GUERRILLA MARKETING IMPACT ON BRAND AWARENESS AND PURCHASE INTENTIONS

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Abstract –

This research   aims to investigate the impact of various guerrilla marketing strategies on consumer behavior, specifically how it impacts brand awareness, leading to purchase intentions.

This research distributed administrated questionnaires during March 2024 among young Egyptian consumers, using convenience sampling. 500 questionnaires were distributed; however, 392 questionnaires were returned complete and accurate, creating a 78.4% response rate. The data was statistically analyzed using SPSS-V28 and AMOS-V26.

The research concluded set of findings, the most important are, Ambient marketing, viral marketing, stealth marketing, ambush marketing and experiential marketing have a positive significant impact on brand awareness; these guerrilla marketing strategies show a positive and significant impact on purchase intentions. When consumers develop a positive brand awareness, it leads to the development of their purchase intentions.

This study implications are developing insights that can be used by marketers to aid them in their marketing campaign developments so to significantly impact consumer behavior; to boost sales and/or attract interest in a brand or business. Several guerrilla marketing methods are recommended so to provide marketers a low-cost and personal engagement with the message.

Keywords: Brand Awareness; Consumer Behavior; Guerilla Marketing; Purchase Intentions

INTRODUCTION

Nowadays, purchase intention is more complicated and more significant for consumers than in the past (Soomro, 2021). There are many factors that can impact the tendency of consumers to buy a brand or their possibility to take actions related to purchases (Al hdithat, 2021). Consumers are encompassed by reports, advertisements, articles and direct mailings that provide large amount of information to a large variety of products and services in the market (Takaya, 2019). Accordingly, many businesses seek to develop ways to stand out and get their messages through so that consumers can choose them over the other competition found in the market (Al hdithat, 2021); businesses are targeting consumers towards its product or service, and motivating consumers to take their own purchase decision to select their brand (Khanfar and dalbah, 2020).

Studies claim that in order to attract consumers to a brand, companies need to stand out and thus, Guerrilla marketing becomes a significant marketing strategy to companies of all sizes (Soomro, 2021). Guerrilla marketing is a form of marketing strategy that a company employs to advertise products or services to its target market using the element of surprise or other unconventional methods. the term "guerrilla warfare," entails small, coordinated attacks carried out in an unconventional way by armed civilian forces fighting an enemy (Gusti et al, 2020). Guerrilla marketing uses unconventional activities to produce effective results at less cost compared to conventional marketing campaigns. It focuses on psychology and human behavior (Yildiz, 2017). Marketing and advertising research confirmed and declared that creativity is one of the essential

elements for advertising success in a cluttered market (Kotler and Armstrong, 2017). This philosophy is apparent in advertising textbooks (Belch and Belch, 2018), academic research (Fulgoni et al., 2017), and trade publications (e.g., Advertising Age, Ad Week, and Creativity). Nevertheless, guerrilla marketing as advertising creativity attribution is narrow in research investigations (Wilson et al., 2015). Limited empirical studies have been reported in the literature and most research only investigate creativity of advertising rather than trying to model the overall phenomenon of the practice of guerrilla marketing (Bellman et al., 2017).

The purpose of advertising designs is to reach the public and generate consumer responses (Demir et al., 2017). Nevertheless, creativity is subjective and based on consumers" perceptions and depends on the domain, consensus, and method of judgment (Kotler and Armstrong, 2017). "What is novel, has value and is elegant in one context (industrial, cultural, personal, generation-al) may be commonplace, lack value or be crude (or somewhere in between) in another" (Gardner, 1994, p.1). Therefore, how creativity in advertising is perceived varies between the public (the social context). "What is and is not creative in advertising will always be subjectively determined" (Stulfaut and Yoo 2013, p.1), leading to the demand for further investigation and understanding of guerrilla marketing over various time and social contexts (Demir et al., 2017).

Guerrilla marketing leverages creativity and surprise to engage consumers, but its effectiveness can vary significantly across different cultural contexts. Understanding how cultural differences impact guerrilla marketing can help brands tailor their strategies to resonate with diverse audiences (Tanaka, 2024). This study provides insights related to impacting Egyptian consumers. Cultural differences play a crucial role in shaping the effectiveness of guerrilla marketing. By understanding and adapting to cultural nuances, marketers can design campaigns that resonate with diverse audiences and drive meaningful consumer engagement (Soomro, 2021). Balancing global consistency with local relevance, leveraging local insights, and maintaining cultural sensitivity are key to optimizing guerrilla marketing strategies across different cultural contexts (Thompson, 2024). To effectively engage consumers in different cultural contexts, guerrilla marketing strategies should be localized. Localization can enhance the relevance and authenticity of the campaign, leading to better consumer engagement and brand perception (Nguyen, 2024).

The best guerrilla campaigns can go viral if they capture the attention and imagination of consumers in the right way. Viral marketing can reach more people and potentially increase brand awareness more effectively than traditional campaigns. Thus, it connects the target audience with the brand name, and the consumer carries forward the message of the product or idea through word-of-mouth or social media (Sweidan, 2016). Nevertheless, there is insignificant research that focuses on this marketing strategy and its significance in impacting consumer behavior (Gebriel, 2023). Further, this marketing strategy lacks insights that can benefit businesses in the market as advertising budgets for many companies have reduced since the covid-19 pandemic (Gusti et al, 2020). This led to businesses trying to find low-budget marketing ways to deliver messages for mass audience rapidly and effectively (Gebriel, 2023). Accordingly, this study seeks to develop empirical evidence that fills the gaps in the literature. Two research questions are steered: (RQ1) what approach to guerrilla marketing campaigns can be effective among consumers (RQ2) does guerrilla marketing aid brand awareness (RQ3) does guerrilla marketing aid in the development of purchase intentions?

1. **Research model and hypotheses**

the current study has proposed a research model to be tested as shown in figure 1. The current study seeks to test which guerrilla marketing strategy is effective in the Egyptian context so to develop empirical evidence that illustrate for brands (whether for local or global brands) the customizing guerrilla marketing strategies for Egypt. According to Smith and White (2024), a one-size-fits-all approach may not be effective, as cultural and regional factors play a significant role in the success of guerrilla campaigns. This calls for a more nuanced approach to global marketing that incorporates local insights and preferences.

Figure 1: The proposed research model to be tested in the current study
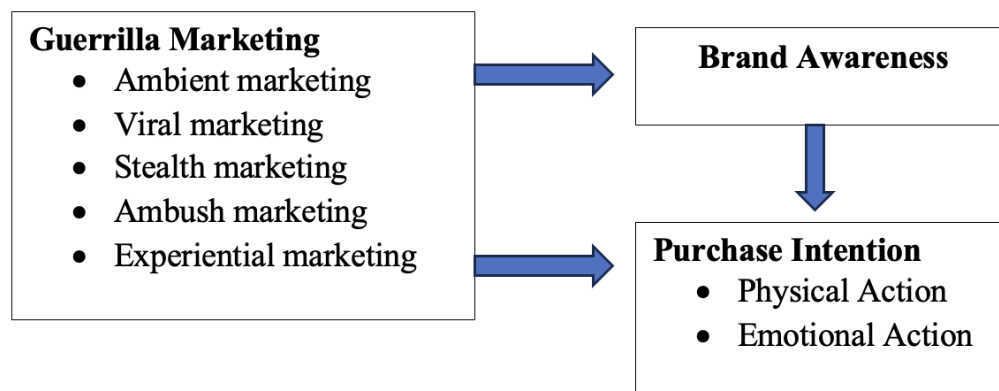
According to the research model, this research hypothesized that the different guerrilla marketing tactics impact brand awareness; (H1a) there is a positive significant relation between ambient marketing and brand awareness. (H1b) there is a positive significant relation between virial marketing and brand awareness. (H1c) there is a positive significant relation between stealth marketing and brand awareness. (H1d) there is a positive significant relation between experiential marketing and brand awareness. (H1e) there is a positive significant relation between ambush marketing and brand awareness. This study then hypothesized that the different guerrilla marketing tactics impact purchase intention; (H2a) there is a positive significant relation between ambient marketing and purchase intention. (H2b) there is a positive significant relation between virial marketing and purchase intention. (H2c) there is a positive significant relation between stealth marketing and purchase intention. (H2d) there is a positive significant relation between experiential marketing and purchase intention. (H2e) there is a positive significant relation between ambush marketing and purchase intention. The research developed a third hypothesis claiming that (H3) there is a positive significant relation of guerrilla marketing brand awareness and purchase intention. The final hypothesis assessed (H4) the mediation of customer awareness in the relationship between guerrilla marketing and customer purchase intention.

2. Methodology

For the purpose of this study, the researcher follows quantitative approach to measure the research variables; guerrilla marketing, brand awareness and purchase intention. Quantitative research is a systematic and structured approach to studying phenomena that involves the collection of measurable data and the application of statistical, mathematical, or computational techniques for analysis. The research took place during March 2024, following a cross-sectional timeframe.

The research population of this study includes all SME's worked in Egypt, with sample of customers and marketing managers of small and medium enterprises located in Port Said. According to Saunders et al (2016) for a large population, it could be percentage of 95% confidence level when sample data is more than 385, Accordingly suggested sample size will be (500) questionnaires in case of incorrect or unreturned questionnaires.

The technique of analyzing data of the research follows the Regression Analysis and Structural Equation Modeling. SEM is a methodology for representing, estimating, and testing a network of relationships between variables. it is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables. The conceptual framework of that research is structural relationships between many variables;

dependent, independent, mediator and two moderators; Therefore, SEM technique is preferred for that study because it estimates the multiple and interrelated dependence in a single analysis. The statistical packages of SPSS – version 26 and AMOS are used to test the hypotheses. The regression analysis and SEM were fitted to predict research model

The reliability analysis will be used to test whether the scales that measure the variables are free from error. Cronbach's Alpha coefficients of internal consistency is used to test the consistency and suitability of the measuring tools, the reliable tools have a Cronbach's alpha above 0.70 and accepted if it is exceeding 0.60 (Hair, et. al. 2014). This analysis showed that all the variables in this study are reliable. The Cronbach's Alpha for each variable were above 0.70, indicating that the scales were stable, consistent and free from error across time and across various items. Table (2) illustrates the outcomes of the analysis. In addition, the overall questionnaire had Cronbach's Alpha of 0.916, signifying that all questions were correlated to one another.

This study used the content validity and face validity to assess scale legitimacy. The content validity analysis ensured how well the dimensions and elements of a concept (variable) had been defined. The Face validity was performed next to confirm the results of the previous validity analysis. A group of expert judges (professors in marketing and qualified researchers) evaluated and confirmed that the instrument indicated that the items used to measure the variables assessed the concept correctly.

Table 1: Reliability analysis

Variable	Cronbach's Alpha
ambient marketing	0.784
viral marketing	0.762
stealth marketing	0.702
ambush marketing	0.810
experiential marketing	0.812
Independent Variable: Guerrilla Marketing	0.900
physical actions	0.767
Emotional actions	0.761
Dependent Variable: Customer Purchase Intention	0.813
Mediating Variable: Customer Awareness	0.783

3. Testing of Research Hypotheses and Results

In this study, the researcher conducted the frequency analysis on the introduction questions and the socio-demographic questions. Respondents in this study came from different socio-demographic backgrounds as shown in table 1.

Table (2) Frequency of the Respondents demographic Characteristics

Demographic characteristic	N	%	Demographic characteristic	N	%
Age			Marital Status:		
Under 20	14	3.57%	Single	87	22.19%
20 – less than 35	215	54.85%	Married	243	61.99%
35 – less than 50	129	32.91%	Divorced or separated	44	11.22%

50 – less than 65	24	6.12%	Widowed	18	4.59%
65 and above	10	2.55%	Current job status:		
Gender			Blue Collar	62	15.82%
Female	219	55.87%	White Collar	280	71.43%
Male	173	44.13%	Student	16	4.08%
Highest Completed Level of Education:			Other	34	8.67%
Elementary School	6	1.53%			
High School	28	7.14%			
College Degree	332	84.69%			
Postgraduate Degree	18	4.59%			
Other	8	2.04%			

Based on the frequency analysis, the participants of this study were from different socio-demographic backgrounds. It could be noted that the highest percentage of the sample was females, which constituted (55.87%) and their number (219), and the percentage of males was (44.13%) with number of (173) males. It was also found that (54.85%) of the study sample members are between the ages of 20 – less than 35 years and their number is (215), while (32.91%) are between the ages of 35 – less than 50 years and their number is (129). It could be noted that the highest percentage of the sample was located in Port Said which constituted (61.48%) and their number (241), then Cairo (85) respondent with percentage (21.68%) Finally Alexandria with percentage 16.84%. The majority of sample Marital status was married numbered 243 person with percentage 61.99%, then Single numbered 87, with percentage 22.19%. Descriptive analysis for education level shows that (1.53%) have finished elementary School degree, (84.69%) from the study sample have college degree, (4.59%) from the study sample have a postgraduate degree, and (2.04%) from the study sample have master and Doctoral degree.

First hypothesis

The first hypothesis states that there is a statistically significant Impact of guerrilla marketing on Customer purchase intention in SME's. To examine the previous hypothesis, multiple regression analysis was conducted to investigate the Impact of the independent variable guerrilla marketing measured by (ambient marketing, viral marketing, stealth marketing, ambush marketing, and experiential marketing) on the dependent variable customer purchase intention. Table (3) shows mentioned results

Table 3: Multiple Regression Analysis of Guerrilla marketing on Customer purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	1.103	.185		5.962	.000	ANOVA
Ambient marketing	.118	.044	.124	2.675	.008	Sig
Viral marketing	.285	.049	.275	5.804	.000	0.000
Stealth marketing	.101	.041	.111	2.480	.014	R
Ambush marketing	.223	.043	.276	5.145	.000	Squared

| Experiential marketing | .240 | .043 | .304 | 5.605 | .000 | 0.483 |

It could be observed that the P-value of the whole model is less than 0.05 which stated a significant influence of the model generally on customer purchase intention. Also, the R square is 0.483 which means that the model explains approximately 48% of the variation in customer purchase intention.

Then, it was found that the P-values of the variables, ambient marketing, viral marketing, stealth marketing, ambush marketing, and experiential marketing are 0.008, 0.000, 0.014, 0.000 and 0.000, implying a positive significant Impact of ambient marketing, viral marketing, stealth marketing, ambush marketing, and experiential marketing on Guerrilla marketing.

It also shows that (ß = 0.118, 0.285, 0.101, 0.223 and 0.240) means, when (ambient marketing) increases (1) unit, customer purchase intention increases (0.118), when (viral marketing) increases (1) unit, customer purchase intention increases (0.285), when (stealth marketing) increases (1) unit, customer purchase intention increases (0.101), when (ambush marketing) increases (1) unit, customer purchase intention increases (0.223) and when (experiential marketing) increases (1) unit, customer purchase intention increases (0.240).

The most impact of independent variables is (experiential marketing) on the dependent variable (guerrilla marketing) as its standardized coefficients Beta is 0.304, then (ambush marketing) with 0.276, then (viral marketing) with 0.275, then (ambient marketing) with 0.124, and finally the most less impact of independent variables is (stealth marketing) on the dependent variable (customer purchase intention) as its standardized coefficients Beta is 0.111.

ANOVA (Analysis of Variance) Significance Coefficient value of 0.000., which means that the overall regression model was a good fit for the data. The results showed that the guerrilla marketing dimensions in the model predicted the dependent variable (customer purchase intention). The variables were significant; Accordingly, the first hypothesis is accepted.

Second hypothesis
The second hypothesis states that there is a statistically significant Impact of guerrilla marketing on customer awareness in SME's. To examine the previous hypothesis, multiple regression analysis was conducted to investigate the Impact of the independent variable Guerrilla marketing measured by (ambient marketing, viral marketing, stealth marketing, ambush marketing, and experiential marketing) on the dependent variable customer awareness. Table (4) shows mentioned results

Table (4): Multiple Regression Analysis of Guerrilla marketing on Customer awareness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	.952	.237		4.012	.000	ANOVA
Ambient marketing	.121	.057	.103	2.142	.033	Sig
Viral marketing	.043	.063	.033	.678	.498	0.000
Stealth marketing	.759	.052	.672	14.493	.000	R
Ambush marketing	.080	.056	.080	1.438	.151	Squared
Experiential marketing	.165	.055	.169	3.015	.003	0.447

It could be observed that the P-value of variables (ambient marketing, stealth marketing and experiential marketing) are less than 0.05 which stated a significant influence of the mentioned previous variables on customer awareness.

On the other hand, it could be observed that the P-value of variables (viral marketing and ambush marketing) are more than 0.05 which stated an insignificant influence of the mentioned previous variables on customer awareness.

Then, it was found that the P-values of the variables, (ambient marketing, stealth marketing and experiential marketing) are 0.033, 0.000, and 0.003, implying a positive significant impact of (ambient marketing, stealth marketing and experiential marketing) on guerrilla marketing.

Also, the R square is 0.447 which means that the model explains which means that the model explains approximately 45% of the variation in customer awareness.

It also shows that (ß = 0.121, 0.043, 0.759, 0.080 and 0.165) means, when (ambient marketing) increases (1) unit, customer awareness increases (0.121), when (viral marketing) increases (1) unit, customer awareness increases (0.043), when (stealth marketing) increases (1) unit, customer awareness increases (0.759), when (ambush marketing) increases (1) unit, customer awareness increases (0.080) and when (experiential marketing) increases (1) unit, customer awareness increases (0.165).

The most impact of independent variables is (viral marketing) on the dependent variable (guerrilla marketing) as its standardized coefficients Beta is 0.063, then (ambient marketing) with 0.057, then (ambush marketing) with 0.056, then (experiential marketing) with 0.055, and finally the most less impact of independent variables is (stealth marketing) on the dependent variable (customer awareness) as its standardized coefficients Beta is 0.052.

ANOVA (Analysis of Variance) Significance Coefficient value of 0.000., which means that the overall regression model was a good fit for the data. The results showed that the guerrilla marketing dimensions in the model predicted the dependent variable (customer awareness). The variables were significant; Accordingly, the second hypothesis is accepted.

Third hypothesis
The third hypothesis states that there is a statistically significant Impact of Customer awareness on customer purchase intention in SME's. To examine the previous hypothesis, simple regression analysis was conducted to investigate impact of the independent variable customer awareness on the dependent variable customer purchase intention. Table (5) shows mentioned results

Table (5) : Simple Regression Analysis of Customer awareness on Customer purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.123	.157		19.908	.000
Customer awareness	.240	.039	.297	6.145	.000
	ANOVA Sig	.000	R Squared	0.088	

it could be observed that the P-value of (customer awareness) is less than 0.05 which stated a significant influence of customer awareness on the customer purchase intention. Also, the R square

is 0.088 which means customer awareness explains approximately 9 % of the variation in customer purchase intention. It also shows that (ß = 0.240) it means, that when Customer awareness increases (1) unit, Customer purchase intention increases (0.240).

ANOVA (Analysis of Variance) Significance Coefficient value of 0.000., which means that, the overall regression model was a good fit for the data. The results showed that customer awareness predicted the dependent variable (customer purchase intention). Accordingly, the third hypothesis is accepted.

Fourth hypothesis
This hypothesis tests the mediation of customer awareness in the relationship between guerrilla marketing and customer purchase intention. To test the previous hypothesis, the researcher conducted a path analysis using the Structure Equation Modelling (SEM), depending on the AMOS program version (26)le (6): Path analysis of the mediating variable (Customer awareness)

			Estimate	S.E.	C.R.	P
CUSTOMER AWARENESS	<---	GUERRILLA MARKETING	.684	.066	10.391	***
CUSTOMER PURCHASE INTENTION	<---	GUERRILLA MARKETING	.757	.052	14.480	***
CUSTOMER PURCHASE INTENTION	<---	CUSTOMER AWARENESS	.001	.036	.015	.988

Figure (2) Variable Estimates
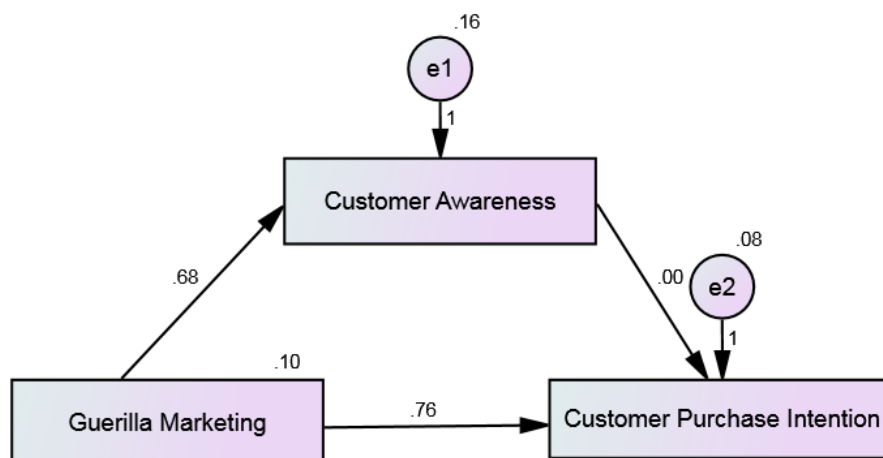
From the previous table and figure (1) , It could be observed that, at a level of significance 0.05, there is a statistically significant effect of guerrilla marketing path on customer awareness with a factor of 0.684, and guerrilla marketing path on customer purchase intention with an impact factor of 0.757, as the value of the level of significance for both path are 0.000, which is less than 0.05 While there is no statistically significant impact of the customer awareness path on customer purchase intention, as the value of the level of significance is equivalent to 0.988, (greater than 0.05.)

Based on the previous results and after checking the model test and all the criteria for judging model goodness, and accordingly, the relationship to the mediating variable, which is the customer awareness, is a holistic relationship and not a partial one, as there is no significance for the relationship between guerrilla marketing on the customer purchase intention of the existence of the customer awareness, which means that the customer awareness a necessary condition for the impact of guerrilla marketing on customer purchase intention

Table (7) summarizes the significance of each of these indicators in confirmatory factor analysis (CFA) along with recommended values for each. Model fit for confirmatory analysis was concluded, and the outcomes revealed that the likelihood (P-value) of obtaining a disparity greater than that seen in the present sample was 0.000, the minimum discrepancy or chi-square divided by the degrees of freedom (CMIN/DF) was (3.285) the Goodness of fit index (GFI) was (0.915) and the adjusted goodness of fit index (AGFI) was (0.908) that assess how well the model fits the quantity of estimates.

In addition, the root means square residual (RMR) was (0.062) and the root mean square error of approximation (RMSEA), which is a useful criterion in covariance structure modeling, was (0.105). The (RMR) shows the difference between the sample's variance and covariances and estimations obtained from the model's assumptions under aforementioned supposition (Eshra & Beshir, 2024)

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Table (7) Thresholds and Fit Indices for the Measurement Model

Measure	Results	Thresholds
Chi-square/df	3.285	< 2 Excellent , < 3 good , < 5 sometimes permissible
P-value	0.000	> 0.05
GFI	0.915	> 0.90
TLI	0.905	> 0.95
AGFI	0.908	> 0.90
RMSEA	0.105	< 0.10
CFI	0.935	> 0.90
RMR	0.062	< 0.09
NFI	0.948	> 0.90

CONCLUSION

This research explored the impact of guerrilla marketing on consumer brand awareness and purchase intention, providing insights into how unconventional marketing tactics influence consumer behavior. The key findings are as follows: Effectiveness in Enhancing Brand Awareness: Guerrilla marketing significantly enhances brand awareness through creative and unconventional methods. The research shows that campaigns utilizing surprise elements, interactive experiences, and high levels of creativity lead to greater brand recall compared to traditional marketing approaches. This heightened brand awareness is crucial for differentiating brands in competitive markets. Influence on Purchase Intention: The study finds a positive correlation between guerrilla marketing and increased purchase intention. Consumers exposed to impactful guerrilla campaigns often exhibit a higher likelihood of purchasing the promoted brand. The emotional engagement and memorable experiences generated by these campaigns foster stronger connections with the brand, which translates into higher purchase intent.

This study provides various implications that can benefit the scholars and practitioners in the market. Based on the findings from the research on the impact of guerrilla marketing on consumers' brand awareness and purchase intention, the following specific recommendations are provided for businesses seeking to implement guerrilla marketing tactics effectively: Businesses should prioritize creativity in their guerrilla marketing campaigns. Aim to create campaigns that are visually striking, memorable, and capable of generating buzz. For example, using unexpected locations or unusual formats (e.g., interactive street installations or viral social media stunts) can capture attention and make a lasting impression. Guerrilla marketing thrives on creativity and surprise. business should

develop unique and memorable campaigns that capture attention. For example, flash mobs, street art, or unexpected public performances can create buzz and leave a lasting impression. Enterprises should engage audience directly by creating interactive experiences. This could be through contests, games, or live demonstrations. The more involved the audience is, the more likely they are to develop a positive association with brand and consider making a purchase. Finally, enterprises should know that while shock value can capture attention, it should be used judiciously. So, it should ensure that any shocking or provocative elements align with enterprise brand values and won't alienate audience. The goal is to intrigue, not offend.

When conducting this study, several research limitations were faced. In this study, the researchers focused on SME's and emerging Corporates.

This study focused on the Egyptian context, neglecting other Middle Eastern countries. This study focused on citizens in Port Said, Cairo and Alexandria, disregarding other cities. The present study used convenience sampling, making the end results not truly representative

Due to these limitations, this study has suggested recommendations for future studies. Future research should take the mentioned limitations in consideration to further progress the current study.

Upcoming research can be implemented in the future on other cities in Egypt or other Middle East countries.

For upcoming research, a larger sample is needed and the data should be gathered proportionately from all regions of the country.

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