

# GUERRILLA MARKETING EFFECTS ON Z GENERATION'S PURCHASE INTENTION

Michelle P. Yu

Northeastern Mindanao State University, Department of Business and Management, Cantilan, Surigao del Sur, Philippines

\*For correspondence; Tel. + (63) 947-334-8609, E-mail: [queen\\_misyel@yahoo.com.ph](mailto:queen_misyel@yahoo.com.ph)

**ABSTRACT:** *Through careful classification and consideration of the students' purchase intentions using guerilla marketing, this research aimed to examine the effects of guerilla marketing on the Z generation of Northeastern Mindanao State University, Cantilan Campus (NEMSU) students' purchase intentions for the entrepreneurs' advancement in the persistent growth and competition in the business world. By applying this new strategy to these specific target markets, they will be in a consistent position to develop their marketing plans. A descriptive survey strategy was employed for the investigation. The major tool for data collection was a questionnaire that the researcher created. Discussions were also held to address misunderstandings, confirm respondents' statements, and present more evidence. This study specifically identifies the guerrilla marketing factors of novelty, aesthetics, relevance, clarity, humor, emotional arousal, and surprise as having an impact on purchase intention. The respondents concur, as evidenced by the data, that every facet of guerrilla marketing examined including novelty, aesthetics, relevance, clarity, humor, emotional arousal, and surprise—affects their intention to buy. However, a further examination of the study's findings revealed that, among other factors, the guerrilla marketing strategy's message clarity had a significant impact on consumers' buying intentions. These students will get the chance to gauge their progress and gain a deeper understanding of the customer decision-making process through their investigation of the distinctive marketing strategy.*

**Keywords:** Guerilla Marketing, Z generation, Emotional arousal, Purchase intention

## 1. INTRODUCTION

In the stage of globalization where technology has conquered diverse paces of life and occupied a fundamental place in business, particularly in the marketing field, the rising aggressive rivalry made the producers of products and service providers take the trial to manage the demands of clientele and also to take diverse methods to bind them towards their merchandise.

While traditional marketing practices exist and were convenient in the past, innovative and different contests like comparable goods and different variety of similar product, near substitute of products, brand warfare, and other features has obliged various businesses to adopt non-traditional marketing such as guerrilla marketing.

Accordingly, this type of marketing is cost-effective to practice and spread more clients and generate enduring impressions with dissimilar promotional and advertising procedures. With this, enterprises battle for customers and most of the successful businesses identified the significance of customer's lifetime value since customers' happiness and satisfaction with the product and services offered are noted as vital considerations. Thus, advertising plays an important communication tool to triumph over businesses' campaigns on their products and services.

A product or service is advertised in order to draw in customers and gauge the impact on their behavior since they are a valuable resource for the business. According to the marketing blogger, Jami Oetting [1], in her article in 2019, successful advertising creates an emotional connection with the viewer, causing them to emotionally connect with the ideals and themes. Guerrilla marketing is one of the most successful ways to reach people with marketing.

Guerrilla marketing is one form of marketable messaging that entails the capacity to quickly attract consumers' attention relative to other forms of advertising. It plays a vital role in marketing and presenting interactive information to customers. Many innovative and successful businesses, including Coca-Cola, Nike, McDonald's, and other sectors, have adopted this

tactic and seen tremendous growth across their entire business operations.

It is a marketing strategy where a business employs unexpected and/or untraditional interactions to market a good or service. This approach differs from traditional marketing in that it frequently relies on interpersonal communication, has a more constrained budget, and concentrates on local networks of promoters who are in charge of spreading the word in a specific area rather than through extensive media campaigns. According to Saira Iqbal, et. al. [2], guerrilla marketing is a very effective and creative method that can change how customers behave toward any goods or services. This advertising is a cutting-edge method of product marketing that uses uncommon or unconventional ways to advertise the product. This has its roots in guerilla warfare operations where the armed group used unusual methods of combat, even to the extent of going outside the normal rules of engagement. In the case of marketing, the strategies are thought to excite consumers and convert the advertising into something that spreads like wildfire [3].

Following Millennials and the previous Generation Alpha is the demographic cohort known as Generation Z, or Gen Z for short. The mid-to-late 1990s are used by academics and the general public as starting birth years and the early 2010s as terminating birth years. The majority of Generation Z people are descendants of Generation X.

Members of Generation Z have been dubbed "digital natives" despite not being particularly familiar with digital technology because they are the largest generation to have grown up with access to the Internet and portable digital technology. In addition, teens are more susceptible to the negative effects of screen use than younger kids. In certain developed countries, members of Generation Z are similar to older generations in that they are disciplined, risk-averse, and well-behaved. Compared to their models when they were their age, they tend to live more leisurely lives [4].

While many countries have aging populations and decreasing birth rates, Generation Z is presently the dominant generation

on Earth. Bloomberg's analysis of United Nations data predicted that, in 2019, members of Generation Z accounted for 2.47 billion (32%) of the 7.7 billion population of Earth, exceeding the Millennial population of 2.43 billion. The generational cutoff of Generation Z and Millennials for this analysis was placed from 2000 to 2001.

Businesses have to engage in guerrilla marketing to reach Generation Z, which makes up the bulk of consumers. In other words, they should employ tactics that can be applied in unexpected locations at an exciting, intriguing, different, surprising, and creative time when seeking to draw attention to another place as a guerilla warrior. Customers will be drawn to the innovative concepts employed in guerilla marketing strategies, and they will post their experiences, photos, and videos on social media. Consequently, the brand will spread online like a virus and gain more popularity [5].

Guerrilla marketing made advertising focused so far in any industry or for any product has made an insightful impact on brand image, brand attitude, and purchasing behavior of the customer. Creativity is foremost in guerrilla marketing tactics compared to traditional marketing methods. If a promotion has both the essential trustworthiness and creativeness in it then it will be crafting a high-bearing on-brand image, attitude, and purchase behavior of customers [6], [7] his study assumed that guerrilla marketing continuously had an elevated control on purchase behavior of a customer and it is based on human psychology instead of expectations and judgments. Typically, guerrilla marketing is accepted in products by containing the utmost eccentric technique of advertising in it to entice the targeted consumers.

The effects of guerrilla marketing on Generation Z consumers' buy intentions of students at Northeastern Mindanao State University, Cantilan Campus, are the subject of this study, which aims to consider the effects of guerrilla marketing on Generation Z consumers' purchase intentions. Following the millennial generation, the age group known as Generation Z, also known as Gen Z, I Gen, or Centennials, was born between 1997 and 2012.

The empirical data shows that few investigations have exposed the impact of guerilla marketing on Generation Z customer purchase intention in the context. Therefore, it is imperative to consider how Guerrilla marketing affects Generation Z consumers' purchasing intentions while considering its unique features.

Numerous research has validated the beliefs on how this type of marketing to certain demographic groupings affects those groups of people. Therefore, the purpose of this essay is to investigate how guerilla marketing affects Generation Z consumers' intentions to make purchases at NEMSU-Cantilan Campus. It will also demonstrate the potency of these strategies and assess how they affect consumers' buying intentions in contemporary marketing, which emphasizes attractiveness or popularity and commonality [8].

The novelty, aesthetics, relevance, clarity, humor, emotional arousal, and surprising features of guerrilla marketing will all be individually analyzed in this study. As a result, the study will assist business owners in positioning their promotional efforts in relation to the various situations that would encourage buy intention and might potentially enhance revenue.

**2. MATERIAL AND METHODS**

The study's methodology was a descriptive survey. The primary technique for data collection was a questionnaire created by the researcher. Additionally, consultations were held to address questions, validate the respondents' responses, and request additional information.

Participants:

The research was conducted and participated by the Generation Z students of Northeastern Mindanao State University, Cantilan Campus, Cantilan, Surigao del Sur, Philippines.

**3. RESULTS AND DISCUSSION**

The outcomes of the study deliver data concerning the influence of guerrilla marketing on NEMSU-Cantilan Campus Generation Z's consumer purchase intention and the individual analysis of Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional arousal, and Surprise aspects of guerilla marketing.

**Table 1 Influence of Guerilla Marketing Aspects**

FACTOR	weighted mean	interpretation
1. Novelty	3.81	Agree
2. Aesthetics	4.02	Agree
3. Clarity	4.24	Strongly Agree
4. Humor	4.19	Agree
5. Emotion Arousal	3.74	Agree
6. Surprise	4.18	Agree
GRAND MEAN	4.03	Agree

Table 1 revealed that the respondents agree that Guerilla marketing implied the clearness of the message of the presentation of products and services to the consumers. And because of clarity, the respondents remember the message and become very familiar with the product. According to the respondents, through guerilla marketing, they can easily comprehend and understand the ad message. They also emphasized that the ads are unique, creative, and interesting. These made them feel excited, amazed, and surprised with what the product or services may offer that left a mark on their reminiscence which aids in the intention to buy the product or service.

This analysis was also supported by the previous study of Werner Reinartz and Peter Saffert [9] that their results refute the widespread belief that creativity matters. In general, promotions that were more imaginative were significantly more successful. Additionally, they discovered that some creative expressions were more successful than others at influencing consumer behavior and that many businesses placed a strong focus on incorrect proportions in their advertising. Additionally, innovation, relevance, and aesthetic influence were all outlined by creativity.

Farouk's [10] study of the Egyptian market demonstrated that Guerrilla marketing is a cost-effective marketing strategy with notable effects in comparison to traditional marketing.

According to the research, the respondents agreed that guerilla marketing is a distinctive and original form of advertising that businesses typically employ to pique consumer interest in their goods. It is among the best advertising tactics that can be utilized to strengthen the brand's functional values and establish a competitive position in the current economic climate. It is imperative to take corporate ethics and consumer culture into account while implementing guerilla marketing. Moreover, according to the study of Powrani and Kennedy [11] founded on the evidence gathered by them, it has been proven that clarity considerably and favorably affects undergraduate generation Y consumer buying intention. And that their study's fifth hypothesis was confirmed, i.e., H5: The Generation Y consumer's buying intention is greatly and favorably impacted by the clarity.

**Table 2 Purchase Intention**

Purchase Intention	weighted mean	interpretation
1. I'll recommend the goods to a friend who is considering buying them.	3.47	Great Extent
2. I will definitely purchase the goods.	3.36	Great Extent
3. I'll buy the goods if I walk by the stores.	3.17	Moderate Extent
4. I'll probably buy the stuff.	3.22	Moderate Extent
5. I'll research more details regarding the merchandise.	3.37	Great Extent
6. I will consider buying the stuff.	3.19	Moderate Extent
AVERAGE	3.30	Great Extent

Table 2 presented the extent of purchase intention affected by guerilla marketing on generation z. It was evident that guerilla marketing has a great extent relating to the intent of procuring by these groups of market. They would undoubtedly endorse and absolutely buy the products that interest them that used guerilla marketing.

According to Powrani and Kennedy's 2018 study, which found that guerrilla marketing increases Generation Y's purchase intentions, this discovery also has guerrilla marketing's effects on consumers' purchase intentions. They contend that this market segment is more thoughtful when making impulse purchases.

**4. CONCLUSIONS**

The use of guerrilla marketing in the promotion of goods and services is supported by this study. This also introduces the understanding of how the type of marketing employed affects the buying intentions of Generation Z. With the information provided and acquired, it is possible to draw conclusions about how guerrilla marketing influences purchase intentions through novelty, aesthetics, relevance, clarity, humor, emotional arousal, and surprise components.

Consequent to the outcomes attained, the respondents approved that all of the aspects of guerilla marketing studied such as Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional arousal, and Surprise encouraged their purchase

intention. However, in profound analysis, the study specified that among the aspects, the clarity of the message communicated by guerilla marketing strategy strongly affects their purchase intention. This examination of the exceptional strategy of marketing caused prospects to establish enhancement and improved appreciation of consumer decision-making behavior of this particular generation.

Nevertheless, in profundity, this group of consumers appreciate of how this type of marketing strategy induced their purchase intention thus, their intent to buy and endorse the product or services was high.

This study's findings concur with those of Powrani and Kennedy from [11], which will aid consumers in understanding guerrilla marketing. They contend that the connection between guerrilla marketing and customer intent to buy will help people make purchases. As a result, will help customers buy what they need rather than just because the marketing message was creative or enjoyable.

Sellers or business owners might use this study to assist them use guerilla marketing in the future. It is crucial since it helps to thoroughly understand how the target market behaves and what they require. In turn, this provides companies hope that they may more effectively promote or sell their goods and services to target markets both locally and abroad.

Furthermore, this will empower other researchers to ascertain several proficient conducts for future research relating to guerilla marketing. Additionally, through this, there can be an advancement of heightened marketing schemes that are indeed valuable to business entrepreneurs whose target market is generation z.

**5. REFERENCE**

[1] Oetting, Jami (2019), Retrieved on August 31, 2022, <http://dev.peterlevitan.com/the-big-advertising-agency-resource-list-7938/>

[2] Iqbal S, Lohdi S. *The impacts of guerrilla marketing on consumers buying behavior: A case of beverage industry of karachi. Arabian Journal of Business and Management Review; 2016.*

[3] Nawaz A, Ahmed D, Raheem R, Jahangir MA, Moghani GM, Shamim H, Baig R. *Impacts of Guerrilla advertising on consumer buying behavior. In Information and Knowledge Management. 2014;4(8): 634-642.*

[4] [https://en.wikipedia.org/wiki/Generation\\_Z](https://en.wikipedia.org/wiki/Generation_Z)

[5] Onurlubaş, E. (2017): *A Research on the Determination of Consumer Perceptions Related to Guerrilla Marketing Methods: Sample of Izmir Province, Emerging Marketing Journal, 7(1), 30-40.*

[6] Belic, S., & Jonsson, E. (2012). *Guerrilla Marketing and its effects on consumer behavior. Unpublished Dissertation, Kristiansad University.*

[7] Nawaz A, Ahmed D, Raheem R, Jahangir MA, Moghani GM, Shamim H, Baig R. *Impacts of Guerrilla advertising on consumer buying behavior. In Information and Knowledge Management. 2014;4(8): 634-642.*

[8] Brennan, L., & Binney, W. (2010). *Fear, guilt, and shame appeals in social marketing. Journal of Business Research, 63 (2), 140 - 146.*

[9] Reinartz, Werner. (2013). *Reinartz, Werner and Peter Saffert (2013), " Creativity in Advertising: When it*

- Worksand When it Doesn't", p. **106-111**.. *Harvard Business Review*. **91**. **106-111**.
- [10] Farouk, F. (2012). *The Role of guerrilla marketing strategy to enrich the aesthetic and functional values of brand in Egyptian Market*. *International design Journal*, **2(1)**, **111-119**
- [11] Powrani, Kathiresan & Kennedy, Florence. (2018). *The Effects of Guerrilla Marketing on Generation y Consumer's Purchase Intention*. *Asian Journal of Economics, Business and Accounting*. 7. **1-12**. **10.9734/AJEBA/2018/39068**.
- [12] Shakeel, M., & Khan, M. M. (2011, July). *Impact of Guerrilla Marketing on Consumer Perception*. *Global Journal of Management and business research*, **11(7)**, **47-54**.
- [13] Smith, R. E., Chen, J., & Yang, X. (2008, December). *The Impact of Advertising creativity on hierarchy of effects*. *Journal of advertising*, **37(4)**, **47-61**.
- [14] Spears, N., & Singh, S. (2004, December). *Measuring Attitude toward the brand and purchase intentions*. *Journal of current issues and research in advertising*, **26(2)**, **53-66**.
- [15] Tam, D. D., & Khuong, M. N. (2015, August). *The effects of Guerrilla Marketing on Gen Y's purchase intention- A study in Ho Chi Minh City , Vietnam*. *International Journal of Trade, Economics and Finance*, **6(4)**, **191-198**.
- [16] Till, B., & Baack, D. (2015). *Recall and Persuasion: Does Creative Advertising Matter?* *Journal of advertising*, **34(3)**, **47-57**.
- [17] Venkatesh, S., & Senthilkumar, N. (2015, March). *Impact of Humor Advertising in Radio and Print Advertising - A Review*. *International Journal of Engineering Science and Innovative Technology*, **4(2)**, **276-280**