice in having a satisfied customer (Levinson and Horowitz, 2010). These paragraphs show a robust connection that links customer satisfaction to customer loyalty and that business should focus more on their customer by providing good customer services since the customer is the key to success and profitability.

While a numerous of academic authors have argued that satisfaction straightly affects loyalty (Bontis et al., 2007; Boonlertvanich, 2011; Kandampully and Suhartanto, 2000; Yang and Peterson, 2004). Several have contested this argument and proven the opposite (Jones and Sasser, 1995; Oliver, 1999; Stauss, and Neuhaus, 1997). They believe that even among happy consumers, attrition rates are significant and that happy customers do not necessarily have to be completely committed. This indicate that although consumer loyalty is a required for satisfaction, it is not sufficient and that exists are other factors have more in-depth correlation with satisfaction than loyalty. Some

scholars have discovered that trust is one of the factors that strengthens satisfaction (Sirdeshmukh, et al., 2002; Spake et al., 2003). Lack of trust can have serious consequences for the final result (Levinson and Horowitz, 2010). And trust lead to commitment (Bloemer and Schroder, 2002; Morgan, and Hunt, 1994; Spake et al., 2003). Hennig-Thurau and Klee, 1997) Customer loyalty is ultimately driven by commitment (Hennig-Thurau and Klee, 1997; Pritchard, Havitz and Howard, 1999).

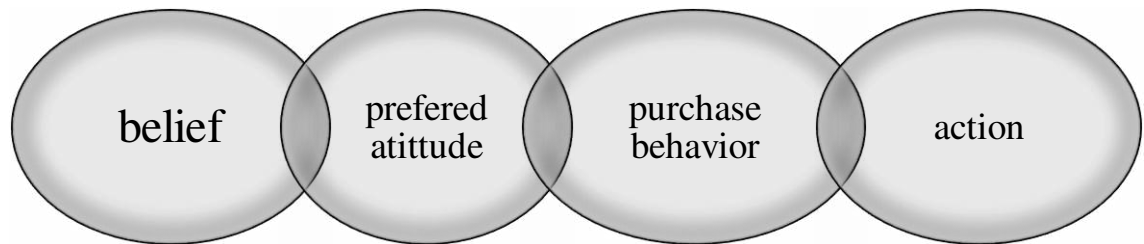
Figure 2. 1. Loyalty Chain



Source (Oliver's, 1997)

Li and Green, (2011) referring to (Oliver's, 1997) suggestion state that loyal customers undergo four phases. The first is a subjective sense (belief). A customer considering a purchase for the first time is attracted, for example, by a company's sales promotions or high-quality products. A loyal customer ought to repeatedly prove that their expectations of the goods or services will be met. The second stage is the affective stage (preferred attitude), where buyers are constantly persuaded of their purchase decision. The third stage is the conative stage, in which consumers intent to engage in certain behavior; they are determined to buy. Fourth stage of action is led by intentions. Customers want to participate in the actual purchasing activity, as well as want to overcome barriers like competition attraction or price increases from businesses.

Figure 2. 2. Four Stage Of Customer Loyalty.



Source (Oliver, (1997)

2.3. Forms And Tools Of Guerrilla Advertising

2.3.1. Forms Of Guerrilla Advertising

Guerrilla advertisements has many types and tend to develop new ones over time. It also uses several kinds of tools in the process of message conveying. Jay Conrad distinguishes several different tools that can be employed as follows. Minimedia marketing, this include writing personal letters, sending out flyers, signs on noticeboard, making double duty business card, telephone marketing, brochures, and more. Maximedia marketing, Mass-market media such as radio, TV, newspapers, magazines and billboards are referred to as "maximedia marketing." Maximedia marketing also uses the Internet. E-media marketing, refers to the use blogs, podcasts e-mails, and websites, e-book, webinar, teleseminars, affiliate programs, SEO, RSS and much more. Infomedia marketing is all about giving free information to create a strong and everlasting bond with the customer. This includes e-zines, POD, newsletters, party-plan marketing, free demonstrations, free seminars, free consultations... etc. (Levinson, 2007).

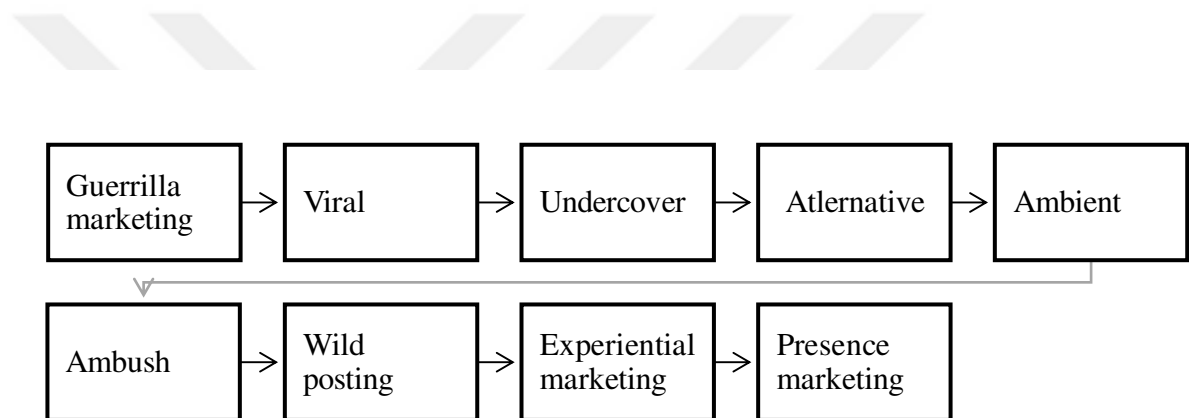
2.3.2 Tools Of Guerrilla Advertising

As for the types, guerrilla marketing differs greatly from traditional marketing, which is limited exclusively to television, radio, and newspaper advertisements. Guerrilla marketing is more comprehensive and creative and original, as per Levinson, It's more than a marketing strategy that executes activities. Guerrilla marketing uses imagination. Here we are going to see some of the ways that guerrilla marketing differs from other marketing strategies. Guerrilla marketing is ambush marketing, this is simply the act by which a rival business used an advertiser's campaign that possesses an official sponsors as its own to promote their business or brand. Marketers seek to take make a profit off of big events with minimal effort and without contributing financially. Chamráth (2017) and Burton and Chadwick, (2018), defined ambush as a brand's negatively conspicuous promotional activity with no legal or official right to use an event or piece of property and may purposefully or accidentally weaken or draw attention away from the event's official sponsor (Burton and Chadwick, 2018) (See figure 12). Ambient advertising is a strategy for advertising goods or services that makes use of unique objects, places, and factors as a communication tool. It attracts attention, surprises people and it is memorable. Ambient marketing is guerrilla alternative of traditional outdoor advertising that uses placement in unconventional settings within the immediate social context of the target market.

Shelton *et al.*, (2016) ambient marketing refers to a variety of creative and unconventional advertising methods (See figure 14). Stealth marketing or undercover marketing is defined as by merriam-webster's (1986) the act of moving or advancing in a sneaky, or hidden or unnoticeable manner, it refers to covert, secret, or undercover marketing. The target is, at least to some extent, unconscious of the marketers' efforts because of the low level of exposure (Roy and Chattopadhyay, 2010, p. 3). Another definition says stealth is a strategy for reaching a target audience without having the commercial or the context be recognized as such (Cooney, 2005). Hidden product placement in iconic television soaps or motion image, where performers openly use a brand-name product to subtly raise awareness for that brand or product, is an example of stealth marketing (Shakeel and Khan, 2011) (see figure 13). Viral or buzz marketing. It is a sort of widespread marketing. It spreads via recommendations, utilizing an approach close to that of biological viruses. Especially through the World Wide Web, as the

information diffuses at an accelerated pace. It is also related to word-of-mouth whereby individuals actively share the information (Chamráth, 2017). Guerrilla marketing is about generating enthusiasm. Guerrilla advertising is designed for viral networking and benefits from active casual marketing, with people sharing their best contacts and experiences with other guerrilla actors. (Sharma, 2021) (See figure 7, 11, 16 and 17).

Figure 2. 3. Concept Of Guerrilla Marketing



Source (encyclopedia, 2005).

2.4. Factors That Influence Purchase Intention Using Guerrilla Advertising

2.4.1. Brand Awareness

Gustafson and Chabot (2007) Define brand awareness as the capacity of a customer to recall a brand among a classification in sufficient information to make a purchase. Brand awareness is if and when customers know the brand which gauges how easily a brand can be recalled and recognized (Chandon, 2003). The creation and maintenance of brand awareness has long been considered one of the main objectives of marketing. (Macdonald and Sharp, 2000). Guerrilla marketing has been said to raise brand awareness. Many studies have focused the effectiveness of GM on brand awareness, brand image and purchase intention which could be positive or negative. For the brand that

does not exist in the minds of customers, a guerrilla marketing campaign is the solution (Dagorn, 2015). Guerrilla Marketing and brand awareness raising which also have impact on buying intention have long history of interaction. Mokhtari (2011) concluded that guerrilla marketing and brand awareness have a favorable link.

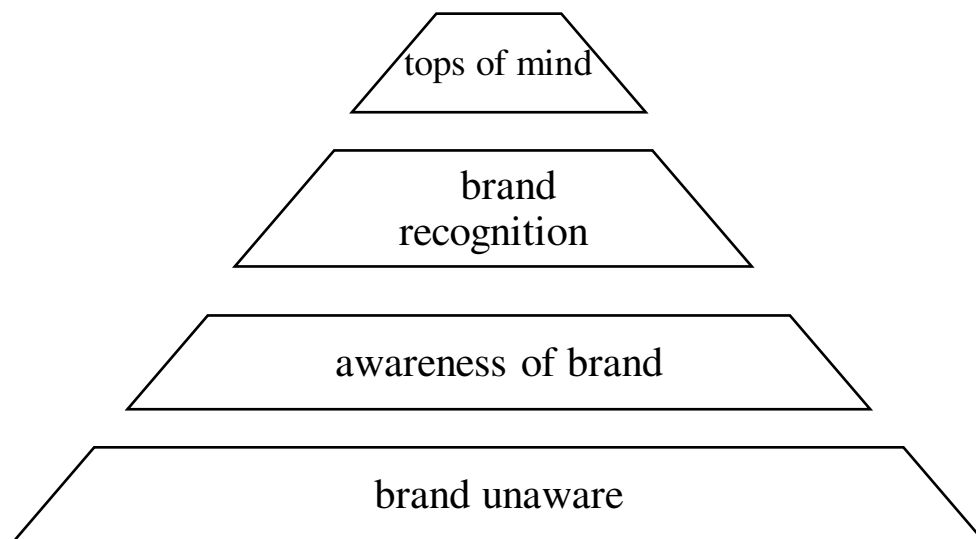
Purchase intention is explained as the subjective possibility that users will involve in a specific behavior (Ajzen and Fishbein, 1972). It is when consumers are considering to purchase a product or service, it indicates that they have buying intention and hope to do it sooner or later. Brand awareness is said to have a remarkable influence on consumers' decision-making by determining which brands are taken into consideration as well as those that are chosen from the consideration set (Macdonald and Sharp, 1996). Gökerik *et al.*, (2018) investigated how guerrilla marketing affects brand perception. The findings demonstrate that social media guerrilla marketing positively affects a brand's functional and symbolic image. Similarly (soomro *et al.*, 2021) concludes that guerrilla marketing significantly affects brand image. Guerrilla marketing helps the brand or product, or service go viral in a brief time. Companies utilize it to their advantage to create huge campaigns that go viral (Kiradoo, 2018). This is beneficial for both small enterprises aiming to reach a wide audience and mainstream corporation seeking to establish a strong brand presence and a unique competitive position. (Farouk, 2012). Guerrilla marketing strategies are increasingly being used, as this achieves better awareness and greater dissemination (Mifsud, 2014).

These authors discuss and show that there exist a connection between GM, brand awareness and purchase intention. However these researches are not sufficient for understanding or do not show more in depth details and findings whether brand awareness of GM can directly lead to consumers' purchase intention. In light of this, researchers' interest in the effects of guerrilla marketing has grown. Many empirical studies have paid attention to the link that associates brand awareness to purchase intention. Chamráth, (2017) did a case study on the effectiveness of guerrilla marketing campaign on certain well-known companies like Dettol and IKEA (see figure 11). Dettol's campaign went viral and the results were undoubtedly positive. Sales, where the ad was placed, increased by 86% compared to other cities. Buying intention multiplied, top-of-mind awareness increased by 20%. And lastly the company reached 46% of its target audience.

As for IKEA the goal was to create its own exhibition, generate buzz and reach bring awareness in a marketing campaign where their furniture can be used at Bus stops and metro stations by dispersing over 670 of them throughout Manhattan. (See figure 10) The customized website garnered 57000 visitors in less than a week. The press and blogger responses were unanimously positive. It also generated buzz reaching outside the states. Consequently, the campaign was successful in raising awareness. The target of the Guerrillas ad is the product and the associated brand to raise consumers' recognition and interest (Sharma, 2021). Generating a marketing buzz leads to the creation of word-of-mouth impact, and word-of-mouth is the most effective method for enhancing brand recognition. (Silverman, 2011). Here we can see that WOM also lead brand awareness.

Aaker (1991), theorizes that brand awareness can be divided into four distinct stages, referred to as the "awareness pyramid." These four levels help to build brand awareness among consumers.

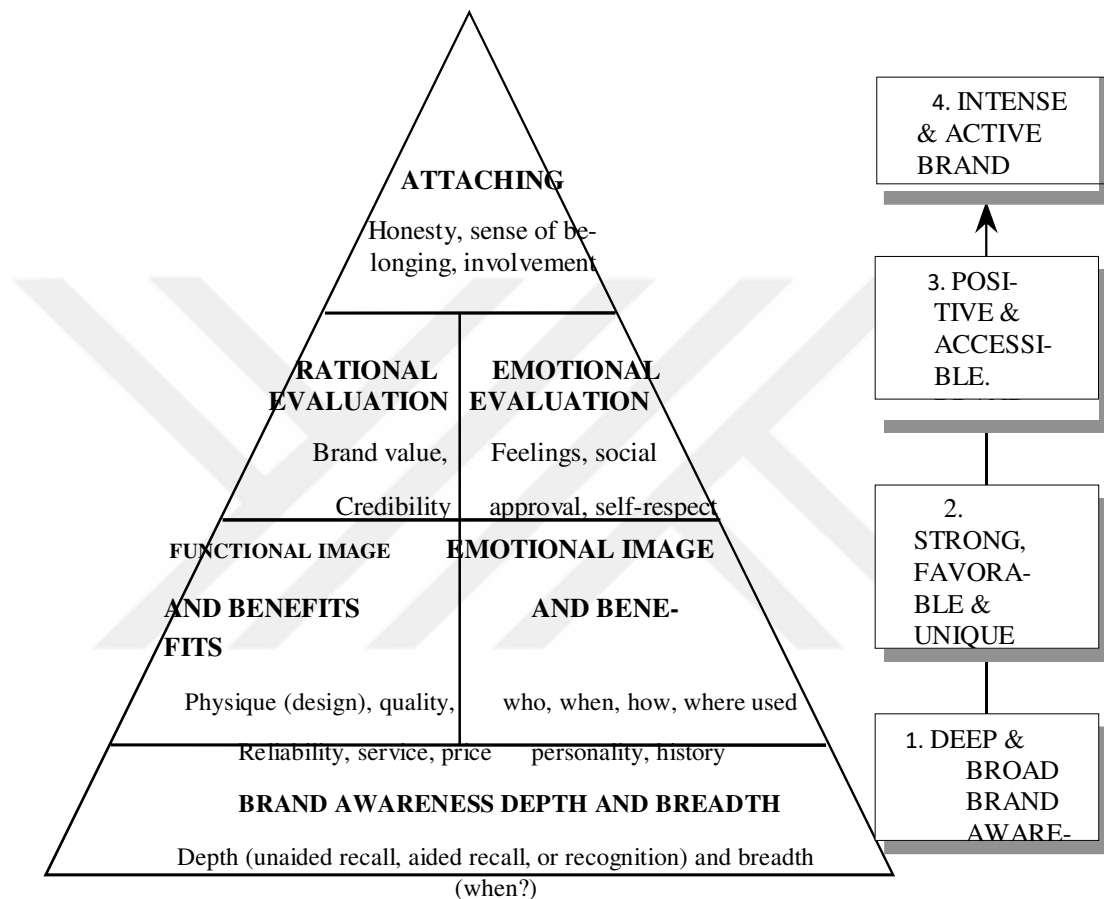
Figure 2. 4. Awareness Pyramid Adopted From



Source (Aaker, 1991)

In the awareness pyramid depicted above, a brand goes from being unknown to being recognized, remembered, and finally existing at the top of the mind where it is assumed to have an innate nature (Aaker, 1991).

Figure 2. 5. The Brand Knowledge Pyramid



Source (Keller, 2001).

The various factors utilized to measure brand knowledge include brand awareness, brand image (it is the connections that customers have with the brand which reflects their perceptions about the brand), brand equity (it is defined as a difference in how clients react to a brand's marketing based on their level of brand awareness and brand connections) and brand value (this means financial worth of the brand, the capacity to assess and estimate the worth of a brand) (Chandon, 2003).

2.4.2. Informativeness

The capacity to effectively convey accurate information is referred to as informativeness (Oh and Xu, 2003). While advertising informativeness would mean informing consumers of other choices of products information (ducoffe, 1996) that can meet their requirements and desire business's offerings making the market more effective (Pollay and Mittal, 1993). According to Rodgers and Thorsons (2000) consumers search advertisement online on the purpose of obtaining information that meets their practical needs helping them to manage particular issues or accomplish a particular task, as a result ads informativeness engenders a positive perception as the advertisement being pertinent for consumers' interest which is seen valuable (Zeng *et al.*, 2009). This indicates that ads informativeness have a favorable influence on ads perceived value. The efficiency of advertisements depends on their informational value which influences the consumers' perception of the brand. Therefore High quality information is seen as something that meets people's standards of appreciation. Consumers believe that information is beneficial when the information's quality is both good and enjoyable (Koi-vumäki *et al.*, 2008) and (Salaün and Flores, 2001). The perceived value of social media advertising is enhanced by its ability to provide informative content, as seen from the consumers' perspective, entertainment value, and credibility, all of which have a favorable impact on consumers' purchase intentions (Dao *et al.*, 2014). Deception is likely to reduce the significance of advertisements for consumers to the degree that informative increases it. Regulations are based on the idea that truthfulness affects interests of consumers and effective market functioning whereas information in advertising promotes both (Bloom and Krips, 1982).

2.4.3. Credibility

The credibility of information is determined by the impression the recipient has of the message's reliability (Grewal et al., 1994). When information is perceived as credible, people are more likely to find it valuable (Castillo, C. et al 2013; Jin, X. L et al (2009). Advertising credibility is referred to as users' viewpoint of an advertising message's credibility is primarily determined by the extent of trust in the source of the advertisement (MacKenzie and Lutz, 1989; Zimand-Sheiner, et al. 2020). It refers to the objective and subjective part of consumers' advertising-related thoughts, which are essential in forming their behaviors and attitudes (Yaakop et al., 2013). Daugherty et al. (2008) characterized it as a reflection of customers' expectations regarding the accuracy and integrity of advertising. A results of a study conducted by (Hussain et al., 2020) reveals that terms like accurate, caring, competent, complete, persuasive, ethical, honest, impressing, dependable, and warranted are the foundation of advertising credibility based on the fact that it provides the products and services as advertised.

Researchers like (Moore and Rodgers, 2005; Indu & Raj, 2012) have found that advertising that has high credibility affects trust and responses, whilst advertising that is less credible fails to make a compelling impact and is usually avoided and dismissed consumers. Other researchers have also attached great importance to the credibility of information. Awad and Ragowsky, (2008) found it to be the primary predictor in consumers' decision-making processes, while (Wathen & Burkell, 2002) believe it to be the main element in people's conviction processes. It has further been shown that information credibility influences consumers' intention to buy and information adoption (Prendergast and Yin, 2010). Information adoption is said to be the process by which individuals consciously choose to use information (Cheung et., 2008). Through commercials, customers are confronted with a large quantity of brand-related fact every day. However the degree of effect might differ, not every piece of information on social networks has the exact same influence on people (Evans and Erkan, 2014). Consumers evaluate the accuracy of information on an individual basis and are more likely to embrace it if they believe its usefulness (Zhang and Watts, 2008). Advertising effects positively customer's purchase intention if it is regarded as both inventive and credible. Ghotbivayghan et al., (2015) Indicate that a credible source strengthens the

reputation and credibility of other related sources as well as of those the brand and the business.

The first area's findings show that credible advertising significantly influences purchase intention, attitude towards the ad and brand (MacKenzie and Lutz, 1989; Choi and Rifon, 2002; Chowdhury et al. 2006; Delafrooz and Zanjankhah 2015). The findings in the second category, which examines the effects of advertising credibility on various products and services, indicate that various product types have varying levels of advertising credibility. For instance, weight-loss products have come under fire for providing inaccurate and undependable information, which can affect the credibility of advertising and lead to dismissing (Prendergast et al., 2009).

2.4.4. Perceived Value

Perceived value is referred to as the consumer's total judgment of the benefits of a good or service relying on their viewpoint of what is offered and what they obtain (Zeithaml, 1988). Payne and Holt, (2001) define the idea of perceived value as a presumption that there is some sort of connection between the client and the product. Perceived value is a multifaceted construct, say so many academics. According to (Sanchez et al., 2006) the idea combines social, emotional, and functional components. While as for (Grönroos, 1997) it is divided into two parts: the emotional and the cognitive. The rational and financial evaluation are represented by the functional dimension. The value of the product or service is represented by the functional value dimension. Additionally, the emotional and social components include the feelings and emotions people have toward goods and services. Perceived value of client is the instant impression during the consumption process, which has a significant influence on consumers' views of a brand (Yan, 2019). Shafiq et al., (2011) investigated the factors influencing customer's buyer intent depending on the customers' perceived value and found that perceived value have an impact on purchase intention through product packaging/design and product knowledge. Perceived value is the main element influencing buying intention more so than any other. Customers frequently rely on their own experience or knowledge to making purchasing decisions. Therefore, the product's packaging, look, or design play a significant role in its perceived value. Some other studies support this concept.

Product design and packaging have a massive effect on how consumers perceive the value of a product, which determines their decision to buy (Ann, 2008). According to (Michael 1974), a key factor in how user perceive the worth of a product is its packaging. Khalid and Helander, (2006) suggest that product packaging, design, and art frequently elicit emotional appeal from customers. Hence, while designing, packaging or producing, designers must take emotions into account. If the product packaging/design demonstrates that it is dependable and adaptable, it will raise the perceived value of the clients. (Belleau et al., 2007). Another study by (Fung et al 2004) argues that the product's packaging and design aid in the preservation of consumers' sense of joy. Improved packaging conveys that a product is of a high quality and plays a significant effect in how consumers perceive it (Dileep, 2006).

2.4.5. Entertainment

There exists a term called advertainment which was created to define how advertising and entertainment are becoming more and more integrated. This entails that advertisements ought to be entertaining. (Russell, 2007) Advertainment campaigns ought to include clear strategic goals so that their effect can be evaluated with concrete, quantifiable outcomes. The method that marketers implement entertainment for promoting their products has roots in the use of branded goods in movies. To transfer this idea advertising must include some entertainment marketers invented this term. Russell, (2007) Advertainment is often associated with undercover marketing as it avert the advertising to be seen as a commercial which is one the main characteristics of guerrilla marketing. This indicates that guerrilla marketing can be an advertainment.

People are less responsive to advertising content and more open to humorous and emotional advertisements (Tam and Khuong, 2015). According to some researches, people evaluate unexpected stimuli more favorably when they are in a positive spirit than when they are in a bad mood. In summary, the impact of advertising effectiveness on consumers' purchase intentions is influenced by the emotional response evoked by the advertising content. (Veitch and Griffitt, (1976) and (Isen and Shalker, 1982). Marketers' goal is to catch customers' attention before the latter is interested in the product (Pieters *et al.*, 1999), humor plays a major role in this case which will create a positive

attitude toward the advertising, the brand and boost buying intentions when implemented in the advertisements (Duncan, 1979; Eisend, 2011). Surprise which is a component of guerrilla marketing is another powerful tool that makes customer go wow (Nufer, 2013) and give all their attention to the surprising advertisement in ambient campaigns (Derbaix and vanhamme, 2003). This pushes customers to want to know more about the brand or the products. Small businesses with limited budget make this tool useful and effective in terms of accessing to customers. Aesthetic is also an essential component of entertainment in advertising and is perceived as original aesthetic in this context refers to harmony and the message's constructed structure (Besemer, 1986). It is essential to mention that esthetic factor has impacts on the cognitive basis, which is an assessment guerrilla advertising. (Wallendorf, *et al.*, 1981). Consumers approach advertisement with certain attitude the more inventive and trustworthy the advertisements are the greater the clients' purchasing intent is, which increases the likelihood of them buying the goods and can foresee purchase behavior (Schiffman and Kanuk, 2000).

2.4.6. Purchase intentions

Many scholars have defined purchase intentions based on their point of views, buyer intent refers to a specific behavior engendered by customers' product assessment with extrinsic encouraging factors. It is a sensual response to a person's attitude toward something (Hsu, 1987). Buyer intent is the chance of a consumer to conduct transaction (Dodds *et al.*, 1991). Purchase intention is said to be a biased assessment about future actions (Engel *et al* 2001). Shao et al suggest that buyer intent is the trying to buy a product or visiting shops offerings. On the basis of these literature purchase intention could be said to be planning or having in mind to make a particular purchase in the nearest future. Purchase intentions information is frequently used by marketing managers to enhance their strategic choices for both newly introduced and already in the market products, as well as the marketing initiatives that support them. For new products purchase intentions help managers decide whether an idea is worth developing further and whether it is the right time to market the product. And also during product trials to determine whether a new product qualifies to be released. Additionally

managers use purchase intentions to identify which client categories and geographic markets products should be introduced in (Sewall, 1978; Silk and Urban 1978; Urban and Hauser, 1980). Purchase intentions for current products are used to predict future demands (Morrison, 1979) and (Juster, 1966). This predictive information can be utilized to make informed decisions regarding adjustments in production levels and modifications to the size of the sales team, or make a pricing changes. Purchase intentions are also used to analyze potential promotions and pre - test advertising for both new and old goods (Bird and Ehrenberg, 1966). Buyer intents are further used by marketers to forecast potential demands for their offerings and to analyze how their advertising efforts might impact sales in the future they are convinced that purchase intentions serve as accurate predictors of customers' behavior in the market. However purchase intentions are not always accurate, because of customer's personal circumstance these intentions could no longer exist (Namias, 1959). This shows that there a fundamental difference between purchase intention and the actual purchase, individuals could have the intentions to buy a brand but could end up not buying. This concept is also the core of numerous theoretical frameworks of customer behavior. For instance (Ajzen, 1985) Stated when one is interested in knowing if someone is planning on performing a specific behavior, the easiest way is to ask that person whether or not he intends to perform that behavior. According to Bagozzi, (1983) intentions are a conscious state of decision in which one makes a commitment about an upcoming course of action. Purchase intention is a concept that is well founded in psychology theories and is commonly used in behavioral research (Dodd and Supa, 2011). It refers to a consumer's proclivity or desire to purchase a specific product (Dodds and Monroe, 1985) and is regarded as a strong predictor of actual purchase behavior (Tan, 1999). Li et al., (2002) corroborate this assertion by stating that purchase intention is a widely It is a measurement used to assess the effectiveness of buying behavior. According to the Theory of Planned Behavior (TPB), purchasing intention is primarily determined by attitude, subjective norm, and perceived behavioral control. These three dimensions forecast intentions, which in turn determine behavior (Ajzen, 1991). It is possible to accurately predict a person's intention to perform a certain behavior based on their attitudes towards the behavior, the opinions of those around them, and their perceived ability to carry out the behavior. These intentions, along with the person's viewpoint of their

ability to perform the behavior, are strong predictors of the individual's likelihood of carrying out the action. (Ajzen (1991).

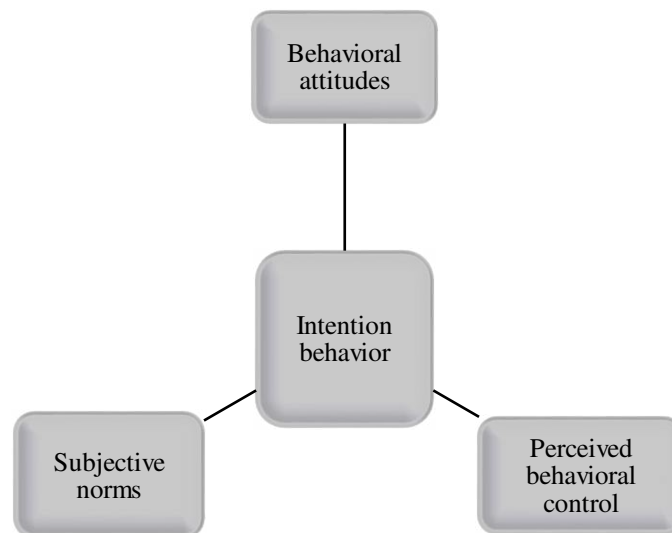
Theory of Planned Behavior (TPB) supposes that an individual's desire or purpose to carry out a specific act is a strong predictor of whether or not they will actually perform that behavior. In the context of the TPB, behavioral intention refers to a person's readiness to carry out a particular behavior. Behavioral intention is considered the driving force behind a person's behavior and reflects the level of commitment they have towards performing the behavior, as long as they feel they have control over the behavior (Niaura, 2013). According to Azjen (1991), behavioral intention is the key factor that determines whether or not a person will perform a behavior that is under their control.

The TPB suggests that three factors affect an individual's intention and behavior when it comes to making online purchases (Sentosa and Mat, 2012): their attitudes towards what is considered normal, their personal beliefs, and their perceived ability to control their behavior. The TRA originally proposed that people generally act in line with their intentions, which are formed based on their attitudes and beliefs about what others expect of them. When it comes to online purchasing behavior, attitude refers to a person's evaluation of the potential outcomes of engaging in that behavior. In particular, Azjen defines attitude as the degree to which an individual holds a favorable or unfavorable viewpoint or assessment of the behavior being considered. Subjective norms is referred to as an individual's perception of what significant people in their lives may think about their behavior, particularly in the context of online purchasing. Azjen defines subjective norms as the perceived social pressure to either engage in or avoid a particular action. The TPB expanded on the TRA by introducing a third factor, which is perceived behavioral control. Perceived behavioral control is the extent to which an individual believes that external or internal factors might help or hinder their ability to perform a particular behavior. It takes into account the individual's past experiences and their expectations of any obstacles or difficulties they may face in performing the behavior. In simpler terms, it is the individual's perception of how easy or difficult it is for them to perform a behavior (Pavlou and Fygenson, 2006). According to the Theory of Planned Behavior (TPB), an individual's attitudes towards a behavior are formed based on their beliefs about that behavior. These attitudes are characterized as positive or negative emotions that are associated with the adoption of that behavior. In other

words, an individual's feelings towards a behavior determine whether they are likely to adopt it or not (Sentosa and Mat 2012).

According to Sentosa and Mat (2012), if an individual has a positive attitude towards the outcome of a behavior, they are more likely to form a plan to execute that behavior, and subsequently, they are more likely to actually adopt the behavior. In addition to attitudes, the Theory of Planned Behavior also considers subjective norms, which refer to the social influences that are relevant to performing a specific behavior. In simpler terms, subjective norms are the opinions and expectations of others that can impact an individual's decision to adopt a certain behavior. The Theory of Planned Behavior (TPB) considers perceived behavioral control as an evaluation of circumstances that could facilitate or hinder the execution of a behavior, unlike other psychological and social theories that rely solely on personality traits and their interaction with the surroundings. The TPB emphasizes cognitive self-regulation as a crucial element in understanding human behavior, which goes beyond personality traits and environmental factors. Essentially, the TPB emphasizes the importance of individuals' beliefs about their ability to control their behavior in determining their actions (Ajzen 1991).

Figure 2. 6. Theory Of Planned Behavior



Source (Ajzen, 1991).

2.4.7. Hypotheses And Research Model Of The Study

2.4.7.1. Entertainment

Entertainment denotes the satisfaction and the enjoyment consumers receive from and advertisement (Zhou and Bao, 2000). The aptitude of a commercial to be amusing has been regarded as one of the major aspects that may impact advertising's efficacy in developing a sentimental connection between the company's message and customers (Wang and Sun, 2010). Thus customers will acknowledge and validate advertising's benefit and finally perceive its value and worth (Hoffman and Novak 1996) in a quantitative research (Choi et al. 2008; Haghirian et al. 2008) have discovered that amusement in advertising increases its perceived value. Advertisers nowadays use online platforms to grab attention, entertain, and create permanent ties with consumers, affecting their perception of the brand. Dawson et al., (1990) and Pine and Gilmore (1999) have agreed that providing delightful, enduring, pertinent, and valuable moments will remain in the mind and impact the customer's attitude and long-run purchasing plans. When a client grows a good attitude toward a particular company, they prefer choosing to purchase it more than the other businesses. In accordance with these literature, this research study proposes these hypotheses:

H1. Advertising entertainment has an impact on consumers' perceived value

H4. Advertising entertainment has an impact on consumers' purchase intentions

2.4.7.2. Informativeness

Rotzoll and Haefner, (1990) described as informativeness as the degree to which a business can give appropriate information that allows consumers to opt for improved choices about their purchases. While (Pavlou and Xue, 2007) addressed informativeness as a greater sensory concept evaluated with a self-reported measure. This construct, in reality, is closely associated with the company's skill to draw the consumer's feedback since it encourages them to rationally examine the offered information and message's adoption (Lee and Hong, 2016). Gao and Koufaris (2006) observed that there is such a significant function of informativeness in the field of the electronic advertisements, highlighting the consequences of this concept on consumer perspectives. Lee and Hong (2016) quantitatively demonstrated that informativeness has beneficial effects on consumers' reactions to advertising and, as a result, their intention to purchase the products provided on the particular ads. Kim and Niehm, (2009) showed the connection between intentions loyalty and information quality is strong and positive. In sum, the amount of information displayed in social media ads could inspire clients to develop better purchasing behavior and, as a result, improve their buyer intent. The efficiency of advertisements depends on their informational value which influences the consumers' perception of the brand. Therefore High quality information is seen as something that meets people's standards of appreciation. Consumers believe that information is beneficial when the information's quality is both good and enjoyable (Koivumäki et al., 2008) and (Salaün and Flores, 2001). The way in which consumers perceive the worth or benefits of social media advertising is found to be favorably impacted by its informativeness. Therefore the following hypotheses are suggested:

H2. Advertising's informativeness has an impact on perceived value.

H5. Advertising's informativeness has an impact on consumers' purchase intention.

2.4.7.3. Credibility

As credibility is the level to which consumers view advertising as trustworthy, it can influence the behavior and attitude of customers (Jin and Willegas, 2007). Due to a quite a lot of unpredictability and fast alterations (Schultz & Pecotich 1997; Herpen et al. 2000). There is also a scarcity of corresponding rules to help stabilize and control uncertainty and volatility (Wang and sun, 2010) and to preserve customers (Ho, 2001) As a result, product usage is riskier particularly for startups (Chandy et al., 2001). Therefore product information acquisition to prevent the usage of uncertain goods has become a major issues for users (Khanh and Hau, 2007). They will most certainly require rules to observe and prefer credible goods, consumers as a whole tend to follow their acquaintances attitude and are convinced by them (Erdem et al., 2006). Consequently social media ads is regarded as source by consumers (Mangold and Faulds, 2009) earlier studies have shown that credibility advertisement has an advantageous impact on the value of advertising (Lin and Hung, 2009; Liu et al., 2012) which could be interpreted as credibility effects favorably ads perceived value. Ducoff, 1996) argue that Poor perceived value leads to eliciting unfavorable responses from customers and high value elicit positive reactions as they invest time and mental energy for it. Several other scholars agreed stating that marketers out to make valuable advertising “*in and of itself*” (Ducoffe and Curlo, 2000; Morris et al., 2002; Phillips and Noble, 2007, p. 2). Influencer marketing has make a significant growth lately, (McGuire 1985) suggested that the legitimacy of the source is seen to be particularly important in comprehending the influence of an endorsement on customer behavior. Ohanian (1990) claims that celebrity endorsement is considered as credible and expertise. Other studies have also shown that endorsement had a beneficial impact on customer buying intentions, (Kumar, 2011; La Ferle and Choi, 2005; Wang et al., 2017; Wang and Scheinbaum, 2018) we can explain here this way that as endorsement is seen credible, credibility in that case effects buyer intent in a favorable way. (Saima and Khan, 2020) investigated in their study and found a robust correlation on credibility and buyer intent which agreed with the study of (Hyes and Caryy, 2015). We form these hypotheses accordingly.

H3. Advertising credibility has an impact on perceived value.

H6. Advertising credibility has an impact on consumers' purchase intention.

2.4.7.4. Brand Awareness

Purchase intentions are a common tool marketing managers utilize it for predicting sales. (Morwitz et., 2007). Purchasing intentions exhibit a correlation and serve as an imperfect predictor of future sales (Morwitz, 2014; Chi et al., 2009) conducted a study on the connection between brand recall and purchase intent, revealing that elevated brand awareness leads to simultaneous increases in both purchase intention and brand loyalty. Wang and Yang (2010) discovered that brand knowledge has a lucrative effect on consumers' buyer intent specific brands. Numerous studies have shown that brand awareness has a significant and advantageous influence on purchase intention. Yaseen et al., 2011); Jalilvand et al., 2011); Shah et al., 2012); Mahesh and Amulya, 2013); Roozy et al. 2014); Naeini et al., 2015). Designate that brand recognition has remarkable and significant impact on buyer intent.

H7. Brand awareness positively effects purchase intention.

2.4.7.5. Perceived Value

Customer perceived value is the instant impression during the consumption process, which has a significant influence on consumers' views of a brand (Yan, 2019). It was investigated that the factors influencing customer's purchase intention depending on the customers' perceived value and found that perceived value have an impact on purchase intention through product packaging/design and product knowledge. Perceived value is the main element influencing buying intention more so than any other. Customers frequently rely on their own experience or knowledge to making purchasing decisions. Therefore, the product's packaging, look, or design play a significant role in its perceived value. Some other studies support this concept (Shafiq et al., (2011). According to a study conducted by Fung and colleagues in (2004), it is argued that the packaging and overall design of a product play a crucial role in maintaining the feelings of happiness experienced by consumers. Improved wrapping conveys that a good

is of a high quality and plays a significant effect the way users view it (Dileep, 2006). It is agreed amongst many other scholars that perceived value increases the purchase rate and that higher the perceived value is higher is the purchase intention, (Chang et al., 1994) purchase intention is favorably influenced by perceived value. As stated by (Petrick, (2002) Perceived value directs customers towards their purchasing intentions. Netemeyer et al., (2004) and Ligas, and Chaudhuri (2012) Suggest that users' buyer intent is dependent on the perceived value of the product and that of the willingness to pay (WTP) grows repurchase trust when the perceived value is viewed to be greater.

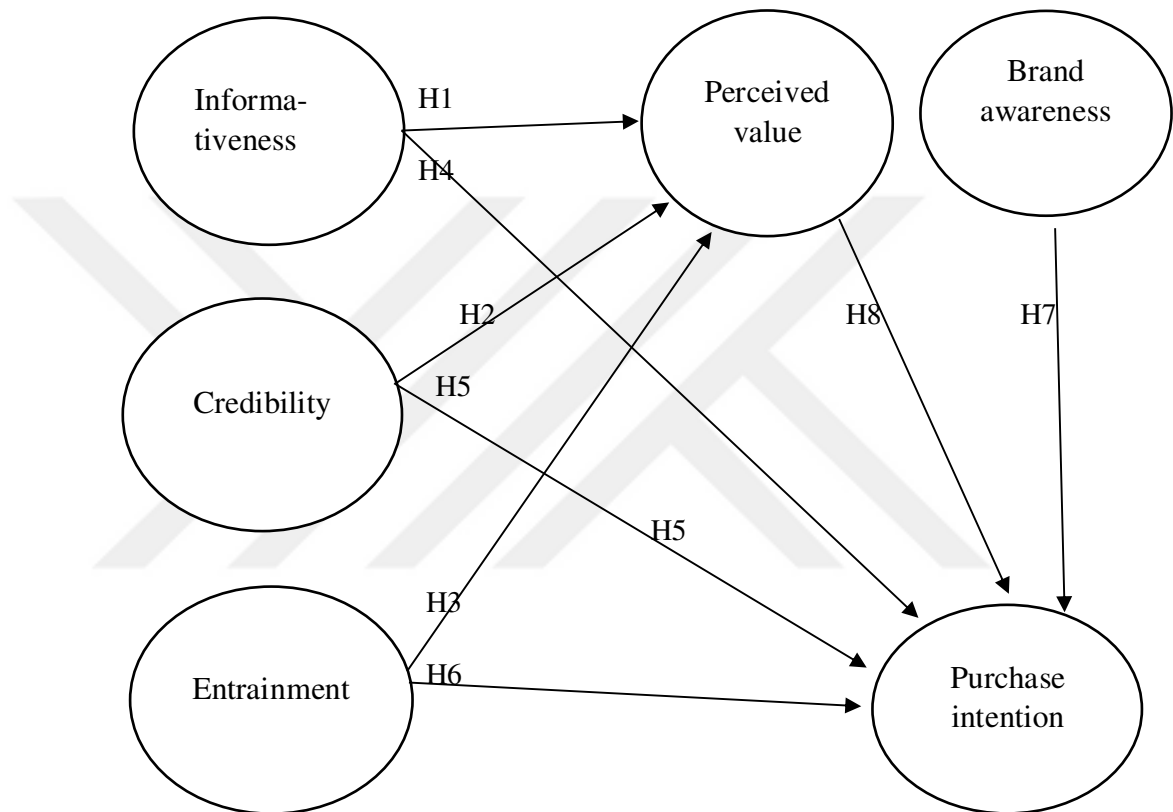
H8. Advertising perceived value has an impact on consumers' purchase intention.



2.4.8. Research Model

This model was developed to conduct the research, we followed the model all along the research.

Figure 2. 7. The Research Model



3. RESEARCH METHODOLOGY, STATISTICAL ANALYSES AND FINDINGS

3.1. Research Design

A research design is referred to as a plan for answering to a series of questions strategy (McCombes, 2019). This framework encompasses methods and procedures for collecting, examining, and interpreting the data. This chapter reintroduces the research goal and research questions as well as the research design conducted. It as well covers the data analysis and presents the research findings. In order to conduct the research paper, these research question and objectives will serve us as a guide all the way through.

1-Does guerrilla advertising maximize purchase intention?

2-how does guerilla advertising help to increase consumer's purchase intention?

3-Which predictor is more effective than the others?

Objective#1-to evaluate the effectiveness of guerrilla advertising regarding purchase intention through these factors.

Objective#2- to determine which factors contribute the most to the model than the rest.

3.2. Data Collection Method

This research conducts a quantitative research approach, with both primary and secondary method in a deductive reasoning. As quantitative studies involve on information that can be measured. For the purpose of comprehending the "what" or "how" of a particular situation. Nevertheless it is essential to keep in mind, that they don't explain why people feel, think, or behave the way they do (Goertzen, 2017). Cohen, (1980) defined quantitative research as social research that makes use of experimental methods and claims. As stated by to him, an empirical statement is one that explains what "is" the situation in the "actual world," as opposed to what "has" to be the situation.

In addition Creswell, in his work published in (1994), presented a concise explanation of quantitative research, defining it as a kind of research that assembles statistical information on occurrences and analyzes it using mathematically based approaches, particularly statistics. I conducted a Cross-Sectional Survey (Data are collected at one point in time) using questionnaire design and scientific sampling. I conducted Self-administered questionnaires delivered by mail and online form. The survey consists of a total of seventeen questions of six factors assessed using a five point Likert scale. The questionnaires was translated into French for everyone to understand and because my target population is French speaking population.

3.3. Sampling and Measurement

As the objective of this paper is to explore and examine the impact of guerilla advertising on consumer's purchase intention, the sampling of the study in this case includes consumers of 18 years old and older. In this research a sample of 300 people were surveyed with a probability random sampling. To ensure that every respondent receives the exact same questions with the same wording, all questions are standardized. This study assess the notions of informativeness originated from (Aaker et al., 1992) entertainment founded by (Ducoffe, 1995), credibility taken from (McKenze and Lutz, 1989) work using three items for each, respectively. Whereas For brand awareness we used two items and is founded by (Dagorn, 2015). Purchase intention which as well derived from (Dagorn, 2015). And lastly we gauge perceived value making use of four questions and originating from (Shafiq et al., 2011).

Table 3. 1.Reference Of Questionnaires

Variables(factors)	Authors
Entertainment	Ducoffe's (1995), Pollay and Mittal's (1993)
Informativeness	Aaker. et al. (1992)
Credibility	McKenze and Lutz's (1989)
Perceived value	Shafiq et al., (2011)
Purchase intention	Dodds, et al (1991)
Brand awareness	Dagorn, A. (2015).

3.4. Data Analysis And Findings

This part includes result found and data analysis. It will begin by giving the participant's demographic details in order to comprehend the sample's composition and authenticity. The analysis of the data gathered through the survey will be presented here. Descriptive and inferential statistics will done to assess correlation, regression and reliability of the scales utilized in the study. After the data was collected, raw data was converted into an excel spreadsheet, was transformed into simple coding and was recorded into mathematical form. Then data was imported into SPSS A (statistical analysis software). The five point Likert scale questionnaires were coded into numbers to facilitate the analysis, from 1 designed to strongly agree to 5 designed to strongly disagree. As the study is trying to answer the research questions, I examine specific factors that, in an ideal scenario, might influence buyers' decision to purchase a product. To predict consumer's purchase intention, I fitted a linear regression model with the brand awareness, perceived value, entertainment, and credibility and informative of guerrilla advertising as predictors. I as well ran a reliability and correlation analyses. Multiple regression tells the amount of variance in your dependent variable that your independent variables can explain. It also shows you the contribution of each independent variable (Pallant, 2020).

It's essential to consider reliable scales when selecting them in your study. Reliability is characterized by a diversity of elements. The internal consistency of the scale is one of the primary issues. It explains to what extent the scales are coherent. (Pallant, 2020). Cronbach's alpha is one of the most regularly employed measures of internal consistency. A scale's Cronbach alpha coefficient should ideally be greater than .7 (DeVellis, 2012). Depending on the sample, a scale's reliability may change. So, it is essential to confirm the accuracy of each of your scales using the specific sample that you have (Pallant, 2020).

The factor analysis is considered acceptable if the Bartlett's test of sphericity is significant ($p < .05$). The KMO index varies from 0 to 1, with .6 preferred as the lowest value for positive factor analysis (Tabachnick, et al., 2013). Correlation coefficients (Pearson correlation) gives out a numerical outline of the strength and the direction of the linear connection between two variables. It ranges from -1 to $+1$. The sign shows a positive correlation means that as one variable increases, the other variable also increases. A negative correlation, on the other hand, implies that as one variable increases, the other variable decreases. The size of the absolute value regardless if it is positive or not shows data how strong the relationship is. A correlation of 1 or -1 indicates that knowing the value of one variable allows for precise calculation of the other variable. Conversely, a correlation of zero indicates the absence of any relationship between the two variables. Having knowledge of the value of a single variable does not automatically guarantee the ability to make predictions about the value of the other variable (Pallant, 2020).

According to the results displayed above, there are 300 respondents overall, with 139 men (46.3%) and 161 women (53.7%) making up the sample. as table shows most of the respondents are women with (53.7%). As for age out of 300 respondents 119 are between 15-25(39.7%) years old, 139(46.3%) are between 26-30 and 42(14.0%) are 31 years old and above. In regard to occupation most the respondents are students with 148 what makes (49.3%). The rest 99 of the respondents are employees with (33%). The other personal important information recorded is monthly income which ranges from 50 to 300 and above dollars respectively most of our respondents receive monthly income of 50-100 with (44.7%). The rest are 99 receiving 100-250 (33.0%) and 67 re-

ceiving (22.3 %). Additionally the last personal information I have collected is educational level and as shown in the table out of our 300 total sample 118 making (39.3%) reached university level, 105 with (35%) reached master level, 41 with 13.7 percent reached high school level and lastly only 36 person reach PHD level with a small percentage of 12 percent.

Table 3. 2.Demographic Profile

Gender			
		Frequency	Percent
Valid	Women	139	46,3
	Men	161	53,7
	Total	300	100,0
Age			
		Frequency	Percent
Valid	15-25	119	39,7
	26-30	139	46,3
	31 and above	42	14,0
	Total	300	100,0
Occupation			
		Frequency	Percent
Valid	Employee	99	33,0
	Student	148	49,3
	None	53	17,7
	Total	300	100,0
Monthly income in dollars			
		Frequency	Percent
Valid	100-250	67	22,3
	300 et plus	99	33,0
	50-100	134	44,7

	Total	300	100,0
Educational Level			
		Frequency	Percent
Valid	PHD	36	12,0
	High-school	41	13,7
	University	118	39,3
	University (master)	105	35,0
	Total	300	100,0

3.5. Factor Analysis

KMO is a test employed to measure how strong the variables' partial correlations are. Ideal KMO value must be .5 or above (Pallant, 2020). To demonstrate that the data set is appropriate for analysis of factors, I used the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO). And the Bartlett's Test of Sphericity is used to examine the null hypothesis that the correlation matrix represents an identity matrix (unrelated variables which makes the usage of factor analysis inappropriate). Value (i.e. the Sig. value must be .05 or smaller). In the case of this study and in accordance with the factor analysis results. Entertainment shows a KMO value of .600 and Bartlett's test equal to .0 explaining 66.449% with only one component extracted. Purchase intention shows a KMO value of .723 and Bartlett's test equal to .0 explaining 77.390% with one component extracted. Informative scale shows a KMO value of .700 and Bartlett's test equal to .0 explaining 72.139% with only one extraction. Credibility shows a KMO value of .700 and Bartlett's test equal to .0 explaining 78.398% with a single component extracted. The perceived value scale shows a KMO value of .741 and Bartlett's test equal to .0 explaining 61.771% with a single component extracted. Brand awareness shows a KMO value of .500 and Bartlett's test equal to .0 explaining 69.731% with a single extraction. This shows the presence of a robust partial correlation. And the Bartlett's test is significant (sig = .000), Factor analysis thus is acceptable.

Table 3. 3.Factor Analysis Results

1.entertainment	Total	percent of the variance	KMO	Bartlett's Test of Sphe- ricity(sig)
ENT1	1.993	66.449	.600	.000
ENT2				
ENT3				
2.Purchase intention	Total	Percent of the variance	KMO	Bartlett's Test of Sphe- ricity(sig)
PIN1	2.322	77.390	.723	.000
PIN2				
PIN3				
3. Informative	Total	Percent of variance	KMO	Bartlett's Test of Sphe- ricity(sig)
INF1	2.164	72.139	.700	.000
INF2				
INF3				
4. Credibility	Total	Percent of variance	KMO	Bartlett's Test of Sphe- ricity(sig)
CR1	2.352	78.398	.700	.000
CR2				
CR3				
5. Perceived value	Total	Percent of variance	KMO	Bartlett's Test of Sphe- ricity(sig)

PV1	2.471	61.771	.741	.000
PV2				
PV3				
PV4				
6. Brand awareness	Total	Percent of variance	KMO	Bartlett's Test of Sphericity(sig)
BR1	1.395	69.731	.500	.000
BR2				

3.6. Validity And Reliability Of The Scales.

In this case the reliability is checked to gauge the internal consistency of the variables in the study using Cronbach's alpha coefficient. As the result in the table reveals, all the factors are greater than .7. The result reveal that the entertainment scale with three items ($\alpha = .732$), the purchase intention scale with three as well ($\alpha = .854$), the informative scale with three ($\alpha = .806$). The credibility scale with three items ($\alpha = .862$) the perceived scale value with four items ($\alpha = .790$). The brand awareness with two items ($\alpha = .851$).

Table 3. 4.Reliability

Variables	Cronbach's alpha B (α)	Number of Items
Entertainment	.732	3
Purchase intention	.854	3
Informative	.806	3
Credibility	.862	3
Perceive value	.790	4
Brand awareness	.851	2

3.7. Correlation Analysis

Correlation analysis is used to determine the orientation and the strength of the linear link amongst variables. In this study I ran Pearson correlation analysis using SPSS software. In this case and as the table above suggests, three variables have medium relationship with all positive direction with ($r=, 477 .395 .344$). The two other variables have small and one with negative direction relationship ($r= .221 -.001$). With high levels of credibility associated with lower levels of purchase intention.

Table 3. 5. Correlation

Correlations							
		ENT	PIN	PV	INF	CR	BR
ENT	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	300					
PIN	Pearson Correlation	,477**	1				
	Sig. (2-tailed)	,000					
	N	300	300				
PV	Pearson Correlation	,221**	,474**	1			
	Sig. (2-tailed)	,000	,000				

	N	300	300	300			
INF	Pearson Correlation	,395**	,465**	,545**	1		
	Sig. (2-tailed)	,000	,000	,000			
	N	300	300	300	300		
CR	Pearson Correlation	-,001	,069	,215**	,235**	1	
	Sig. (2-tailed)	,987	,230	,000	,000		
	N	300	300	300	300	300	
BR	Pearson Correlation	,344**	,318**	,322**	,424**	,047	1
	Sig. (2-tailed)	,000	,000	,000	,000	,414	
	N	300	300	300	300	300	300
**, Correlation attain significant at the 0.01 level (2-tailed).							

3.7. First Regression Analysis With Perceived Value As A Dependent Variable.

When evaluating the model it is important check the value listed under the heading "R Square" in the Model Summary box. This shows how much of the variance in the dependent Variable (perceived value) is explained by the model (which includes the Variables of entertainment, informative and credibility). In this case, the R Square value is .305. Expressed as a percentage (multiplying by 100= $.305 \times 100 = 30.5\%$). This means that our model (which includes entertainment, informative and credibility) explains 30.5 percent of the variance in perceived value. The next important point to look at is the P value the ANOVA when assessing the statistical significance of the outcome which also tests the null hypothesis. The model in this study attains statistical significance equal to .000; which means ($p < .0005$).

The last point we are looking for is which of the model's variables contributed to predict the dependent variable. The Coefficients table contains this information. It's essential to take a look at the standardized coefficients, to compare the contribution of each variable. Thus we shall use the *beta* value. The biggest beta coefficient in our case is .51, which is for information variable (INF). This indicates that this variable has the strongest unique contribution to explain the dependent variable (perceived value). The contribution explained by the two other variables are as well taken into account. The beta value for entertainment is very low (.01) signifying that it made less of unique contribution. Further it is necessary to check the significance column for

each of these variables to determine whether the variables are making significantly unique contribution the equation. A variable is significantly unique and contributing to the prediction of the dependent variable if the Sig. value is less than (.05).

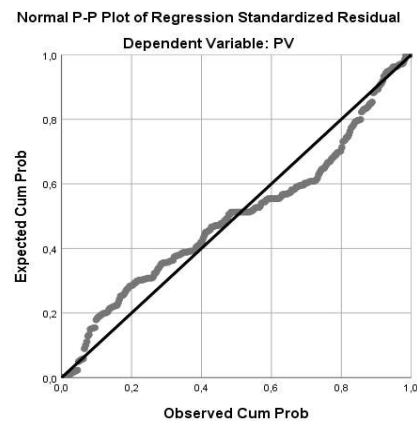
Table 3. 6 Regression Analysis Result (PV)

Hypothesis	Independent variables	R Square ^b	ANOVA ^{a,b} Sig.	Coefficients ^{a,b}		Collinearity Statistics	Decision
				Standardized Coefficients Beta	Sig.	VIF	
H1	Entertainment	,305	.000	,017	,746	1,198	Rejected
H2	Information			,516	,000	1,267	Accepted
H	Credibility			,094	,063	1,070	Rejected

a. Predictors: CR, ENT, INF

b. Dependent Variable: PV

c. Linear Regression through the Origin



3.8. Second Analysis Of Regression With Purchase Intention As A Dependent Variable.

The R Square value is .918. Represented as a percentage (multiplying by 100= .389 $\times$ 100=91.8%). This means that our model (which includes entertainment, informative, credibility, brand awareness and perceived value) explains 91 percent of the variance in purchase intention. ANNOVA table shows the overall model is statistically significant (sig.000) due to a lower p value less .005. In the above coefficient table the biggest beta coefficient is .40, which is for entertainment variable (ENT). This suggests that this variable makes the most distinct unique contribution to explaining the dependent variable. (Purchase intention). The contribution explained by the two other variables are as well taken into account. The beta value for brand awareness is very low (.01) signifying that it made less of unique contribution. Additionally we check the sig column for each of these variables to determine whether the variables are making significantly unique contribution to the equation.

The variable are significantly unique and contributing to the prediction of the dependent variable if the Significance value is less than (.05). In this case three variables namely (entertainment, information and perceived value) made a statistically significant and unique contribution to the prediction of purchase intention. As shown in the table with ENT (sig=.000), INF (sig=.010) and PV (sig=.000). According the VIF all the variables have a high multicollinearity. While the two other variables credibility and brand awareness are not significant.

Table 3. 7. Regression Analysis Result (ENT1)

Hypotheses	Independent variables	R Square _b	ANOVA ^{a,b} Sig.	Coefficients ^{a,b}		Collinearity Statistics	Decision
				Standardized Coefficients Beta	Sig.	VIF	
H4	Entertainment	,918	.000	,404	.000	1,266	Accepted
H5	Information			,162	.010	1,758	Accepted
H6	Credibility			,043	.456	1,139	Rejected
H4	Brand awareness			,018	.455	1,305	Rejected
H8	Perceived value			,363	.000	1,490	Accepted
a. Predictors: ENT, INF, CR, PV, BR b. Dependent Variable: PIN c. Linear Regression through the Origin							

4. DISCUSSION AND CONCLUSION

This chapter interprets first the results found discussing thoroughly the findings. To conclude the study, the main research findings are summarized in terms of the research questions, the research objectives, and their value contribution. Finally, the limitations of the study are identified, and opportunities for further investigation is proposed. This study was conducted to determine whether guerrilla advertising have impact on consumers' purchase intention through several factors. The primary goal was to examine the correlation between the independent and dependent variables. The hypothesis was whether consumers' buying intention can be predicted by these factors namely entertainment, informativeness, credibility, perceived value and lastly brand awareness as well as which predictor contributes the most to the dependent variable. To test these hypotheses multiple regression analysis was conducted out employing SPSS software. In order to conduct a reliable and valid research reliability analysis was ran and the results suggest that all of the scales or variables are found reliable and the overall sample demonstrated good reliability since the alpha value of each variable is greater than .6 or close to 1. Reliability and validity contribute to the quality of measurements, which is determined by the tools used. If a reliability coefficient, for example, has a value of 0.7, it indicates that actual differences in candidates' "true scores" account for 70% of the variation in their scores. The other 30% can be attributed to measurement errors. The theory suggests that the higher the value of the coefficient is the less error is there in the test results (S. Johnson, and R. Johnson, 2009). In this case and because all of our variables scored between 0.7 and 0.8, 70% and 80% of the variance is attributed to valid variance. Next if we explain the factor analysis in detail, since all of the variables have a KMO value equal to .5 or above and the Bartlett's test of all the variables is significant ($p = .000$) this indicates that the sampling is adequate. Additionally Percent variance of all variables is high which means factors explain high variability in the data which determine all factors are important, the use of factor analysis is thus acceptable.

Regression analysis was performed to obtain results. The model was divided into two parts to test the hypothesis separately. For the first regression analysis including (entertainment, informativeness and credibility as independent variables) and (perceived value as dependent variable) the finding presents a low R square which means that the

data did not fit the regression well for these variables. With statistically significant ANOVA value and a beta value that tells us which of the independent variables has the strongest uniquely contribution to dependent variables. Therefore the informativeness variable contributes uniquely the most to perceived value. As a consequence the null hypothesis for informativeness was rejected what makes the alternative hypothesis being supported (H2) while the null hypothesis for the other two variables were accepted and that makes our initial hypothesis is rejected. These results concur with the studies of (Dao et al. 2014). Who found that entertainment has a positive impact the perceived value of advertising but also opposes their results that were informativeness and entertainment positively affect perceived value of advertising as well (Cuong, 2020) Found that credibility has significant impact on perceived value which contradicts our current study.

For the second regression which includes entertainment, informative and credibility and perceived value and brand awareness as independent variables and purchase intention as the dependent variable, the results show that the data fit the regression very well through its high R square. The ANOVA value is statistically significant according to the analysis executed and show us that the entertainment variable has uniquely contributed the most to purchase intention. Further three hypotheses are accepted whereas the two others are rejected. All of these guide us to the conclusion that three of our initial hypotheses of the study are confirmed. My results compare to existing literature in that it concur with previous researches, the studies of (Shafiq et al., 2011). And (Cuong, 2020). Have found that entertainment and informativeness have significant relationship with the customer purchase intention they as well found that credibility of advertising has a positive impact on consumers' purchase intention which is not the case in my research. Cuong, (2020) Revealed in their research that brand credibility positively impacts on purchase intention which another contradiction of this current research paper's results. Furthermore Cuong, 2020; Dao et al., 2014; Chang et al. 1994) showed in their study as a result that purchase intention is positively affected by perceived value which perfectly encounters this paper's results. This study confutes numerous studies that have shown that brand awareness has a significant and beneficial impact on purchase intention. (Yaseen et al., 2011; Jalilvand et al., 2011; Shah et al., 2012; Mahesh and Amulya (2013; Roozy et al., 2014; Naeini et al., 2015) Designate that brand awareness has remarkable and positive impact on purchase intention.

Furthermore in order to test the collinearity a correlation analysis was ran and the results represent that there is relationship amongst all variables, however entertainment and purchase intention have the strongest and positive correlation while credibility has got no relationship with other variables as it shows zero correlation coefficient. To sum up everything that has been stated so far, this research sought to examine how guerrilla marketing affected customers' intention to buy, factors that have impact on buyer intent and which factors has the most impact on buying intention than the rest. According to the study's findings three hypotheses namely entertainment, informativeness and perceived value in the research model were accepted whereas the two others were rejected namely brand awareness and credibility. Which makes these three variables having a significant and favorable impact on purchase intention. This confirms these hypotheses first as stated in in the study and refutes these two others. The findings of the analyses discussed above permit us to answer the research questions and aims presented in the first chapter that guerrilla advertising affect consumers' buying intention and that advertising entertainment has the robust unique contribution to explain the dependent variable (purchase intention). That indicates entertainment of advertising effects the most consumers' purchase intention, in other words consumers would intend to buy the product or service if they find the advertising enjoyable, delightful and entertaining. The study also suggests that perceived value has the second most impact on consumers' purchase intention which means that customers buy a brand based on its high perceived value. In the same vein other studies found that perceived value increases the purchase rate. The higher the perceived value is higher is the purchase intention, (Chang, et al. 1994), purchase intention is positively affected by perceived value as stated by Petrick, 2002) Customers are guided toward their buyer intent by perceived value. Netemeyer et al., (2004); Ligas and Chaudhuri, (2012) Suggest that consumer purchase intention is dependent on the perceived value of the product. Informativeness is as well found impactful on buyer intent.

We can draw a conclusion here that is guerrilla marketing has proven itself to be highly entertaining method of advertising, by employing unconventional technincs such as surprise, emotions and innovation. Based on our findings we can conclude that guerrilla marketing tends to be more entertaining than brand promotion or credible, one reason that makes it entertaining is its capacity to stand out of crowd of daily promotions. Guerrilla marketing utilizes attention capturing and memorable moments with

customers, it lets customers participate in the campaign, it creates unexpected activities rather than relying on television and newspaper marketing.

Theoretically, this thesis contributes to the body of information systems literature by looking at user buying intention in the context of guerrilla advertising from the perspective of the factors mentioned above. In previous studies less focus has been placed on perceived value of guerrilla advertising. This study attempts to focus on the impact of guerrilla advertising consumer's on purchase intention. Contrary, previous studies have look into the roles of brand awareness and customers' emotion; however, research on the effect of guerrilla advertising is not sufficient. Therefore, the findings of this study will be of value in enhancing studies related to user behavior in guerrilla advertising context. Further, the results will enlarge the studies of guerrilla marketing in the emerging consumer situation and boost our understanding of how different aspects of guerrilla marketing impact user buying intention.

This study contains few obstacles that should be borne in mind. There are some limitations on this study that should be kept in mind. First samples were mostly mainly Djiboutian that barely have knowledge about guerrilla marketing due to lack of existence of this kind of marketing strategy in the country as a result samples were not familiar with the concept. Another reason could be due to the samples' young age not being able to follow the evolving world of marketing. In future researches, it will be great to expand the topic of guerrilla marketing by researching about how it affect a more important and serious subject like sales, profit or bottom line of big or small organizations to define this facet in more detail, to define the distinction between traditional marketing and guerilla marketing can be more clearly, in terms of digital and social networking advertisement so that a much broader study can be done.

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Appendix 1. Examples Of Guerrilla Marketing Campaigns

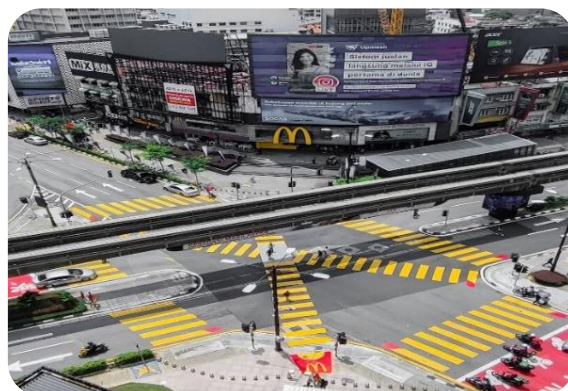
Figure 8. Blair Witch Project, Example Of Viral Marketing



<https://kickstartsidehustle.com/the-blair-witch-project-genius-viral-marketing-campaign-made-2486-million-from-the-60k-budget/>

Figure 9. 'McDonald's Fries Crosswalk

This professional campaign titled 'McDonald's Fries Crosswalk' was published in Malaysia in April, 2022. It was created. For the brand: McDonald's, by ad agency: Publicist Group. Credits< Advertising Agency: Leo Burnett Malaysia, Kuala Lumpur, Malaysia



[fries-crosswalk](https://www.adsoftheworld.com/campaigns/mcdonald-s-fries-crosswalk)

[https://www.adsoftheworld.com/campaigns/mcdonald-s-](https://www.adsoftheworld.com/campaigns/mcdonald-s-fries-crosswalk)

Figure 10. 'Macfries Pedestrian Crossing'

In August of 2010, a professional advertising dubbed 'MacFries Pedestrian Crossing' was published in Switzerland. It was produced by the advertising agency TBWA for the company McDonald's.



<https://www.adsoftheworld.com/campaigns/macfries-pedestrian-crossing>

Figure 11. IKEA's Everyday Fabulous Exhibit

Outdoor guerrilla campaign, to promote IKEA's everyday fabulous exhibit, guerrilla furniture Installations were place around New York City

<https://scottbassen.com/IKEA-Everyday-Fabulous>

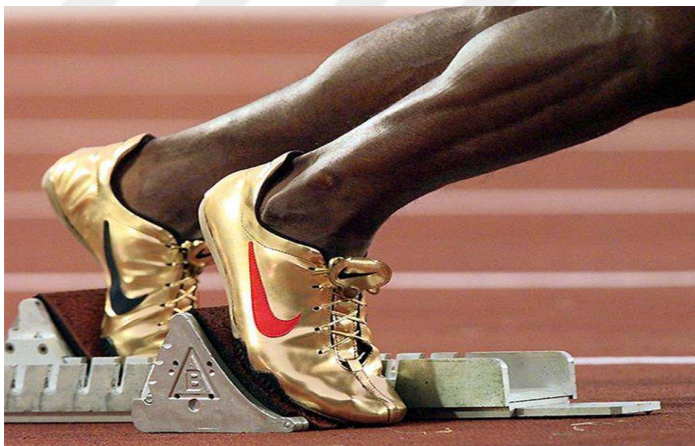


Figure 12. Dettol's Experience Kit



<https://www.referralcandy.com/blog/dettol-marketing-strategy>

Figure 13. Nike's Ambush Campaign Ad



<https://www.media-marketing.com/en/opinion/how-nike-brilliantly-ruined-olympic-marketing-forever/>

Figure 14. Colgate's Emulated Toothbrush Of Undercover Marketing.



Source: Colgate

<https://www.feedough.com/what-is-undercover-marketing-strategies-examples/>

Figure 15. Lipton Green Tea Ambient Ad



<https://sendpulse.com/support/glossary/ambient-marketing#:~:text=Ambient%20marketing%20is%20a%20way,consumers%20on%20an%20emotional%20level.>

Source: [Jay Mug](#)

Figure 16. Red Bull's Guerrilla Campaign



<https://mktoolboxsuite.com/red-bull-marketing/>

Figure 17. Kitkat's Guerrilla Campaign Of Urban Benches



<https://www.antevenio.com/usa/5-great-examples-of-guerrilla-marketing/>

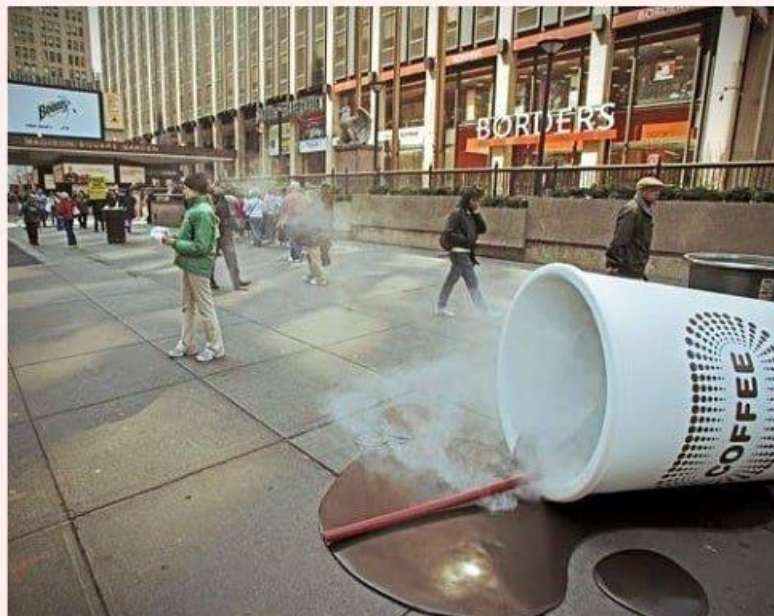
Figure 18. Happy Machine

Coca-Cola Happiness Machine



<https://www.appypie.com/guerilla-marketing>

Figure 19. Starbucks Guerrilla Campaign



<https://mar->

ketscoop.quora.com/Creative-guerrilla-marketing-by-STARBUCKS

Figure 20. Nivea's Goodbye Cellulite Sofa



<https://www.greyareaco.com/single-post/the-best-of-guerilla-marketing>

Appendix 2. Survey Questionnaires (English, French)

Questions (scale items)	Question contents
1.Entertain- ment	1. Advertisements are amusing and entertaining 2. Advertisements are even more enjoyable than other media contexts. 3. Advertisements are interesting
2. Purchase in- tention	1. The likelihood of purchasing this product is very high. 2. My willingness to buy the product is very high 3. I Consider purchasing the product promoted by guerilla advertisement
5. Credibility	1. Advertisements are credible 2. Advertisements are trustworthy 3. Advertisements are believable

3.Perceived value	1. Product packaging get customer attention 2. Product packaging represent as a good quality product 3. When I am not sure about product I believe on product packaging 4. I would consider buying those products whose perceived value is high
4. informative	1. Ads provide timely information about the product 2. Ads tell people about the product when they need information 3. ads supply relevant information on the product
6.Brand-awareness	1. After having watched the advertisement, if you need this kind of product, would you purchase this brand rather than another? 2. After having seen the advertisement, do you agree or disagree that Guerrilla Marketing increase brand awareness more than Traditional Advertisement? (Traditional media: TV, Press, Radio,

ENT1	La publicité est amusante et divertissante	tout à fait d'accord	D'accord	neutre	Pas d'accord	Pas d'accord du tout
ENT2	La publicité est encore plus agréable que d'autres contextes médiatiques.					
ENT3	La publicité est intéressante					
PIN1	La probabilité d'acheter ce produit est très élevée.	1	2	3	4	5
PIN2	Ma volonté d'acheter le produit est très élevée					
PIN3	J'envisage d'acheter le produit promu par la publicité de guérilla					
PV1	L'emballage (le design et attrait esthétique) du produit attire l'attention du client					
PV2	L'emballage représente le produit comme ayant une bonne qualité, et bonne valeur					
PV3	L'emballage du produit augmente la valeur perçue du produit					
PV4	J'envisagerais d'acheter des produits à haute valeur perçue					
INF1	la publicité transmette des détails actuels sur le produit.					
INF2	Les publicités en général donnent aux clients les informations nécessaires sur le produit					
INF3	la publicité donne des informations pertinentes sur le produit					
CR1	La publicité est crédible					
CR2	La publicité est digne de confiance					
CR3	la publicité est vraisemblable					

BR1	Après avoir vu la publicité achèteriez-vous cette marque plutôt qu'une autre si vous aviez besoin de ce genre de produit					
BR2	Après avoir vu la publicité, pensez-vous que le Guérilla Marketing augmente la popularité de la marque plus que celle de Traditionnelle (radio, journal) ?					



RESUME

PERSONAL INFORMATION

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Place of birth	

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Department	English Department

MASTER EDUCATION INFORMATION

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E-mail	