
**A STUDY ON THE AWARENESS AND EFFECTIVENESS OF
GUERRILLA MARKETING TECHNIQUES**

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ABSTRACT

Marketing plays a vital role in promoting products and services and building strong relationships with customers. The primary objective of marketing is to attract new customers while retaining existing ones through effective promotional strategies. In the modern competitive business environment, traditional advertising methods alone are often insufficient to capture consumer attention. As a result, organizations are increasingly adopting innovative marketing techniques such as guerrilla marketing. Guerrilla marketing is an unconventional and creative promotional strategy that uses surprise, imagination, and low-cost methods to create a strong impact on consumers. Unlike traditional advertising, guerrilla marketing focuses on memorable customer experiences and encourages word-of-mouth communication. This technique is especially beneficial for small and medium-sized enterprises that seek maximum publicity with limited financial resources. The present study aims to examine the awareness and effectiveness of guerrilla marketing techniques among consumers. It also evaluates the influence of guerrilla marketing on consumer perception, brand recall, and purchasing behavior. The study is descriptive and conceptual in nature and is based on secondary data collected from journals, articles, books, and online sources. The findings indicate that guerrilla marketing has become an emerging trend in modern advertising due to

its creativity, cost-effectiveness, and ability to engage customers emotionally. However, awareness regarding guerrilla marketing remains limited among certain groups of consumers, particularly in developing countries like India. The study concludes that guerrilla marketing can serve as an effective complement to traditional marketing strategies and help businesses improve customer engagement and brand recognition in a competitive marketplace.

KEYWORDS: Guerrilla Marketing, Consumer Awareness, Advertising, Promotional Strategies, Brand Recall, Consumer Behaviour.

INTRODUCTION

Marketing plays a significant role in modern business by helping organizations communicate with customers and promote their products and services effectively. It is considered one of the most important business functions because it connects producers with consumers and helps in satisfying customer needs and wants. The success of any business largely depends on how effectively its products or services are marketed to the target audience. Marketing not only creates awareness but also builds customer relationships, brand value, and customer loyalty.

The marketing process includes various elements commonly known as the 4Ps of marketing: Product, Price, Place, and Promotion. Among these elements, promotion is considered highly important because customers must first become aware of products and services before making purchasing decisions. Advertising, sales promotion, direct marketing, personal selling, and public relations are some of the major promotional tools used by organizations to attract customers. With advancements in technology and changing consumer preferences, traditional promotional methods are gradually being replaced or supported by innovative and creative marketing strategies.

In today's highly competitive business environment, companies face challenges in capturing consumer attention through conventional advertising methods such as television commercials, newspapers, magazines, posters, and billboards. Consumers are continuously exposed to a large volume of advertisements every day, making it difficult for businesses to create a lasting impression. As a result, organizations are increasingly adopting unconventional marketing techniques that are more engaging, memorable, and cost-effective. Guerrilla marketing is one such innovative marketing strategy that has gained popularity in recent years. The concept of guerrilla marketing was introduced by Jay Conrad Levinson in his book *Guerrilla Marketing* published in 1984. Guerrilla marketing refers to an

unconventional advertising strategy that uses creativity, surprise, imagination, and interactive techniques to promote products or services. Unlike traditional advertising, guerrilla marketing focuses on creating memorable experiences that attract customer attention and encourage word-of-mouth communication.

Guerrilla marketing campaigns are usually low-cost and highly creative, making them particularly suitable for small and medium-sized enterprises that may not have large advertising budgets. These campaigns aim to generate a strong emotional response among consumers and improve brand recall. Techniques such as ambient marketing, ambush marketing, viral marketing, stealth marketing, and projection advertising are commonly used in guerrilla marketing campaigns.

The rapid growth of digital technology and social media platforms has further increased the effectiveness of guerrilla marketing. Social networking sites, online videos, and viral content enable businesses to reach a large audience quickly and economically. Consumers often share creative and surprising advertisements through social media, helping companies gain wider visibility and customer engagement.

The present study focuses on examining the awareness and effectiveness of guerrilla marketing techniques among consumers. The study also aims to understand how guerrilla marketing influences consumer perception, purchasing behaviour, and brand recognition. By analyzing different guerrilla marketing techniques and their impact, the research highlights the growing importance of innovative promotional strategies in the modern business environment.

OBJECTIVES OF THE STUDY

1. To understand the concept and importance of Guerrilla Marketing in the modern business environment.
2. To examine the awareness level of Guerrilla Marketing techniques among consumers.
3. To analyze the effectiveness of Guerrilla Marketing techniques in influencing consumer behaviour and brand recall.
4. To compare Guerrilla Marketing strategies with traditional marketing methods in terms of customer engagement and promotional impact.

SCOPE OF THE STUDY

The present study focuses on understanding the concept, awareness, and effectiveness of Guerrilla Marketing as an innovative promotional strategy in the modern business

environment. The study examines how unconventional marketing techniques influence consumer attention, brand recall, and purchasing behaviour. It also highlights the growing importance of creative and low-cost promotional methods in attracting and retaining customers.

The scope of the study includes analyzing various types of Guerrilla Marketing techniques such as ambient marketing, ambush marketing, stealth marketing, viral marketing, and projection advertising. The study aims to identify the level of consumer awareness regarding these techniques and evaluate their effectiveness compared to traditional marketing methods such as print media, television advertisements, and billboards.

Furthermore, the study is useful for businesses, marketers, researchers, and students who are interested in understanding innovative advertising practices and consumer engagement strategies. The findings of the study may help organizations adopt effective promotional approaches to improve brand visibility and customer interaction in a highly competitive market.

RESEARCH METHODOLOGY

The present study is descriptive and conceptual in nature. The study mainly focuses on understanding the awareness and effectiveness of Guerrilla Marketing techniques among consumers. Descriptive research has been used to identify and explain the characteristics, importance, and impact of Guerrilla Marketing in the modern business environment. The study is primarily based on secondary data collected from various sources such as research journals, books, articles, websites, magazines, and previously published research papers related to marketing and advertising strategies. Relevant literature has been reviewed to gain a comprehensive understanding of Guerrilla Marketing concepts, techniques, and consumer responses. The research also analyzes different forms of Guerrilla Marketing, including ambient marketing, ambush marketing, stealth marketing, viral marketing, and projection advertising. The collected information has been systematically interpreted to evaluate the effectiveness of these techniques in influencing consumer awareness, brand recall, and purchasing behaviour. The study aims to provide useful insights for businesses, marketers, researchers, and students regarding the role of innovative marketing strategies in enhancing customer engagement and promotional effectiveness.

REVIEW OF LITERATURE

Several researchers have studied Guerrilla Marketing and its impact on consumer behaviour, brand awareness, and promotional effectiveness. The following literature provides insights into the concept and importance of Guerrilla Marketing in modern business practices.

Selam Yigit Ozhkan (2019), in the study titled “The Effect of Guerrilla Advertising on Consumers’ Advertisement Attitudes and Purchase Intention”, examined the influence of guerrilla advertising on consumer attitudes and purchase intentions among Turkish consumers. The study found that guerrilla advertising creates a fresh and innovative approach to promotion, helping organizations reach more consumers with lower costs compared to traditional advertising methods. The research also highlighted that guerrilla advertising has significant potential for further exploration in marketing studies.

Rizwan Raheem Ahmed, Jawed Qureshi, and Jolita Vveinhardt (2020), in their research titled “Guerrilla Marketing Trends for Sustainable Solutions: Evidence from SEM-Based Multivariate and Conditional Process”, emphasized that marketing plays a crucial role in the survival and sustainable growth of businesses. Their study focused on the impact of guerrilla marketing techniques on small and medium enterprises (SMEs) and consumer purchase decisions. The researchers concluded that brand awareness and technology significantly influence the effectiveness of guerrilla marketing strategies.

Priti Jeevan (2017), in the paper “A Study on Awareness and Effectiveness of Guerrilla Marketing Technique – An Innovative Means of Advertising”, explained that the increasing number of similar products in the market has intensified competition among businesses. The study stated that unconventional promotional methods such as guerrilla marketing help organizations differentiate their brands and create a lasting impression in consumers’ minds. The research mainly focused on consumer awareness and the effectiveness of guerrilla marketing as a modern advertising strategy.

K Hutter and S Hoffmann (2011), in their study “Guerrilla Marketing: The Nature of the Concept and Propositions for Further Research”, discussed the theoretical aspects of guerrilla marketing and identified it as a creative and unconventional marketing approach that enhances customer engagement and brand recognition. The study suggested that guerrilla marketing is becoming increasingly important in competitive business environments.

A M Kaikati and J G Kaikati (2004), in the paper “Stealth Marketing: How to Reach Consumers Surreptitiously”, analyzed stealth marketing as a hidden promotional strategy that influences consumers without direct awareness. The study highlighted the effectiveness of

subtle marketing techniques in attracting consumer attention and shaping purchasing behaviour.

TYPES OF GUERRILLA MARKETING

Guerrilla Marketing consists of various unconventional and creative promotional techniques used by organizations to attract consumer attention and improve brand awareness. These techniques mainly focus on surprise, innovation, and customer engagement. The major types of Guerrilla Marketing are explained below:

1. Ambient Marketing

Ambient marketing is a promotional technique in which advertisements are placed in unusual or unexpected locations to attract customer attention. It uses creative objects, designs, or messages in public places such as streets, bus stops, shopping malls, and railway stations. The main objective of ambient marketing is to surprise consumers and create a memorable impression about the product or brand.

2. Ambush Marketing

Ambush marketing is a strategy in which a company promotes its brand by associating itself with a popular event without being an official sponsor. This technique is commonly used during sports events, entertainment programs, and public gatherings to gain publicity and compete with official sponsors. Ambush marketing helps companies increase brand visibility at a lower promotional cost.

3. Stealth Marketing

Stealth marketing is a hidden form of promotion in which consumers are unaware that they are being marketed to. This technique includes product placements in movies, television programs, social media content, and online platforms. The primary objective of stealth marketing is to influence consumers subtly without making the advertisement obvious.

4. Viral or Buzz Marketing

Viral marketing, also known as buzz marketing, aims to encourage consumers to share promotional messages through word-of-mouth communication and social media platforms. Creative, entertaining, and emotional content is used to attract public attention and increase online sharing. Viral marketing helps businesses reach a large audience quickly and cost-effectively.

5. Guerrilla Projection Advertising

Guerrilla projection advertising involves projecting digital advertisements, videos, or brand messages onto buildings, walls, or other public surfaces, especially during nighttime. These

projections are usually displayed in high-traffic areas to attract large audiences. This technique creates a strong visual impact and increases customer engagement.

6. Grassroots Marketing

Grassroots marketing focuses on targeting a small group of people with the aim of encouraging them to spread the promotional message to a wider audience. It relies heavily on customer interaction, community participation, and word-of-mouth recommendations. This strategy is particularly effective for local businesses and startups.

7. Wild Posting

Wild posting refers to placing posters, stickers, or promotional materials in public areas such as walls, streets, and buildings to create repeated visibility. This method is commonly used for promoting events, movies, products, or social campaigns. The repeated display of advertisements helps improve customer recall and brand recognition.

SUMMARY

Marketing plays a vital role in promoting products and services and building strong relationships with customers. In the modern competitive business environment, organizations are continuously adopting innovative promotional strategies to attract consumer attention and improve brand recognition. Guerrilla Marketing has emerged as one of the most creative and unconventional marketing techniques used by businesses to communicate with customers effectively.

The present study focused on understanding the concept, awareness, and effectiveness of Guerrilla Marketing techniques. The study discussed the meaning, objectives, scope, and importance of Guerrilla Marketing in modern business practices. It also examined various types of Guerrilla Marketing such as ambient marketing, ambush marketing, stealth marketing, viral marketing, projection advertising, grassroots marketing, and wild posting.

The study revealed that Guerrilla Marketing is a cost-effective promotional strategy that mainly depends on creativity, surprise, and emotional engagement to influence consumers. It helps businesses create memorable customer experiences and encourages word-of-mouth communication, thereby improving brand awareness and customer engagement.

The review of literature highlighted that Guerrilla Marketing has a significant impact on consumer attitudes, purchase intention, and brand recall. Although consumers are increasingly exposed to unconventional advertising methods, awareness regarding the concept of Guerrilla Marketing still remains limited, especially in developing countries like India.

Overall, the study concludes that Guerrilla Marketing is an innovative and effective advertising strategy that complements traditional marketing methods and provides businesses with new opportunities to attract and retain customers in a highly competitive market.

CONCLUSION

Guerrilla Marketing has emerged as an innovative and creative promotional strategy that helps businesses attract customer attention through unconventional and memorable advertising techniques. The study concludes that Guerrilla Marketing is a cost-effective method that enhances brand awareness, customer engagement, and word-of-mouth communication. Although traditional marketing methods continue to remain effective, modern consumers are increasingly influenced by creative and interactive promotional campaigns. The study also reveals that awareness regarding Guerrilla Marketing is still limited among many consumers, particularly in developing countries like India. Therefore, businesses should combine traditional and modern marketing techniques to improve promotional effectiveness and achieve a competitive advantage in the market.