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The Effectiveness of Guerrilla Marketing Strategies on the Customers' Purchase Intention in the Egyptian Market

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Abstract

Purpose. The Guerrilla marketing strategy which provides unconventional ideas with a low-cost budget was recently used by different companies that are seeking to change their traditional marketing strategies to grab the customers' attention and influence their responses towards their products or services. Therefore, this study aims to analyze the effectiveness of the Guerrilla marketing strategy in Egypt along with examining the Guerrilla marketing factors that affect the customers' purchase intention in Egyptian society.

Design/methodology. The study used a quantitative method using an online survey that was conducted with 451 respondents.

Results. The results showed that Guerrilla marketing factors including "Creativity", "Clarity", "Surprise", "Diffusion", "Humor", and "Emotional arousal" are positively affecting the customers' purchase intention.

Keywords. Guerrilla marketing, creative advertising, purchase intention, purchase behavior, customers' behavior.

Introduction

The world is currently witnessing significant competition in the marketing field due to the increase in the number of companies, brands, products, and services. This has made it difficult for companies to reach and convince customers to choose their products over others and to encourage repeat purchases. Consequently, companies need to use different marketing strategies to grab the attention of customers, who are now saturated with numerous daily ads, leading to confusion and derision towards companies (Alkhafagi & Alsiede, 2022).

In Egypt, the development of many small to medium-sized companies, especially under current economic conditions, has made the emergence of a marketing strategy that combines unconventional content with a low-cost budget crucial. This allows these companies to compete with larger firms that rely on high-budget traditional marketing strategies. Large companies also benefit from diversifying their marketing strategies.

Furthermore, Guerrilla marketing has emerged as a strategy that promotes products and services through unconventional, creative, and low-cost ideas. This strategy has been used globally by companies of various sizes. Conrad Levinson first introduced the term in 1984 in his book "Guerrilla Marketing," drawing from "Guerrilla warfare," which involves using unusual combat strategies based on surprise and unfamiliar plans (Levinson & Levinson, 2011).

In Egypt, companies such as Pepsi, Coca-Cola, Vodafone, and Red-bull have utilized Guerrilla marketing as they navigate the competitive market, treating it like a real war. Guerrilla marketing involves factors such as creativity, surprise, diffusion, clarity, humor, and emotional arousal, which can influence customers' purchase intentions.

Many studies have proven the success of Guerrilla marketing in promoting various products and services and influencing customer responses. This study will provide an overview of Guerrilla marketing, highlight the main factors that affect customers' purchase intentions in the Egyptian market, and analyze its effectiveness in Egypt.

Literature Review

This section includes an overview of several past studies that cover all the different aspects of Guerrilla marketing. The past literature has been summarized according to the following axes:

Studies about Using the Guerrilla Marketing Strategy in Promoting Different Products and Services

This axis reviews the most important findings of previous studies regarding the effectiveness of using the guerrilla marketing strategy in promoting various products and services.

1. Using the Guerrilla Strategy in Promoting Different Products

The study by Damar-Ladkoo (2016) examined the effects of using guerrilla marketing to promote organic agricultural products in Mauritius. The study found that traditional marketing was costly and ineffective, while guerrilla marketing offered a creative and low-cost alternative. It revealed that marketers and shop owners were more aware of guerrilla strategies than farmers

and customers. The research highlighted an opportunity for marketers to attract customers using creative techniques.

Similarly, Kudryavtseva (2012) analyzed the application of guerrilla marketing in a Russian sports product company, Sport Master, using elements such as creativity and surprise. The strategy succeeded in increasing customer numbers and brand recognition. The study demonstrated the potential of guerrilla marketing for both small and large companies.

Gutiérrez et al., (2019) studied the food and beverage industry in Guadalajara, Mexico, identifying surprise, diffusion, and low-cost as key factors, with diffusion being the most significant for competition. This study aligns with Farouk (2012), which analyzed the effectiveness of guerrilla marketing for an Egyptian food brand, highlighting its value in attracting customers through unconventional methods.

Hammad (2021) focused on Egyptian Airlines, suggesting guerrilla strategies could increase market share at low costs. Similarly, Chionne and Scozzese (2014) emphasized Redbull's success using guerrilla marketing, noting its significant investment in creative marketing, which smaller companies could emulate with creativity and imagination.

Gkarane et al. (2019) showed how guerrilla marketing helped a Greek company overcome economic challenges during a financial crisis, using innovative techniques. Kamau and Bwisa (2013) found that guerrilla marketing, especially word-of-mouth (WOM), significantly contributed to the growth of cosmetic stores in Kenya.

Atik and Şahin (2009) reported that guerrilla marketing led to significant profit increases and business expansion for a clothing company in Turkey.

BYTYÇI (2016) noted that guerrilla marketing maintained a brand presence in Kosovo, while Walia and Singla (2017) observed its positive influence on smartphone purchasing behavior in India.

Navrátilová and Milichovský (2015) found that guerrilla strategies provided a competitive advantage in the Czech market by considering customer demographics. Işoraitè (2018) highlighted the strategy's effectiveness for both small and major companies due to its creativity and cost-efficiency.

2. Using the Guerrilla Strategy in Promoting Different Services

Singhal and Tiwari (2013) studied the transportation sector in India, finding that guerrilla marketing improved brand image. Kabukcu (2017) demonstrated that guerrilla marketing enhanced customer interaction and memory at cultural and sports festivals through social media engagement.

Chen (2011) found guerrilla marketing effective for budget-constrained trade show organizers. Metodijeski et al., (2016) reported positive effects on customer awareness and hotel occupancy rates in the tourism sector.

Jährig et al. (2017) showed that guerrilla marketing positively impacted customer confidence and message spread in crowd-funding campaigns. Baltes and Leibing (2008) noted limited success in the information services field due to its rational rather than emotional appeal.

Studies about the Effect of Guerrilla Marketing on Customer-Related Factors

This axis reviews past studies focusing on the impact of the guerrilla marketing strategy on various customer-related factors, including purchase intention, buying behavior, brand image, and factors affecting customer responses.

1. Purchase Intention and Buying Behavior

The theory of planned behavior “TPB” (Ajzen, 1991) states that there is a relationship between the customer’s purchasing intention and his/her buying behavior and it was applied and tested in many studies before. Ajzen (1991) added that there is what is called behavioral intention which is an indicator of the individual’s willingness to perform a specific behavior based on several factors, including the individual’s attitudes and personal standards towards a specific behavior. The behavioral intention is what precedes the step of performing the behavior directly. This theory was developed from the theory of reasoned action “TRA” (Fishbein, Ajzen 1967), which states that the intention of an individual to perform a behavior is the main indicator of whether this individual will perform this behavior or not.

Consequently, according to the two previous theories, the intention to perform a certain behavior precedes the actual behavior, which means that there is a direct relationship between the purchase intention and the buying behavior.

Studies by YILDIZ (2017) and Dıaa (2017) found that guerrilla marketing positively influences customers’ purchase intentions through factors like creativity, surprise, humor, clarity, and emotion. Sharma (2011) highlighted that guerrilla marketing affects buying behavior through cultural, psychological, social, and personal factors. Eelen et al. (2016) confirmed that creative marketing strategies have a greater impact on purchase intentions than traditional methods, with surprise and humor playing crucial roles. A study by Shakeel & Khan (2011) further supported the positive influence of guerrilla marketing on buying behavior and purchase intention. Powrani & Kennedy (2018) and Al Fattal et al., (2021) also found positive correlations between guerrilla marketing factors and purchase intentions, emphasizing emotional arousal and surprise.

2. Customers’ Perception of the Brand Image

Guerrilla marketing has a significant positive effect on customers’ perceptions of brand image, as shown by Gökerik et al., (2018). These studies used examples of Guerrilla campaigns and found that social media-based guerrilla marketing positively affects brand perception. Similar results were found by Kabukcu (2017), Mokhtari (2011), and YILDIZ (2017), all indicating that creativity, clarity, surprise, humor, aesthetics, relevance, and emotion enhance brand awareness and perception. BYTYÇI & BYTYÇI (2016) also noted that guerrilla marketing helps keep brands in customers’ minds, while Soomro et al. (2021) highlighted its positive effect on symbolic and experiential brand image.

3. Guerrilla Marketing Factors Affecting Customers’ Responses

Various guerrilla marketing factors, including creativity, clarity, surprise, and diffusion, significantly influence customer responses. Hutter & Hoffmann (2011) identified surprise, diffusion, and low-cost as critical effects of guerrilla marketing that attract attention and spread messages

cost-effectively. Studies by Hutter & Hoffmann (2014) and Dinh & Mai (2016) demonstrated that surprise and WOM significantly impact purchasing intentions and behaviors. Diaa (2017) and Milak & Dobrinić (2017) found that creativity is the most influential factor, particularly among female customers. Bigat (2012) and Nufer (2013) compared guerrilla marketing with traditional strategies, emphasizing its reliance on creativity and low cost. Arslan & Durlu-Özkaya (2012) confirmed that guerrilla marketing enables small and medium-sized companies to compete effectively by leveraging creativity and innovation.

Main Results of the Literature Review

Most studies concluded that Guerrilla marketing is effective in promoting various goods and services. Ambush, ambient, viral, and buzz marketing were the most frequently mentioned tools. Creativity was identified as a crucial factor in the success of guerrilla marketing. The primary effects of Guerrilla marketing, surprise, diffusion, and low cost were consistently emphasized. Few studies examined demographic factors in their analysis. While Guerrilla marketing was initially designed for small companies, most studies confirmed its applicability to large and medium-sized companies. The products and services discussed were similar to those in the Egyptian market, suggesting the feasibility of applying guerrilla marketing in Egypt. Given the economic crisis in Egypt, guerrilla marketing offers a low-cost alternative to traditional marketing strategies. The global COVID-19 crisis has further highlighted the potential for companies worldwide to adopt guerrilla marketing due to its cost-effectiveness.

An Overview of Guerrilla Marketing

A Brief History of Guerrilla Marketing

Guerrilla marketing emerged to help companies grab customers' attention amidst the noise of traditional ads. Coined by JasConrad Levinson in 1984, it was initially designed for small and medium-sized enterprises (SMEs) to compete with larger firms using unconventional tactics. The term "Guerrilla" is derived from "Guerra," meaning small war, reflecting its strategic, surprising, and cost-effective approach.

Definition of Guerrilla Marketing

Numerous definitions have been proposed for the term Guerrilla marketing after it was first defined by Joy Conrad Levinson in 1984 (Gutiérrez et al., 2019). Many authors agree that Guerrilla marketing strategies include a mix of unique, imaginary, and cost-effective outcomes that can be used by a lot of companies to promote their products and services by grabbing the customers' attention by creating a buzz and surprising them with unusual advertisements.

Principles of Guerrilla Marketing

Guerrilla marketing has several principles that differentiate it from the other types of marketing strategies. Levinson (1999) highlighted the core principles of Guerrilla marketing to include

creativity, surprise, cost-effectiveness, flexibility, and the ability to generate buzz. These principles are essential for small businesses looking to maximize their marketing impact with limited budgets.

Tools of Guerrilla Marketing

Millions of products and brands are striving to get customers' attention due to the infinite number of ads everywhere, making the world appear as a single marketing platform (Bigat, 2012). Guerrilla marketing strategies aim to capture customers' attention by offering something unusual and creative (Yuksel, 2010). Accordingly, Guerrilla marketing can be seen through the lens of stealth, buzz, ambush, or ambient marketing because these tools provide very creative and unexpected material to attract the interest of many people on a reasonable budget (Ay et al., 2010; Hutter and Hoffmann, 2011). Moreover, Guerrilla marketing has evolved over the years into four major tools; ambush, ambient, viral, and stealth marketing since Jay Conrad Levinson published his book on Guerrilla marketing in 1984 (COVA et al., 2014).

Guerrilla Marketing in the Marketing Mix

Philip Kotler's marketing mix (4Ps: product, price, place, promotion) is enhanced by Guerrilla marketing through unconventional and imaginative approaches, focusing heavily on promotion (Nufer, 2013). Bieri et al., (2009) noted that guerrilla marketing allocates 70% of its efforts to promotion, with the remaining 30% divided equally among product, price, and place.

Guerrilla promotion uses traditional mediums like advertising with unique touches, making it more effective (Ali & Yazdanifard, 2014; Nufer, 2013). In distribution, Guerrilla strategies create memorable customer experiences, offering unique services and advantages (Ali & Yazdanifard, 2014; Nufer, 2013). For products, Guerrilla marketing influences decision-making through unconventional names and packaging (Nufer, 2013; Ali & Yazdanifard, 2014). In pricing, Guerrilla marketing sets itself apart with unconventional strategies and reasonable offers (Ali & Yazdanifard, 2014; Nufer, 2013).

Effects of Guerrilla Marketing

According to Hutter & Hoffmann (2011), Guerrilla marketing produces three main effects: surprise, diffusion, and low-cost.

Surprise Effect

The surprise effect aims to catch customers off guard with unconventional and unexpected marketing tactics (Gutiérrez et al., 2019). Tools such as ambient and sensation marketing are linked to this effect (Vasileva & Angelina, 2017).

Diffusion Effect

The diffusion effect increases the audience of an advertisement or campaign without additional cost (Belić & Jönsson, 2012). Triggered by the surprise effect, people share their surprising experiences with others, enhancing reach through viral marketing, stealth marketing, and social media videos (Kikati & Kaikati, 2004; Hutter & Hoffmann, 2011).

Low-cost Effect

Combining the surprise and diffusion effects leads to the Guerrilla effect, achieved at a low cost. Ambush marketing is a tool that successfully merges creativity with a reasonable budget (Vasileva & Angelina, 2017; Ay, Aytakin & Nardali, 2010).

Advantages and Disadvantages of Guerrilla Marketing

Advantages of Guerrilla Marketing

Guerrilla marketing enables small and medium-sized enterprises to compete with larger companies using cost-effective strategies, contributing to economic improvements (Arslan & Ozkaya, 2012). Its low-cost nature allows companies to spread their advertising messages inexpensively (Hutter & Hoffmann, 2011; Zujewska, 2014). This strategy encourages direct customer engagement, creating memorable impressions (Fong & Yazdanifard, 2014; Zujewska, 2014). The unpredictability of Guerrilla marketing elicits strong emotional reactions, such as surprise and excitement (Omar et al., 2009; Chionne & Scozzese, 2014). This emotional impact can lead to word-of-mouth marketing, fulfilling guerrilla marketing's goal of creating lasting content (Blakeman, 2014; Holzapfel, 2006).

Disadvantages of Guerrilla Marketing

Despite its advantages, Guerrilla marketing has several drawbacks. Poorly executed campaigns can cause significant issues (Ay et al., 2010). Its unique nature makes it controversial, requiring careful risk assessment (Zujewska, 2014). For example, a misunderstood campaign in Boston caused a public safety scare (Holzapfel, 2006). Additionally, many businesses lack the creativity needed for effective campaigns (Blakeman, 2014; Chionne & Scozzese, 2014). Factors like bad weather can threaten campaigns, emphasizing the need for proper timing (Umesalma & BG, 2020). The surprise effect can quickly diminish, and customers may misinterpret the message, complicating effectiveness measurement (Chionne & Scozzese, 2014). Some Guerrilla activities require authorities' permission, adding to execution challenges (Umesalma & BG, 2020).

Customers' Purchase Intention and Responses to Guerrilla Marketing

The Concept of the Customer's Purchase Intention

Customers' behavior towards products and services has gained significant interest from marketing researchers. Purchase intention can be defined as customers' interest in buying a specific product or service after being attracted to it (Younus et al., 2015). It serves as an important indicator for marketers' decision-making and sales predictions (Morwitz, 2014). Purchase intention reflects the customer's probability to buy a product from a certain brand and is a dominant concept in marketing studies (Crosno et al., 2009; Kim & Kim, 2004; Nasution et al., 2019). The effort exerted by a customer during their plan to perform a behavior towards a product or service can be seen as their purchase intention (Eagly et al., 1993).

The Significance of Understanding the Concept of Purchase Intention

Purchase intention is crucial in marketing practices, used for market segmentation, examining new products, and advertising research (MacKenzie et al., 1986). Understanding purchase intention helps predict customer behavior, identify influential factors, and build marketing strategies (Fishbein & Ajzen, 1975; Morwitz, 2014). Theories have shown a direct linkage between purchase intention and buying behavior (Warshaw, 1980; Engel et al., 1995; Howard & Sheth, 1969). However, factors like changes in customer attitude and product variety can affect this relationship (Manski, 1990).

Theories Supporting the Concept of Purchase Intention

Two prominent theories supporting purchase intention are the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) (Fishbein & Ajzen, 1975, 1985). TRA posits that customer behavior can be identified from their intention, influenced by attitudes and subjective norms (Silverman, Barry et al., 2016; Hale et al., 2002). TPB expands on TRA by including perceived behavioral control, reflecting factors beyond volitional behavior (Madden et al., 1992; Eagly, Alice & Chaiken, 1993). Both theories provide a framework for predicting customer behavior based on their intentions (Fishbein & Ajzen, 1985; Hale et al., 2002).

Factors Affecting Customer's Purchase Intention

Customer Knowledge

Information about a product is crucial for forming purchase decisions (Satish & Peter, 2004; Rao & Monroe, 1988). Prior knowledge and experience strengthen the relationship between purchase intention and buying behavior (Morwitz et al., 2007).

Product Design and Packaging

Attractive design and packaging grab customer attention and influence purchase decisions (Ann, 2008; Dileep, 2006). Packaging serves as a sales promotion tool (Raheem et al., 2014).

Perceived Value

The perceived value of a product, encompassing tangible and intangible dimensions, significantly affects purchase intention (Payne & Holt, 2001; Snoj et al., 2004). Higher perceived value leads to higher purchase intentions (James, 2002; Fernández & Bonillo, 2007).

Celebrity Endorsements

Celebrities enhance product value and influence customer perception (Younus et al., 2015; David & Benedikte, 2004). However, they can also negatively impact brand image if not chosen carefully

Exploring Customers' Behavioral and Emotional Responses towards Guerrilla Marketing

Behavioral Responses

Guerrilla marketing's unconventional techniques affect customer purchase intentions, brand image, and attitudes (Eelen et al., 2016; Levy & Guterman, 2012). Studies show varying results on the relationship between Guerrilla marketing and purchase intention, with some confirming a positive effect and others showing no significant impact (Hutter & Hoffman, 2014; Wottrich & Voorveld, 2016; Dahlen et al., 2009).

Emotional Responses:

Customer emotions, such as humor, surprise, and happiness, influence the success of marketing campaigns (Ay et al., 2010; Dagorn, 2015). Guerrilla marketing aims to evoke strong emotional responses, enhancing brand awareness and purchase intention (Hutter & Hoffmann, 2014; Seiter, 2014; Cherrier et al., 2007). Negative emotions, like fear or upset, can also arise, potentially harming brand perception (Ay & Al., 2010; Belić & Jönsson, 2012).

In conclusion, understanding and measuring purchase intention and customer responses are vital for effective marketing strategies. Guerrilla marketing leverages emotional and behavioral responses to create impactful campaigns that influence customer intentions and behaviors.

The Perceptiveness of Guerrilla Marketing and Its Applications Worldwide

A General Overview of the Concept of Marketing in the Light of Culture

Marketing strategies must adapt to cultural differences, as global diversity in culture, language, and perceptions significantly impacts consumer behavior. Despite the notion of a global village, failed marketing campaigns often result from ignoring cultural nuances. Even within regions like Europe, cultural differences necessitate tailored marketing efforts (De Mooji, 2010). Researchers Akaka and Alden (2010) proposed the concept of global consumer culture, suggesting shared preferences for global brands like Pepsi and Starbucks. However, cultural factors remain central in predicting consumer behavior, as cultural influences shape perceptions and preferences (Vasileva & Angelina, 2017). Culture, defined as shared thoughts and standards among groups (Goodenough, 1981), influences consumer choices beyond psychological or economic factors (Belk, Price & Penaloza, 2013).

Guerrilla marketing, a strategy known for its unconventional and creative approach, also varies according to cultural backgrounds. Initially focusing on language, marketers now employ visuals, music, and creative techniques to resonate more effectively with diverse audiences (Xu & Zhou, 2013). Guerrilla marketing leverages surprise, humor, and creativity to engage consumers, though marketers must ensure their messages are interpreted correctly to avoid miscommunication (Vasileva & Angelina, 2017; Phillips, 1997).

Guerrilla Marketing Perceptiveness from the Customers' and Practitioners' Side

Customers Perceptiveness of Guerrilla Marketing

Studies categorize Guerrilla marketing effects on Generation Y, social media impacts, and ethical concerns (Roux, 2020). Humor, creativity, and surprise positively affect purchase intentions (Dinh & Mai, 2015; Maniu & Zaharie, 2014). Social media Guerrilla marketing influences brand image, although shares do not always translate to positive brand effects (Gökerik et al., 2018; Eelen & Seiler, 2016). Viewer responses to branded flash mobs vary (Grant et al., 2015). Unethical campaigns perceived as deceptive negatively affect consumer trust (Swanepoel et al., 2009; Grant & Boon, 2013).

Practitioners' Perceptiveness of Guerrilla Marketing

Practitioners face challenges such as market competition and economic constraints (Beninger & Robson, 2015). Interviews highlight the viral potential of flash mobs and the importance of location selection (Grant, 2014; Roux & Saucet, 2019). Legal restrictions complicate street marketing efforts (Saucet & Cova, 2015). Public relations agencies express concerns over controlling campaign outcomes (Holy & Antolić, 2017). While Guerrilla marketing is effective, it often serves as a complement to traditional strategies for small firms seeking low-cost creativity (Wanner, 2010).

Applications of Guerrilla Marketing Worldwide

By reviewing past literature, it is evident that Guerrilla marketing activities have been applied globally and have been the focus of numerous studies by researchers from diverse regions and cultures. This widespread mention indicates both the presence of Guerrilla marketing in various countries and the willingness of practitioners to adopt this strategy, suggesting its potential for global success. The creativity inherent in Guerrilla marketing has attracted many marketers worldwide, as creative advertisements effectively capture customer attention and influence purchasing intentions and behaviors (Campbell, 2011).

Additionally, many studies have noted that geographical areas influence how customers perceive and act toward particular brands, proving that customer preferences are not uniform (Younus et al., 2015). The trade market in developed countries is more advanced (Berner et al., 2001), while in some Asian countries, customers are highly perceptive about product value and how well it meets their needs (Anholt, 2000).

In Egypt, Guerrilla marketing is gaining attraction, particularly during economic downturns. Campaigns by brands like ElGarhy Steel and Abdelfattah Sons demonstrate its potential to create buzz and increase brand awareness. Ambient marketing, a key Guerrilla tactic, has been effectively used by companies like Nestle and local cafes to attract customer attention.

The main differences in the practices of Guerrilla marketing around the world are summarized

in the following table according to their existence and spread, products or campaigns in addition to the most used Guerrilla tools.

Table 1 Summary of the main differences in Guerrilla marketing practices worldwide

Point of Comparison	Western World	Africa	Far East	Middle East
Existence & spread	Widely existing and spreading especially in Europe and America and Brazil.	Limitedly existing and spreading. Appeared in some countries like South Africa, Nigeria, and Kenya.	Less widely existing and spreading especially in India, China, and South Korea.	Limitedly existing and spreading especially in the Arab countries. Appeared in some countries like Turkey and Iran as well as Egypt, Saudi Arabia, and Kuwait.
Type of products/ Campaigns	All type of products and social marketing campaigns.	Social marketing campaigns.	Fast moving goods like food and hair products as well as social marketing campaigns.	Fast moving goods like food and cosmetics as well as social marketing campaigns.
The most used Guerrilla tools	Wide range of tools like buzz, ambient, ambush and stealth marketing.	Mostly, Buzz and ambient marketing.	Mostly, Buzz and ambient marketing.	Mostly, Buzz and ambient marketing.

Theoretical Framework

This section covers the scientific models used by the researcher to reach the proposed conceptual model, explaining the rationale behind choosing the specific model for the study.

Scientific Models

“LSD” Model

According to Hutter & Hoffmann (2011), Guerrilla marketing influences customers through three main effects:

- **Surprise Effect:** The primary aim is to attract attention and surprise customers, often incorporating humor.

- **Diffusion Effect:** Achieved by spreading advertising messages that surprise customers, prompting them to share what they’ve seen.
 - **Low-cost Effect:** Involves delivering advertising messages in a unique, cost-effective manner.
- These effects are combined in the “LSD” model.

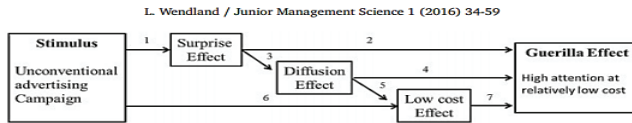


Figure 5: The LSD Model I; Source: following Hutter and Hoffmann (2011b, p. 4)

Figure 1 LSD model

Note.From “A common ground in Guerilla Marketing – State of research and further researchopportunities” by L.Wendland, (2016). Junior Management science 1 (2016) 34-59. © Copyright 2020 jums.academy. All rights reserved.

“LSD” Model II

In 2013, Hutter & Hoffmann introduced “LSD model II,” modifying the original model by focusing on the positive correlation between the surprise, diffusion, and low-cost effects.

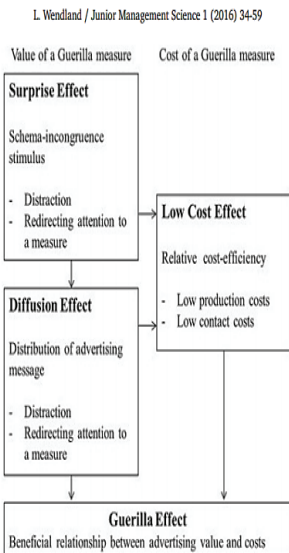


Figure 6: The LSD Model II; Source: following on Hutter and Hoffmann (2013, p. 36).

Figure 2 LSD model II

Note.From “A common ground in Guerilla Marketing – State of research and further research opportunities” by L.Wendland, (2016). Junior Management science 1 (2016) 34-59. © Copyright 2020 jums.academy. All rights reserved.

Guerrilla Effect Model III

Wendland (2016) presented an extension of the previous models, introducing the Guerrilla Effect Model III. This model includes new mediators relevant to recipient behavior and considers communication behavior as a direct correlation with the diffusion effect.

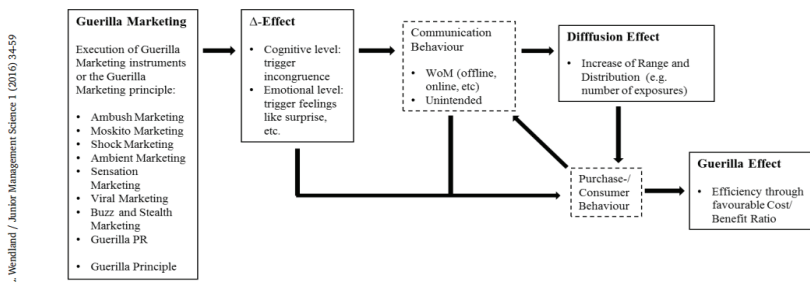


Figure 7: Guerrilla Effect Model III; Source: aligned with Hutter and Hoffmann (2011b, 2013).

Figure 3 Guerrilla effect model III

Note. From “A common ground in Guerilla Marketing – State of research and further research opportunities” by L.Wendland, (2016). Junior Management science 1 (2016) 34-59. © Copyright 2020 jums.academy. All rights reserved.

Factors in the Proposed Model

Tam & Khuong (2015) identified seven factors impacting customers’ purchase intentions: novelty, surprise, clarity, aesthetics, humor, relevance, and emotional arousal. These factors are tested within the framework of independent variables, with customer purchase intention as the dependent variable. Daa (2017) and YILDIZ (2017) further tested these factors, confirming their positive effects on purchasing intention. The study of YILDIZ (2017) presented a research model to identify the impact of Guerrilla factors including novelty, surprise, clarity, aesthetics, humor, relevance, and emotional arousal on the customers’ brand awareness and purchase intention.

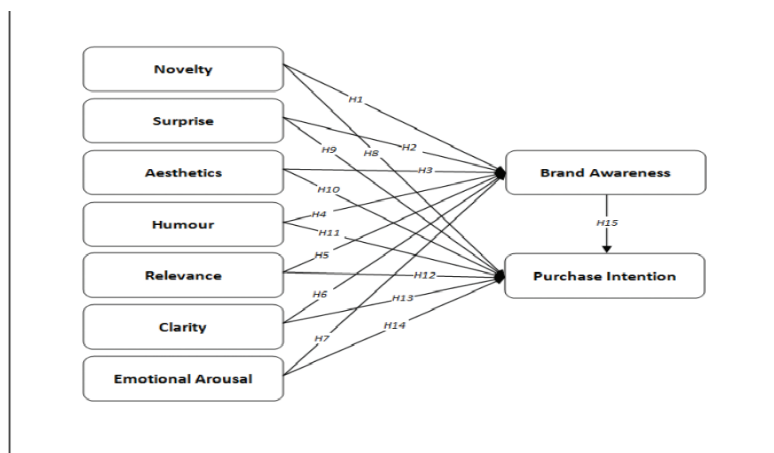


Figure 2. Research Model

Figure 4 The research model of YILDIZ (2017)

Note. From “EFFECTS OF GUERRILLA MARKETING ON BRAND AWARENESS AND CONSUMERS’ PURCHASE INTENTION” by YILDIZ (2017). Global Journal of Economics and Business Studies 6 Issue: 12 (177-185). Gumushane University ©

The Proposed Conceptual Model

Based on previous studies, the researcher adopted the Guerrilla Effect Model III and YILDIZ’s (2017) proposed model. The most mentioned factors in Guerrilla marketing were gathered to study their effects on customers’ purchase intentions.

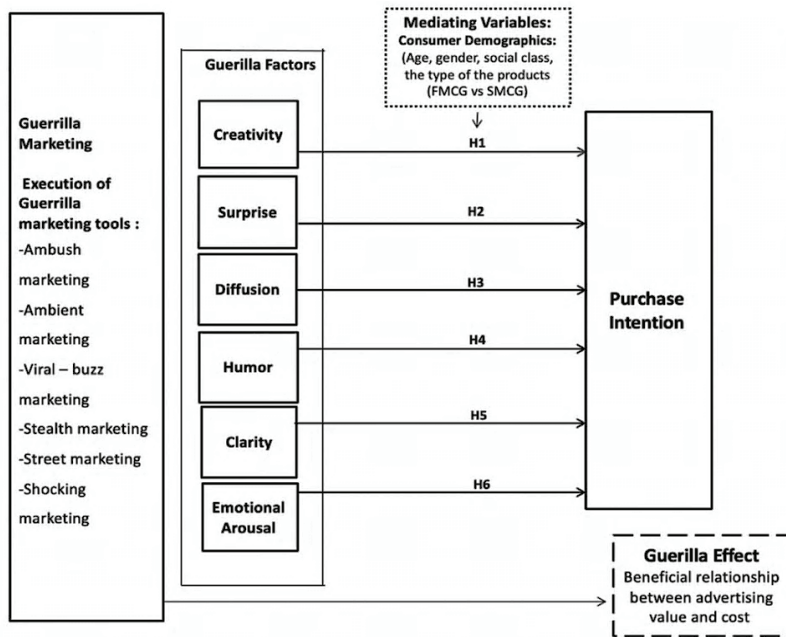


Figure 5. The proposed conceptual model

Explanation of the Proposed Model

- **Creativity:** Frequently mentioned and proven to distinguish Guerrilla marketing (Levinson, 2011).
- **Surprise Effect:** Attracts customer attention and influences behavior (Hutter & Hoffmann, 2011).
- **Diffusion Effect:** Crucial for the success of campaigns, achieved through spreading messages, especially on social media (Hutter & Hoffmann, 2011).
- **Humor:** Attracts attention and enhances campaign results (Venkatesh & Senthilkumar, 2015; Mehmood & Masood, 2016).
- **Clarity:** Essential to prevent misunderstanding of unconventional methods (Tam & Khuong, 2015).
- **Emotional Arousal:** Plays a major role in decision-making, targeted by marketers (Shahid et al., 2016).

• **Purchase Intention:** Positively influenced by Guerrilla marketing, with stages including awareness, knowledge, interest, preference, conviction, and buying (Kotler & Armstrong, 2016).

These factors form the basis of the proposed model, aiming to study their combined impact on customer purchasing intentions.

Research Methodology

Type of Research

This study follows descriptive research that uses organized scientific steps to describe and analyze a phenomenon. The study employs a quantitative method which is used for collecting and analyzing numerical data (Saunders et al., 2016). Thus, a questionnaire is used as a tool for data collection.

Research Significance

The research is significant due to the market's need for innovative marketing strategies that attract customers beyond traditional methods. This study explores the Guerrilla marketing strategy and its impact on Egyptian customers' purchase intentions, aiming to introduce new strategies to the Egyptian market and contribute to Arab studies, where Guerrilla marketing has been under-researched.

Research Problem

The Guerrilla marketing strategy, known for its low-cost and unusual ideas, has been widely used globally, providing opportunities for small and medium companies to compete. This study aims to evaluate the effectiveness of Guerrilla marketing in Egypt and examine its impact on customer purchase intentions, focusing on factors like creativity, surprise, humor, diffusion, clarity, and emotional arousal.

Research Objectives

- 1 - Evaluate the effectiveness of Guerrilla marketing in Egypt.
- 2 - Identify the key factors of Guerrilla marketing influencing customer purchase intentions.

Research Questions

The study included two main research questions:

- 1- What Guerrilla marketing factors affect Egyptian customers' purchase intentions?
- 2 - How is Guerrilla marketing effectively applied in Egypt?

Research Hypothesis

- H1: Creativity positively correlates with customers' purchase intentions.
- H2: Surprise positively correlates with customers' purchase intentions.
- H3: Diffusion positively correlates with customers' purchase intentions.
- H4: Humor positively correlates with customers' purchase intentions.
- H5: Clarity positively correlates with customers' purchase intentions.
- H6: Emotional arousal positively correlates with customers' purchase intentions.

Data Collection Methods & Sampling

The study used both primary and secondary data collection methods. Secondary data involved reviewing existing literature, while primary data was collected through questionnaires distributed to Egyptian customers. The study used convenience sampling for the quantitative part, targeting Egyptian customers in Cairo, Giza, and Alexandria who are technologically literate to complete online surveys.

Questionnaire & Data Sample

The questionnaire aimed to collect quantitative data from Egyptian customers, featuring questions about Guerrilla marketing factors and their influence on purchase intentions. The questionnaire included high-resolution images representing different Guerrilla marketing advertisements to ensure clarity and relevance.

Population of the Questionnaire. The population included Egyptian customers in Cairo, Giza, and Alexandria aged 18 to 55, who are active on social media and have purchasing power.

Sample of the Questionnaire. A convenience sample was used, targeting easily accessible and willing participants within the specified age group. The sample size included 451 respondents from both genders.

Questionnaire Measurements. The main variables were measured using a 5-point Likert scale to capture respondents' levels of agreement. Demographic factors were also considered to test their correlation with the main variables

Statistical Measurements of the Questionnaire. Statistical measurements included descriptive measures to describe the main characteristics of each variable and Cronbach's Alpha Coefficient to test the reliability of each index using a pilot study. The Chi-Square Test for Independence was used to test correlations between variables, while correlation coefficients were employed to determine the trend and strength of relationships. Partial correlation coefficients were utilized to study relations after holding moderate effects, and the Independent Sample T-Test was used to test differences between variable averages for two independent populations.

Questionnaire Design. The questionnaire was conducted online in English and Arabic. It included images representing different Guerrilla marketing factors and asked respondents to identify the most appealing advertisements. The questionnaire was divided into parts to test main hypotheses, measure variables, and gather demographic information.

Questionnaire Validity and Reliability. To ensure validity, questions were neutrally phrased, and the questionnaire was reviewed by eight experts in research and marketing. A pilot study with 37 respondents confirmed the reliability of measurements. Cronbach’s alpha test results were higher than 0.7, verifying reliability.

Conceptual and Operational Definitions

The study provided clear conceptual and operational definitions for key terms such as surprise effect, diffusion effect, clarity, humor, emotional arousal, creativity, purchase intention, and Guerrilla marketing.

Table 2. Conceptual and operational definitions

Term	Conceptual definition	Operational definition
Surprise effect	The surprise is an exciting feeling and a strong factor that grabs the attention of the customer and makes him/her make a reaction that reflects his surprise and interest in knowing many details about the product (Tam & Khuong, 2015). According to Hutter and Hoffmann (2011), The surprise effect is the most important factor in the .Guerrilla marketing strategy	It was measured in the study by adding some questions in the survey through some phrases such as: <ul style="list-style-type: none"> • This ad is unexpected. • This ad surprised me.
Diffusion effect	According to Hutter & Hoffmann (2011), the diffusion effect is achieved by spreading advertising messages by the recipients of the content especially on the social networking sites and its one of the most important factors that has a role in the success of the Guerrilla marketing campaigns.	It was measured in the study by adding some questions in the survey through some phrases such as: <ul style="list-style-type: none"> • I’d share this ad on my social media accounts. • I’d share this ad with my friends and relatives.
Clarity	Clarity of the message is related to the individual’s ability to understand the message, and therefore the idea of the Guerrilla advertisement must be clear in order to reach the customers clearly (Tam & Khuong, 2015).	It was measured in the study by adding some questions in the survey through some phrases such as: <ul style="list-style-type: none"> • I was able to understand the message from the advertisement quickly and easily. • The message given by this ad is clear.
Humor	According to Tam & Khuong (2015), the customer must get attracted first before showing any interest in the product and that could easily happen by using the humor factor which is one of the elements of the surprise effect (Hutter&Hoffman, 2011).	It was measured in the study by adding some questions in the survey through some phrases such as: <ul style="list-style-type: none"> • The advertisement is funny. • I laughed when I saw the advertisement.

Emotional arousal	<p>The novelty which is a description of creativity that aims to add something unique to the traditional marketing campaigns is followed by some emotions which play an important role in the customers' evaluation to the advertisement and that can clarify if the customer can realize the idea of the advertisement or not (Tam&Khong, 2015).</p>	<p>It was measured in the study by adding some questions in the survey through some phrases such as:</p> <ul style="list-style-type: none"> • The advertisement triggered my feelings about the product. • This ad touched my heart.
Creativity	<p>The factor of “creativity” is one of the most factors of the Guerrilla marketing that were mentioned and examined in the past studies it was also proven that what distinguishes the Guerrilla marketing strategy is the creativity (Levinson, 2011).</p> <p>The creativity is consisting of some other factors including Novelty, relevance, and aesthetics (Tam&Khong, 2015).</p> <p>According to Abdelhak (2019), the aesthetics is a sign of modernity, innovation, and creativity which enhances the advertisements that apply the Guerrilla marketing strategy adding that relevance reflects the extent to which the advertisement matches the message intended to be delivered to the customer.</p>	<p>It was measured in the study by adding some questions in the survey through some phrases such as:</p> <ul style="list-style-type: none"> • The advertisement is interesting. • The advertisement is different. • The advertisement helps the product to be unique.
Purchase intention	<p>According to Shah et al., (2012), The purchase intention is usually related to the behavior, perception, and beliefs of the customer and that is the main point for customers to reach and evaluate a specific product. Ajzen (1991) added that there is what is called behavioral intention and that is an indicator of the individual's willingness to perform a specific behavior based on several factors, including the individual's attitudes and personal standards towards a specific behavior. The intentions of customers towards their favorite brands can be influenced due to the different strategies used by the competitors to promote their products (Abu Dharr & Abu Bakr, 2016).</p>	<p>It was measured in the study by adding some questions in the survey through some phrases such as:</p> <ul style="list-style-type: none"> • I might recommend this product to one of my friends. • I'd buy the product someday. • I might look for more information about this product to buy it someday. • I might recommend this product to one of my friends.
Guerrilla marketing	<p>According to Ay, Ayketin &Nardali (2010), The Guerrilla marketing concept which was created by Levinson in 1984 indicates an eccentric way of executing low-cost promotional activities.</p> <p>The Guerrilla marketing is a complete term for unusual promotional campaigns aiming to grab the attention of many receivers to the promotional message with very low costs by arousing some effects like surprise and diffusion (Hutter&Hoffmann, 2011).</p>	<p>The Guerrilla marketing in the study included all the unique and unusual marketing campaigns that included the following factors:</p> <ul style="list-style-type: none"> • Surprise effect • Low-cost effect • Diffusion effect • Creativity • Clarity • Emotional arousal • Humor

Results Summary

Results of the Questionnaire

Measuring variables

A pilot study on 37 respondents was conducted to build the index of the main independent variables, focusing on clarity, creativity, diffusion, and purchase intention across various ads.

Sample Size

The sample size was calculated using the formula $n \geq (Z^2 * (P(1-P))) / E^2$, resulting in a minimum of 385 respondents. A total of 451 respondents were selected to ensure a robust analysis.

Main Results

The respondents were divided based on demographic variables:

- **Gender:** 69.2% female, 30.8% male
- **Age:** 31.1% aged 18-25, 40.4% aged 26-35, 24.6% aged 36-50, 3.8% aged 51+
- **Income Level:** 17.7% below 5000LE, 29.3% between 5001-10000LE, 18.4% between 10001-15000LE, 34.6% above 15001LE
- **Education:** 17.7% students, 50.6% graduates, 31.7% masters/PhD holders

Hypothesis Testing Results

1- Creativity: The hypothesis H1, which posited a positive correlation between creativity and purchase intention, was supported. The results showed a moderate positive relationship, aligning with previous studies. Creativity was rated the highest by respondents, indicating its critical role in Guerrilla marketing campaigns.

2- Surprise: Hypothesis H2, suggesting a positive correlation between surprise and purchase intention, was also supported. The findings indicated a moderate positive relationship, with the surprise factor ranking third in importance among the tested attributes.

3- Diffusion: Hypothesis H3, proposing a positive correlation between diffusion and purchase intention, was confirmed. The results varied from strong to moderate positive relationships across different ads, emphasizing the significance of diffusion in Guerrilla marketing effectiveness.

4- Humor: Hypothesis H4, which predicted a positive correlation between humor and purchase intention, was supported. Although humor showed a moderate positive relationship, it ranked fourth in importance, indicating a limited effect compared to creativity and surprise.

5- Clarity: Hypothesis H5, positing a positive correlation between clarity and purchase intention, was validated. The results demonstrated a moderate positive relationship, with clarity being the second most important factor after creativity.

6- Emotional Arousal: Hypothesis H6, suggesting a positive correlation between emotional arousal and purchase intention, was supported. The findings showed a moderate positive relationship, but emotional arousal ranked last among the tested factors, indicating its lesser importance.

Ad Preferences

- Most attractive ad types: ambient marketing (36.6%), street marketing (29.3%), shock marketing (12.4%), viral marketing (8.6%), ambush marketing (7.3%), and stealth marketing (5.8%).
- Most liked ads: guerrilla ad (52.1%), magazine ad (22.2%), print ad (13.3%), and outdoor ad (12.4%).

Ratings of Ad Attributes

- **Clarity:** Mean = 4.06, very positive.
- **Humor:** Mean = 3.8, positive.
- **Emotional:** Mean = 3.6, positive.
- **Creativity:** Mean = 4.36, very positive.
- **Surprise:** Mean = 4, very positive.

The creativity attribute was rated the highest, followed by clarity, surprise, humor, and emotional arousal.

Conclusion

The study reveals that the most significant attribute influencing purchase intention is creativity, followed by clarity, surprise, humor, and emotional arousal. The majority of respondents showed a strong preference for Guerrilla marketing ads over traditional ads and expressed interest in seeing more creative advertising campaigns in Egypt. Demographic variables (gender, age, income, education level) did not significantly affect the relationship between the tested factors and purchase intention.

Discussion

This section addresses the research questions based on secondary and primary findings.

Question one: What are the Guerrilla marketing factors that affect the Egyptian customers' purchase intention?

The study identified six key Guerrilla marketing factors that influence Egyptian customers' purchase intentions. Creativity was highlighted as a crucial element, significantly impacting customers' decisions to purchase, as supported by YILDIZ (2017), Daa (2017), and Gutiérrez et al., (2019). The study found that creativity was the most highly rated factor by respondents, emphasizing its importance in Guerrilla marketing. Similarly, surprise also had a notable positive effect on purchase intention, aligning with the findings of Hutter & Hoffmann (2011; 2014) and Eelen et al. (2016). The diffusion factor, which relates to the spread of the campaign's message, showed a strong positive correlation with purchase intention, especially when combined with creativity and surprise, echoing the studies of Hutter & Hoffmann (2011) and Kamau & Bwisa (2013). Although humor and clarity also positively influenced purchase intentions, their impact

was moderate. Clarity, however, was crucial in ensuring that creative campaigns were easily understood by customers, as noted by LE et al. (2022). Lastly, emotional arousal was found to have a positive, though less significant, impact on purchase intention compared to other factors, which is consistent with the research by Ashley & Tuten (2015) and YILDIZ (2017). The study also revealed that product type (FMCG vs. SMCG) and demographic factors did not significantly alter the effectiveness of these Guerrilla marketing strategies, contrary to findings from Onurlubaş (2017) and Diao (2017).

Question two: How is Guerrilla marketing effectively applied in Egypt?

By reviewing the literature, it was clearly shown that studies of the Guerrilla marketing strategy in Egypt were barely rare, and by using the questionnaire and the in-depth interviews as the data collection tools, the study tried to evaluate the effectiveness of Guerrilla marketing in Egypt. The study indicates that Guerrilla marketing is present in Egypt, though it is not as widespread as traditional marketing strategies. According to the survey results, 31.7% of respondents recognized Guerrilla marketing campaigns in Egypt, while 42.2% did not recognize them, and 25.9% were unsure. Additionally, when shown different types of advertisements, 52.1% of respondents preferred the Guerrilla marketing ad, suggesting its effectiveness in capturing consumer attention.

The study also examined the respondents' awareness of Guerrilla marketing. It found that 42.6% of respondents claimed to have good knowledge of Guerrilla marketing, while 28.2% disagreed, and 29.3% were neutral. This mixed level of awareness indicates that while Guerrilla marketing is somewhat known, it is not fully ingrained in the consumer consciousness in Egypt. Furthermore, the current status of Guerrilla marketing will correspondingly move us to its future in Egypt which shows promise, as 97.2% of survey respondents expressed a desire to see more Guerrilla marketing ads in the future, suggesting strong potential for this strategy to grow in the Egyptian market. The findings align with the study by Diao (2017), indicating that Guerrilla marketing can positively impact purchase intentions in Egypt.

Conclusion

The study analyzed the effectiveness of Guerrilla marketing on Egyptian customers' purchase intentions by examining six key factors: creativity, clarity, surprise, diffusion, humor, and emotional arousal. A survey with 451 respondents showed that all factors positively correlated with purchase intention, with creativity being the most influential. The study found minor variations between FMCG and SMCG products, indicating product type does not significantly impact Guerrilla marketing's effectiveness. Surprisingly, demographic variables such as age, gender, income, and education level had no significant effect on the results.

Consequently, the future of Guerrilla marketing in Egypt is not predictable however it can be brilliant if the practitioners overcome some challenges including the difficulty of having permission from the Egyptian authorities to use public places and thus being able to protect the Guerrilla ads in the public as the customers' culture and gap in the educational level can be also a chal-

lence for the success of the Guerrilla marketing campaigns. Undoubtedly, the companies in Egypt should have a better knowledge of the Guerrilla marketing strategy.

Recommendations

Based on the study's findings, several recommendations are proposed for future researchers. Future research should consider developing new models to measure the influence of Guerrilla marketing and conduct focus group discussions for deeper insights. Additionally, studying Guerrilla marketing's effect on brand-related factors like awareness and loyalty, reconsidering demographics and product type as moderating variables, and exploring cultural differences in customer responses are recommended. Researchers should also investigate the types of companies employing Guerrilla marketing and focus on specific generational cohorts for more targeted results. Increasing research attention on Guerrilla marketing in the Middle East and Egypt is encouraged.

Limitations

The study faced several limitations. First, the use of a non-probability sample may affect the generalizability of the results. Additionally, there was a limited number of scientific theories and models applicable to Guerrilla marketing strategies. Selecting Guerrilla advertisements in Egypt was challenging due to the scarcity of actual on-ground ads. The timing of the study coincided with the COVID-19 pandemic, which prevented the researcher from conducting focus groups to analyze respondents' reactions to Guerrilla advertisements.

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