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## ***The effect of guerrilla marketing advertising on consumer purchasing behavior***

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### **Abstract :**

This research aims to determine the effects of guerrilla marketing activity and its sub-dimensions (authenticity, aesthetics, humor, activation, ease of understanding, reliability, and interest) on the purchasing behavior of consumers of the younger generation, ages (21-41), a questionnaire was selected by taking Random samples on 1210 consumers in the city of Baghdad. Hypotheses were formed in line with the hypothesized model in order to measure the impact of the dimensions of guerrilla marketing activities on the purchasing behavior of consumers. In order to test these hypotheses, multiple regression analysis was applied using SPSS software.

In this research we tried to find answers to questions about whether the application of guerrilla marketing influences the purchasing behavior of consumers. The fact that this generation is technology-oriented, open to innovations, and can focus easily has a significant impact on the engagement of the younger generation consumers. For this reason, it is believed that an examination of the purchasing behavior of this consumer group will be useful in determining corporate strategies. At the same time, since there are no studies on guerrilla marketing activities and consumers of this generation in the Iraqi literature, it is believed that the research will contribute to strengthening the literature in this regard.

Participants were identified according to the appropriate sampling method, the demographic characteristics of the persons participating in the survey were determined, the analysis was performed to determine the validity and reliability, and finally the multiple regression analysis was performed to test the hypotheses.



According to the analyzes carried out according to the data obtained in this study from guerrilla marketing activities; It was concluded that the dimensions of aesthetics, reliability and activation have a significant and positive impact on the purchasing behavior of consumers of the younger generation; Originality, humor and suspense dimensions did not have an important and positive impact.

**Keywords:** *guerrilla marketing advertising, originality, aesthetics, humor, activation, ease of understanding, reliability, interest, purchasing behavior.*

### ***Introduction :***

Companies imposed some restrictions in terms of expenditures and there was some reduction in budgets allocated to advertising activities. Because of these declines, the use of less expensive ads was a development that paved the way for producing more ads for the same budget. Here it gained the phenomenon of advertising, which was redefined in the new economic era, where developments and transformations took place, and global competition is increasing rapidly and the types of production are constantly expanding, until today, advertising activities are one of the indispensable tools in companies' communication with consumers according to their marketing strategies. Therefore, it would be appropriate to study "advertising" activities, which are considered to be one of the most important sub-systems of a large marketing system, which is a comprehensive concept that is more comprehensive in terms of scope, content and tools.

In a highly competitive environment, there is a great deal of products and services offered by competing firms against the products and services produced by firms for consumers in the national and international markets. The quality, features, price, distribution and promotion of these products and services may vary with many alternatives. In this case, customers who want to buy products or services may be reluctant. In this context, it has become very important to market the products and services produced. As a result of the increasing speed of globalization and the transformation of the industrial society into an information society, economic and social life was affected in every aspect, which led to the development of alternative methods for consumers in the world of marketing. This shift has also separated companies from the traditional marketing approach and



increased their inclination towards modern customer and market oriented marketing methods. Guerrilla marketing is beginning to show its influence precisely at this point. Guerrilla marketing is a relatively new concept that has been included in the literature. Although guerrilla marketing first appeared in the literature in the 1980s, its effective application in the market dates back to earlier times (Singhal & Tiwari, 2013:13).

Thus, companies that adapt quickly and are innovative to today's circumstances, love to be different and strive for continuous self-development can achieve success more easily. Companies have begun to develop certain strategies to keep up with the rapidly changing and evolving technology. Companies that implement the right strategies at the right time are one step ahead of their competitors, while companies that cannot keep up with current technological conditions and developments disappear with time. All companies, especially small and medium-sized companies, focus on new opportunities, highlight their creativity and imagination and implement various marketing strategies in order to gain a competitive advantage. Guerrilla marketing is one such marketing strategy, a marketing method that allows companies to create different and lasting effects on consumers. At the same time, guerrilla marketing is a method that enables companies to establish close relationships with consumers, presenting the company and its products to consumers at unexpected times in various ways. Unlike studies found mostly in the literature, this study focuses on how consumers perceive guerrilla marketing activities that carried out by companies, rather than corporate attitudes towards guerrilla marketing strategies, and the extent to which these activities are original, aesthetic, humorous, interesting, easy to understand, and possess high credibility and reliability by consumers (Gavin & Dorian, 2011:329).

Guerrilla marketing is a marketing technique based on the principle of delivering the desired messages to the target audience in the most unusual way, using various marketing tools. Although it was a preferred method by small companies that wanted to deal with their powerful competitors but did not have a lot of budget to spare for advertising, today the guerrilla activities of large corporations are making a sound all over the world. The basis of guerrilla marketing is imagination and creativity. Guerrilla marketing adapts to changing



market conditions and is sensitive to consumer needs. This creativity-based approach also reduces significant marketing expenditures (Shakeel & Khan, 2011:47).

The aim of this research is to examine the effects of guerrilla marketing advertising activities (authenticity, aesthetics, humor, activation, ease of understanding, reliability, interest) on the purchasing behavior of young generation consumers, due to the lack of many studies on guerrilla marketing practices and generational buying behaviors. Youth in the Iraqi environment, and thus contribute to enriching the literature in this regard. In line with the purpose of the research, an answer to the following questions was sought:

- Do the dimensions of guerrilla marketing activities positively affect the purchasing behavior of consumers of the younger generation?
- Does the authenticity dimension, one of the militants' marketing activities, have a significant and positive effect on the purchasing behavior of young consumers?
- Does the aesthetic dimension of guerrilla marketing activities have a significant and positive effect on the purchasing behavior of consumers of the younger generation?
- Does the humorous dimension, which is one of the guerrilla marketing activities, have a significant and positive effect on the purchasing behavior of young consumers?
- Does the revitalization dimension of guerrilla marketing activities have a significant and positive effect on the purchasing behavior of young consumers?
- Does the easy-to-understand dimension of guerrilla marketing activities have an important and positive impact on the purchasing behavior of consumers of the younger generation?
- Does the reliability dimension of guerrilla marketing activities have a significant and positive effect on the purchasing behavior of consumers of the younger generation?



- Does the attention dimension of guerrilla marketing activities have a significant and positive effect on the purchasing behavior of consumers of the younger generation?

## ***2. Theoretical review:***

### ***2.1. Guerrilla marketing concept:***

In today's conditions of ever-increasing competition, companies are developing various strategies in order to respond to the requirements and needs of consumers and influence their purchasing behavior. Consumers, who are faced with a lot of ads during the day, become desensitized to many of these ads. The high budgets allocated to these advertisements create harm for businesses. For this reason, companies have turned to advertising activities that would attract consumers' attention and excite them. The rapid development of technology is one of the most important factors for achieving corporate goals. But technology alone is not enough. Creativity is the most important factor that will distinguish companies from their competitors and enable them to succeed and take a step forward. At this point, the concept of guerrilla marketing appears (Gavin & Dorian, 2011:330).

The concept of guerrilla marketing was first introduced by Jay Conrad Levinson in the early 19th century. Guerrilla Marketing It is the name given to all creative, flexible and effective marketing activities that occur at unexpected times with unusual activities (Hutter & Hoffmann, 2011:45) It is not possible to talk about a common definition of the concept of guerrilla marketing in the literature. More than one definition of guerrilla marketing has been developed. Gavin & Dorian, 2011:331 describes it as the methods companies use to influence customers, who has studies on guerrilla marketing activities, speaking generally about the characteristics of guerrilla advertising in his research.

According to Nardali, the guerrilla marketing activities are; It is an interactive form of advertising made in a different style and with a low budget (Gavin & Dorian, 2011:330), (Singhal & Tiwari, 2013:18) define guerrilla marketing as funny marketing activities that are easy to remember and surprise consumers by appearing at unexpected times, and define it (Singhal & Tiwari, 2013:17). ) as a low-budget marketing strategy that differs from traditional marketing activities to

capture consumers' attention and create a memorable brand experience, and consider guerrilla marketing as a complement to traditional marketing activities.

Guerrilla marketing is a type of marketing that aims to engage in unusual promotional activities with a generally low budget (Ali & Yazdanifard, 2014:2). The main purpose of guerrilla marketing activities is to make a difference. Variation and the resulting fantasy are acceptable expressions for consumers as well as for businesses. For this reason, brands using guerrilla marketing activities have been able to reduce their promotional costs by using creativity and imagination. Companies carrying out guerrilla marketing activities aim to reach their main target audience in a timely manner. Particularly SMEs have followed the guerrilla marketing activities carried out by world-famous companies such as McDonald's, Nike, and Google in order to achieve their objectives (Isoraite, 2018:1) Since guerrilla marketing is a marketing approach that uses different methods than traditional marketing activities, it aims to be permanent and memorable by reaching consumers in engaging ways (Shakeel & Khan, 2011:47) At the same time, guerrilla marketing focuses on delivering creative ideas at a lower cost. Companies that consider guerrilla marketing activities not only attach importance to winning new customers, but also to satisfying customers by maintaining existing customers. Different, exciting, low-cost customer satisfaction, creativity, and high profitability are some of the expressions that determine the results of guerrilla marketing (The Guerrilla Institute, 2020). (Singhal & Tiwari, 2013:18) mentioned some features of guerrilla marketing activities as follows:

Higher profits should be achieved by focusing on existing customers rather than acquiring new customers.

- Unusual advertising activities must leave an imprint on consumers.
- Small groups should be targeted in the advertising messages to be delivered.

Recently, many companies have begun to prefer guerrilla marketing applications. Although guerrilla marketing seems to be the activity of small and medium-sized companies to maintain their long-term marketing on a low budget, there are also large companies that use guerrilla marketing practices. Levinson & Rubin (1996) described how companies should conduct their guerrilla activities





and achieve success in five stages. We can list the guerrilla marketing operations and the practices that should be carried out in these operations as follows:

- Establishing a wide information network: Corporate managers must create a database that contains detailed and accurate information about their marketing activities. This database should contain detailed information about the company's internal and external environment, customers, strategies, and competitors. At the same time, it should contain detailed information on the analysis of the internal and external environment of companies.
- Conduct a SWOT analysis: The main purpose of a SWOT analysis is; It is to ensure that the strong, weak, beneficial or unfavorable points are considered as a whole during the decision-making process on any personal or business matter. Companies must consider the opportunities and threats related to them and the market in which they are located.
- Thanks to the SWOT analysis, companies can identify opportunities and threats in the market, while revealing their strengths and weaknesses, and create a correct strategy. In this way, companies can achieve success by properly creating guerrilla marketing activities.
- Choosing the appropriate marketing activities with the results obtained as a result of the SWOT analysis: After determining its superior aspects, the company must select the marketing activity accordingly. While identifying these activities, emphasis should be placed on the activities that will enable the company to earn more profits. However, in order to create a strong marketing mix, it is necessary to include the opinions and thoughts of the company's employees on this issue.
- Determine the appropriate marketing calendar: Companies that implement guerrilla marketing must define a market-oriented guerrilla marketing calendar in order to succeed. While defining this marketing calendar, care must be taken to use all marketing activities simultaneously and correctly and to prepare for threats from competitors.
- Going Counterattacks: This process refers to feedback on competitors' responses while implementing a guerrilla marketing calendar. Companies must be constantly prepared for the reactions of their competitors and in this direction, they must constantly renew their guerrilla marketing activities according to the needs. For

companies to succeed, they must constantly develop new attacks against feedback from the environment.

Correct application of guerrilla advertising practices contributes not only to the company but also to the purchasing behavior of consumers (Gavin & Dorian, 2011:334). Looking at studies, it has been observed that guerrilla marketing positively influences customers' purchasing decisions and brand attitudes, and that companies that implement guerrilla practices correctly are more successful. In his research (Yıldız,2017:177), he stated that guerrilla marketing practices have a significant and positive impact on consumers' purchase intentions. Similarly, in her study (Muscat, 2016:43), the effect of creativity used in guerrilla marketing on brand attitude and purchasing decisions was examined. According to the research results, it has been observed that consumers have a positive attitude towards the brand and their purchasing decisions. In his study, (Ang et al.,2012:212) investigated the advantages of low-cost guerrilla marketing activities for newly established firms. The research was applied to six different companies. As a result of the analysis, it is stated that guerrilla marketing activities are a process that stimulates consumers and positively influences their purchasing behaviour. In the study conducted by (Chu & Kim, 2011:41), to investigate the impact of guerrilla marketing on brand perception, it was concluded that guerrilla marketing has a positive effect on consumers' brand behavior and brand value creation. In the study conducted by (Cavusoglu,2019:33), it was concluded that guerrilla marketing practices positively influence the purchasing behavior of consumers. In the study conducted by (Gavin & Dorian, 2011:335), it was revealed that guerrilla advertising positively influences the purchasing behavior of women.

## ***2.2. Dimensions of guerrilla marketing***

Studies show that there are sub-dimensions to guerrilla marketing activities. The sub-dimensions of guerrilla marketing are under seven headings (Tam&Khuong,2015:192).

**2.2.1. Originality:** Guerrilla marketing aims to stay ahead of competitors by investing in imagination and knowledge. For companies to be one step ahead of their competitors, they have to engage in new and different activities. This dimension of guerrilla marketing activities emphasizes that advertising activities



must be creative. In this way, lasting effects can be created on consumers. Therefore, the concept of authenticity, which has become an indicator of creativity, can positively or negatively influence advertising effectiveness and consumers' purchasing decisions (Ang et al., 2012:214).

2.2.2. **Aesthetic:** Guerrilla ads focus on expressing messages as a whole, rather than focusing on aesthetics and aesthetics. The concept of aesthetics is one of the most important concepts in advertising activities. Viewing marketing activities in harmony and harmony is very important for both consumers and businesses. In the literature, it has been concluded that the concept of aesthetic informs the originality of guerrilla advertising and positively influences the purchasing decisions of consumers (McQuarrie & Mick, 1992:180-197).

2.2.3. **Humor:** Companies must capture customers' attention before they become interested in products. Therefore, humor plays a very important role in marketing activities. Humor is expressed as a technique that attracts consumers' attention, makes them leave a permanent mark on their minds, and contains funny but different messages (West et al., 2008:35); (Pieters et al., 2002: 765-781).

2.2.4. **Activation:** Advertising containing the above-mentioned guerrilla marketing activities has positive effects on the purchasing behavior of consumers. The mobilization dimension is expressed as individuals' support of purchase intent or emotional empathy with the product or brand. The consumer creates the image of the brand in his mind by examining the brand of the products he wants to buy, thus the level of brand awareness in consumers rises. When these processes are completed, consumers engage in the buying behavior or intend to exhibit the buying behavior, and the consumers take steps to make the purchases according to the messages they want to deliver and their own desires (Till & Busler, 2000:10).

2.2.5. **Easy to understand:** This dimension indicates that the messages and advertising content that companies want to convey must be clear. Your advertising The fact that it contains complex and incomprehensible messages makes the consumer make a certain effort. This situation may cause advertising to become useless (Chu & Kim, 2011:45).

2.2.6. **Reliability:** dimensions of reliability; It implies that information conveyed to the consumer through advertisements is believable, true, not subject to



misinterpretation, and presented within ethical rules. Because it is very important for brands to orient consumers correctly and provide them with real information in terms of customer satisfaction. Ads that do not contain real information may leave a negative impression on the customer (Aktuglu, 2006:1).

**2.2.7. Attention:** The interesting dimension of guerrilla marketing activities means that the advertising messages are different and fascinating than expected. There are findings in the literature indicating that interesting and different advertisements positively influence the purchasing behavior of consumers (Driuing et al., 2008:49).

### **2.3 The younger generation (consumers):**

Although people's wants, needs, lifestyles, views on life, and expectations are different from each other, it has been determined that some people have common points and similarities. The fact that people born in the same or close to each other have similar characteristics led to the emergence of the concept of generation (Singhal&Tiwari,2013:19) The concept of generation is expressed as a community of individuals born in the same years, living in the same conditions, and having the same way of thinking about Most issues, and they have similar responsibilities (Williams&Page,2011:2) Since the periods and terms of generations differ from each other, it is natural that each generation reacts differently to similar situations. For this reason, the researchers examined the similar and different aspects of the generations they call generations X, Y, and Z, and tried to determine what kind of attitude these generations display in many subjects from production to consumption, from advertising activities to management. One of these generations is the young generation (y).

(Bozyigit&Diğerleri,2011:126) stated that there are many differences of opinion regarding who the consumers of the (young) generation are and when they were born. According to some, individuals in the young generation (Y) include those whose ages are between (25-45) years, and according to some, their ages are between (21-41) years. This research includes their ages between (21-41).

They are also defined as the digital generation, by integrating ever-evolving technology into their lives (Galentine, 2013:56). This generation draws attention with its positive thinking, openness to innovations, ability to keep up with technology easily, as well as being goal-oriented (Wolburg & Pokrywczynski,



2001:33). The point to keep in mind when communicating with those individuals who have an attitude that supports change is variety and feedback. Since they are a generation that has grown up with technology, they include social media and digital media activities in every aspect of their daily lives. Consumers of this generation, who enjoy shopping, actively use the Internet, and are open to innovations, are more aware of advertising than older generations because they are exposed to a lot of advertising. This situation caught the attention of advertisers and brands (Hanna et al., 2011:267) It has been observed that guerrilla marketing activities of brands have positive effects on consumers of this generation.

When studies on this topic are examined, a limited number of studies examining guerrilla marketing activities and purchasing behavior of consumers of this generation (21-41) were found. In the study conducted by (Hanna et al., 2011:268), it was noted There is a significant and positive relationship between guerrilla marketing and the purchasing behavior of consumers of this generation. Similarly, in the study conducted by (Aktuglu, 2006:4), it was observed that guerrilla marketing activities (innovation, beauty, relevance, openness, humor, emotional excitement and surprise) It has a positive impact on the purchasing behavior of this generation of consumers. In their study (Tam & Khuong, 2015:198), although the humor and surprise of guerrilla marketing activities had no significant effect on purchase intent among millennial consumers; It was concluded that the concepts of clarity, activation, and creativity positively affect purchase intent. (Dinh & Mai, 2016:4) concluded that guerrilla marketing activities are appropriate in promoting products and brands due to their efficiency gains and that guerrilla marketing methods have a positive effect on consumers of this generation. Looking at the studies presented in the literature, it is shown that guerrilla marketing activities have a positive influence on the purchasing decisions of consumers of this generation, in Iraq there are not enough studies on this subject. For this reason, this research is expected to fill the gap in the literature and contribute to future studies.

### 3. Research Methodology :

3.1. Research Model and Hypotheses: The research model that was created as a result of the literature review is shown in Figure: 1

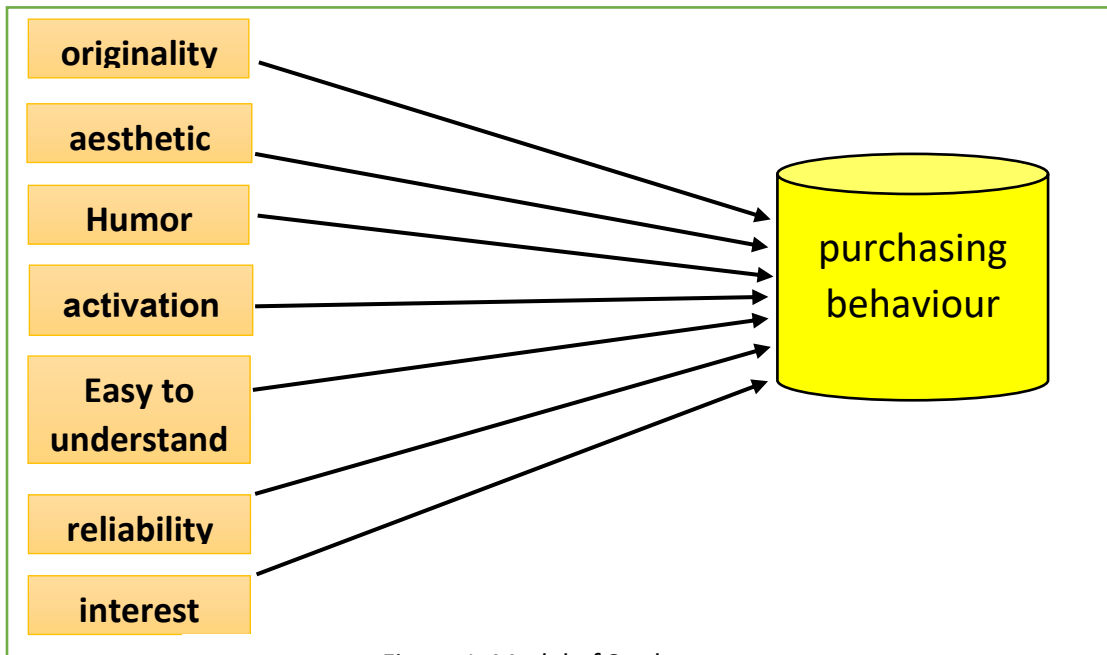


Figure 1. Model of Study

By examining studies examining guerrilla marketing activities and consumers' purchasing decisions, the research hypothesis was formed as follows.

Dimensions of guerrilla marketing activities positively influence the purchasing behavior of millennials. In his study (Tam&huong,2015:89), he stated that guerrilla marketing activities consist of seven dimensions in total (authenticity, aesthetics, humor, activation, ease of understanding, reliability, interest). In order to measure the effect of these dimensions on the purchasing behavior of consumers, the sub-hypotheses of the H1 hypothesis were formed as follows, taking into account the research model.

- H1a: The authenticity dimension of guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers.

- H1b: The aesthetic dimension of guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers.
- H1c: The humor and humor dimension, which is one of the guerrilla marketing activities, has a significant and positive impact on the purchasing behavior of consumers.
- H1d: The activation dimension of guerrilla marketing activities has a significant and positive effect on the purchasing behavior of consumers.
- H1e: The ease of understanding dimension of guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers.
- H1f: a dimension of the reliability of guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers
- H1g: The dimension of interest in guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers.

### **3.2 Community and Sample:**

The research population consists of consumers of the young generation, who live in Baghdad, between the ages of 12 and 41. The convenience sampling method, which is one of the random sampling methods (Gegez, 2010: 211), was used in this study, which is looking at the effect of activities Guerrilla Marketing on the Purchasing Behavior of Young Generation Consumers The online questionnaire application was submitted to 1236 subjects in total. However, 26 people who participated in the survey were excluded because they were not of the specified age group, and a total of 1,210 surveys were evaluated.

### **3.3 Data Collection Tool:**

In this study, a questionnaire was used as a data collection tool. During the preparation of the questionnaire form, scales applied in the literature and proven to be valid were used. The questionnaire form, which was prepared in line with the purpose of the research, consists of three parts. In the first part of the questionnaire, there are questions to identify consumer demographics. In the second part, there are 26 paragraphs to define guerrilla marketing activities. These questions aim to

measure the impression created by guerrilla marketing practices on the minds of consumers. In research, the dimensions of guerrilla marketing are (authenticity, aesthetics, humor, reliability, activation, ease of understanding, interest). While creating this scale; The measures developed by (Cheung, 2008:229), (Chu & Kim, 2011:47) were used in the third and final part, there are 3 questions to measure the purchase decision of consumers.

During the preparation of this scale, the scales developed by (Dinh & Mai, 2016:6), which are frequently used in current studies, were used. Care has been taken to keep the questions in the questionnaire short and easy to understand. To answer the questions and facilitate analysis, a 5-point Likert-style scale was used on data on guerrilla activities and buying behavior (1 = strongly disagree, 5 = strongly agree)

### **3.4 Data Analysis :**

The obtained data were analyzed using SPSS software. Multiple regression model was used to analyze the data. Reliability and multiple regression analysis were used to obtain and interpret the research results. This study was conducted only on young consumers (21-41); It consists of individuals who are tech-savvy, open to innovations, love shopping, and are consumption-oriented.

## **4. Results**

### **4.1. Examination of demographic distributions:**

| Table 1. Statistical results on the demographic distribution of the respondents |                   |        |     |
|---|-------------------|--------|-----|
| Demographic variables   | Repetition        | Groups | %   |
| sex   | female            | 780    | 64% |
|   | male              | 430    | 36% |
| marital status  | bachelor          | 780    | 64% |
|   | married           | 336    | 28% |
|   | Divorced&Widowed  | 94     | 8%  |
| the age   | 21 – 25           | 320    | 26% |
|   | 26 – 31           | 362    | 30% |
|   | 32 – 37           | 284    | 23% |
|   | 38 – 41           | 244    | 20% |
| Education   | primary education | 48     | 4%  |



|                           |                   |     |     |
|---------------------------|-------------------|-----|-----|
|                           | secondary school  | 468 | 39% |
|                           | Bachelor's degree | 642 | 53% |
|                           | Master's          | 52  | 4%  |
| Job                       | free busineses    | 340 | 28% |
|                           | employee          | 438 | 36% |
|                           | student           | 286 | 24% |
|                           | no work           | 146 | 12% |
| Monthly income in dollars | - 2001            | 104 | 9%  |
|                           | 2000 - 1501       | 236 | 20% |
|                           | 1500 - 1001       | 324 | 27% |
|                           | 1000 - 501        | 378 | 31% |
|                           | 500 - 1           | 168 | 14% |

When examining the distribution of participants in Table 1, it is seen that 64% were female and 36% were male. When analyzing the distribution of participants in Table 1, 64% are unmarried, 28% are married, 8% are divorced / widowed, 26% are in the age group 21-25 years, and 30% are between the ages of 26 and 31, 23% They are between the ages of 32 and 37, and 20% are between the ages of 38 and 41. When the distribution of participants is examined according to their level of education, it is noted that 4% are primary school, 39% are high school, 53% have a university degree, and 4% have a certificate Olya. When analyzing the distribution of participants according to their marital status, 36% of them are government employees, 28% are self-employed, 24% are students and 12% are unemployed. When analyzing the results of the analysis according to income distribution, 9% of those whose income is more than 2000 dollars, and 20% of those whose income is (1501-2000), while it reached 27% of the sample whose financial income reached (1001-1500), and reached 31% Those whose financial income is between (501-1000), and it reached 14% of those whose income is less than 500.

#### ***4.2 Reliability Analysis of the Guerrilla Marketing and Consumer Behavior Scale***

Significance level 0.05 was taken as a basis for determining the components of the scale in the study. Cronbach Alpha reliability analysis was applied to determine

the reliability of the sub-dimensions of the Guerrilla Marketing and Consumer Behavior scale. The AlphaCronbach coefficients are shown in Table 2.

| Factors             | number of items | Cronbach's alpha ( $\alpha$ ) |
|---------------------|-----------------|-------------------------------|
| Originality         | 4               | 0,79                          |
| Aesthetic           | 4               | 0,847                         |
| Humor               | 4               | 0,88                          |
| Activation          | 4               | 0,81                          |
| Easy To Understand  | 3               | 0,86                          |
| Reliability         | 4               | 0,87                          |
| Interest            | 3               | 0,78                          |
| Guerrilla Marketing | 26              | 0,89                          |
| Buyer Behavior      | 3               | 0,835                         |

Given Table 2, a reliability analysis was performed for the guerrilla marketing scale factors. Looking at the reliability coefficients, the factor with the highest Cronbach's alpha of 0,88 is the factor of humor and foreplay, while the lowest coefficient of 0,78 belongs to the factor of interest. Given the values of the Alpha Cronbach coefficients, the resulting alpha value is considered to have low reliability if it is less than 0.67, medium reliability if it is between 0.67–0.80, and high reliability if it is between 0.80–1.00. (Galentine,2013:58) According to Table 3, it was stated that the alpha coefficient of the guerrilla marketing scale was 0,89, and according to this case, the reliability of the scale was found to be very high. Cronbach's alpha coefficient for the purchasing behavior scale was found to be 0.83, and it was reported that the reliability of the scale was very high.

#### 4.3. Hypothesis testing (multiple regression analysis)

Multiple regression analysis was performed to measure the effect of guerrilla marketing activities on purchasing behavior.

| Variable name | B | Beta | t | p | R | R <sup>2</sup> |
|---------------|---|------|---|---|---|----------------|
|---------------|---|------|---|---|---|----------------|

|                   |                     |      |      |       |      |     |      |
|-------------------|---------------------|------|------|-------|------|-----|------|
|                   | Originality         | ,179 | ,195 | 3,08  | ,002 | 659 | ,442 |
| 2                 | Aesthetic           | ,137 | ,146 | 2,05  | ,036 |     |      |
| 3                 | Humor               | 1,03 | 0,82 | 5,018 | ,000 |     |      |
| 4                 | Activation          | ,046 | ,040 | ,54   | ,592 |     |      |
| 5                 | Easy To Understand  | ,231 | ,222 | 3,2   | ,002 |     |      |
| 6                 | Reliability         | ,228 | ,244 | 3,68  | ,000 |     |      |
| 7                 | Interest            | ,161 | ,162 | 3,35  | ,001 |     |      |
|                   | Guerrilla Marketing | ,318 | ,31  | 4,3   | ,000 |     |      |
| (F=17,75 , P0,01) |                     |      |      |       |      |     |      |
| n=1210            |                     |      |      |       |      |     |      |

Multiple regression analysis was performed to reveal the effect of the sub-dimensions of guerrilla marketing activities on the purchasing behavior of consumers, the results of the regression analysis are shown in Table 5, the F-value obtained from the multiple regression model was found to be significant (F = 17,75 , P0,01) and the fourth sub-hypothesis (H1d) was rejected. It was confirmed that the activation dimension of guerrilla marketing activities had a very weak effect on purchasing behavior (H1d:  $\beta = 0,040$ : p0,592), and it appears Table (3) shows that all the remaining hypotheses for the rest of the sub-dimensions had a positive significant effect on purchasing behavior, so the hypotheses (H1a, H1b, H1c, H1e, H1f, H1g) were accepted. When the beta coefficients are examined, it is noted that the reliability dimension has The greatest influence on the purchasing behavior of consumers, the value of the beta coefficient was ( $\beta = 0.82$ ), and the value of = 0.442) (R<sup>2</sup>, which represents the effect value of the model, and this means that the effect of guerrilla marketing amounted to a value of (.4420) on purchasing behavior, This result achieves the main hypothesis of the study.

| Table 4: Test results |  |          |
|-----------------------|--|----------|
|                       | hypotheses   | Status   |
| H1:.                  | Dimensions of guerrilla marketing activities positively influence the purchasing behavior of millennials                                   | Accepted |
| H1a:                  | The authenticity dimension of guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers | Accepted |

|      |   |          |
|------|---|----------|
| H1b: | The aesthetic dimension of guerrilla marketing activities has a significant and positive influence on the purchasing behavior of consumers                        | Accepted |
| H1c: | The humor and humor dimension, which is one of the guerrilla marketing activities, has a significant and positive impact on the purchasing behavior of consumers. | Accepted |
| H1d: | The activation dimension of guerrilla marketing activities has an important and positive impact on the purchasing behavior of consumers                           | Rejected |
| H1e: | The ease of understanding dimension of guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers               | Accepted |
| H1f: | The reliability dimension of guerrilla marketing activities has an important and positive impact on the purchasing behavior of consumers                          | Accepted |
| H1g: | The attention dimension of guerrilla marketing activities has a significant and positive impact on the purchasing behavior of consumers                           | Accepted |

### ***5. Conclusion and discussion:***

Companies that quickly adapt to today's conditions, are innovative, love to be different and strive for continuous self-development can achieve success more easily. Companies have begun to develop certain strategies to keep up with the rapidly changing and evolving technology. Companies that implement the right strategies at the right time are one step ahead of their competitors, while companies that cannot keep up with current technological conditions and developments disappear over time. All companies, especially small and medium-sized companies, focus on new opportunities, highlight their creativity and imagination and implement various marketing strategies in order to gain a competitive advantage. Guerrilla marketing is one of these marketing strategies, a marketing method that allows companies to create different and lasting effects on consumers. At the same time, guerrilla marketing is a method that enables companies to establish close relationships with consumers, and presents the company and its products to consumers at unexpected times in various ways.

In contrast to studies found mostly in the literature, this study focuses on how consumers perceive guerrilla marketing activities carried out by companies, rather



than companies' attitudes towards guerrilla marketing strategies, and the extent to which such activities are original, aesthetic, humorous, interesting, and easy to understand, and possesses high credibility and reliability by consumers, he has tried to find answers to questions about whether the application of guerrilla marketing influences the purchasing behavior of consumers. The fact that this generation is technology-oriented, open to innovations, and can focus easily has a significant impact on the participation of younger generation consumers in this research. For this reason, it is believed that an examination of the purchasing behavior of this consumer group will be useful in determining corporate strategies. At the same time, since there are no studies on guerrilla marketing activities and consumers of this generation in the Iraqi literature, it is believed that the research will contribute to strengthening the literature. This research aims to determine the effects of guerrilla marketing activity and its sub-dimensions on the purchasing behavior of consumers of the younger generation.

A questionnaire was applied to 1210 people in the city of Baghdad. Participants were identified according to the convenience sampling method. In the results of the study, first, the statistics of the demographic characteristics of the people participating in the survey were determined, then a reliability analysis was performed, and finally a multiple regression analysis was performed to test the hypotheses.

The dimensions of guerrilla marketing activities positively affect the purchasing behavior of consumers of the younger generation are supported. On this score, companies should give importance to these dimensions in their activities in order to better understand the purchasing behavior of consumers.

It has been observed that the dimension (activation) of guerrilla marketing activities does not have a significant and positive effect on the purchasing behavior of consumers, and this is an indication of the weakness of guerrilla marketing advertising in terms of stimulating consumer awareness. It is believed that the results obtained in this study will bring a different perspective to similar issues examined in the literature.

As a result of the analyzes conducted, the results of the consumers participating in the research on buying behavior and the answers to the dimensions of guerrilla



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marketing show that guerrilla marketing is effective in their purchasing behavior and that individuals have a positive mindset about these activities. It is an indisputable fact that guerrilla marketing activities create huge opportunities for businesses. However, these marketing practices must be done at the right time in the right ways. Otherwise, instead of benefiting the company and the brand, more harm may be done. In particular, understanding small and medium enterprises of the opportunities provided by guerrilla marketing activities and giving more importance to these activities will shape the purchasing behavior of consumers and contribute to the development of the company's image by attracting the attention of consumers. In addition, companies need to pay attention to guerrilla marketing practices in order to be a step ahead in the competitive environment. Correctly and clearly applied guerrilla marketing activities leave positive effects in the minds of consumers. This research is important in terms of giving a different perspective to the guerrilla marketing approach, which is used more frequently in the world but less frequently in Iraq. In addition, its application to consumers of the younger generation is important in terms of guiding future studies. The most important limitation of the research is that it was applied only to consumers of the younger generation living in Baghdad using the online random sampling method.





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