

## The effect of guerrilla marketing on consumer response to advertising and intent to purchase, a Study on Generation Z

<sup>1</sup>Farah alsawaie, <sup>2</sup>Professor Supervisor: Prof. (Ph.D.) <sup>3</sup>İLKAY KARADUMAN  
*Department of Business Administration, Istanbul Aydın University  
Istanbul, Turkey  
'This scientific paper belongs to a master's thesis of the same name'*

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**ABSTRACT:** The purpose of this study is to determine the extent to which guerrilla marketing characteristics influence the purchase intent of Generation Z, it is the generation born from 1995 - 2010, consumers. Since there is almost no day without facing advertisements in all its forms, this is evidence of their importance and impact on the lives of individuals in general. Markets are constantly increasing and growing, and this means stronger and more intense competition in all areas, which required creating an eye-catching style to focus attention on the product. This research studies the seven characteristics of guerrilla marketing (novelty, relevance, aesthetics, clarity, humor, emotional arousal, and surprise) and their impact on the way consumers tend to buy, characteristics as an independent variable and purchase intention as a dependent variable. This study was conducted on a sample of students in Turkey, 401 samples were taken from Generation Z, and the data were collected through online questionnaires and were analyzed using a program SPSS 20.0.0

**KEYWORDS:** Guerrilla marketing, generation Z, purchase intention

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### I. INTRODUCTION

Marketing is an important challenge for companies seeking to reach the largest segment of consumers. Over time, advertisements in their various forms have been the basis for presenting products to the public. Companies generally adopted the usual form of advertisements, as they first printed posters, hung billboards in the roads, published advertisements in newspapers, or broadcast a television advertisement displaying their products. But with the advancement of age and technology, people have become more smart and aware of this type of advertisements, so that some of them became bored of reading posters on the wall or even reading newspapers to peruse their ads, and some turned off the TV when the ads started, which means that this type of advertisement is not just as important as it was before. Therefore, the solution was for companies to look for a new way to attract consumers and raise their attention towards their products in a unique way and stimulates their desire to purchasing. This is what has created what is now called guerrilla marketing, which is an innovative advertising strategy based on its creative, unconventional ideas and its unexpected, sudden method in place and time, which is often low in costs compared to others.

### II. LITERATURE REVIEW

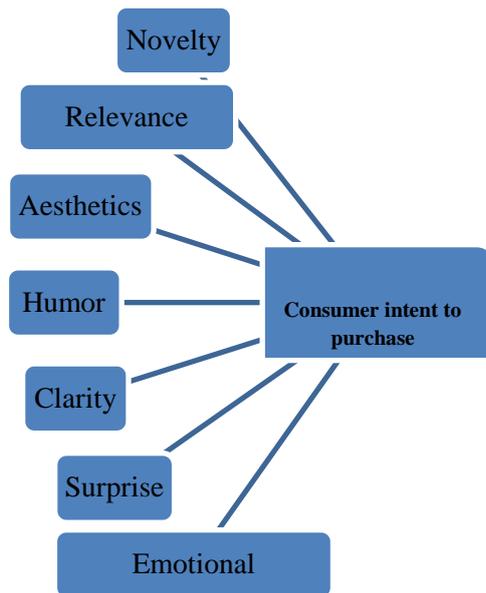
With the repetition of the pattern and style of advertisements and people getting used to them, it is became boring in the opinion of many and consumers no longer show much interest in their content or follow-up, so it was necessary for companies and institutions to find new ways to attract attention again. This is why a concept called guerrilla marketing emerged, which was first known and introduced by the American writer Jay Conrad Levinson, author of the famous book Guerrilla Marketing, published in the 1980s. After the book was published, millions of copies sold, and widely spreaded, Levinson was called the father of guerrilla marketing. This term was inspired by a Spanish term that means gang warfare, as the word guerra means war and guerrilla means small war, which was indicative of fierce wars between small armed groups who used unconventional strategies in war that depended on the surprise and the use of ambushes and raids with the enemy. Which is what Conrad Levinson tried in his book to convey the idea that guerrilla marketing warfare is similar to these gangs wars, as the idea of this marketing is based on surprising the customer and trying to leave an indelible impression on him while creating a great media buzz and in return this strategy is not based on high cost, but on the contrary it works on communicating the idea to the public with the lowest costs and efforts.

"I am referring to the soul and essence of guerrilla marketing which remain as always. Achieving conventional goals, such as profit and joy. With unconventional methods, such a investing energy instead of money." (Levinson, 2003, p. 293). The basic principles of guerrilla marketing are the same tactics that are followed in the basic plan in wars. Where the goal is determined, which is the target audience, and then develop a strategy about their whereabouts and at any time, and think of a way to achieve an unforgettable impression. Then

implementation and surprise the audience and influence them in an unexpected way. To be successful in guerrilla marketing you have to be constantly innovative, you cannot expect to influence consumers if you use the same thing every time. So, in order to create a guerrilla marketing advertisement that has a significant impact on the audience, the advertisement must be characterized by most of these principles, the advertisement should be unexpected, humor, unique, cheap goodwill and have a Customer benefit. The seven characteristics of guerrilla marketing,(novelty, relevance, aesthetics, clarity, humor, emotional arousal, and surprise), are the main focus of this study, which seeks to show their impact on consumer intent to purchase.

### III. STATISTICAL METHODS AND ANALYSIS

Bivariate correlation analyzes were performed to investigate the relationship between guerrilla marketing characteristics and purchasing intent. A regression analysis was conducted to find out the effect of the characteristics on the intention to purchase, and a multiple regression analysis was conducted to find out the effect of each characteristic of them.



**Table 1 Guerrilla marketing model**

Seven different hypotheses have been developed to measure and evaluate the effects of clarity, surprise, aesthetics, humor, novelty, relevance and emotional arousal on consumer intent to purchase.

H1: the novelty has a significant impact on consumer intent to purchase.

H2: the relevance has a significant impact on consumer intent to purchase.

H3: the aesthetics has a significant impact on consumer intent to purchase.

H4: the humor has a significant impact on consumer intent to purchase.

H5: the clarity has a significant impact on consumer intent to purchase.

H6: the surprise has a significant impact on consumer intent to purchase.

H7: the emotional has a significant impact on consumer intent to purchase.

This study hypothesizes that guerrilla marketing characteristics clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have an impact on consumer intent to purchase.

**Data Description :**Regarding the variable of Guerrilla marketing characteristics (Standard deviation = 0.683). With individual analysis, the consumers have high level of contribution toward consumer’s purchase intention on Creativity (Novelty, Aesthetics and Relevance)(Mean = 3.8), Clarity (Mean = 3.66), Humor (Mean = 3.58), Emotional arousal (Mean = 2.87) and Surprise (Mean = 3.49).

	Guerrilla characteristics	Surprise	Creativity (Novelty+Relevance+aesthetics)	Clarity	Humor	Emotional Arousal
<b>Mean</b>	3.60	3.49	3.80	3.66	3.58	3.87
<b>Std. Deviation</b>	0.683	0.932	0.905	0.866	0.995	0.797

**Table 2 Description data**

**Relationship between guerrilla marketing characteristics and consumer purchase intention :**The correlation analysis was made to explain the correlation between guerrilla marketing characteristics and consumer's purchase intention. Results indicate that there is statistically linear and positive relationship ( $r = 0.5$ ,  $P < 0.01$ ) between them. It is a strong positive correlation between the guerrilla marketing characteristics and consumer's purchase intention. It is make the guerrilla marketing characteristics positively influencing the consumer's purchase intention in a stronger way, as in the table 3.

Variables		Guerrilla marketing characteristics
consumer's purchase intention	Pearson Correlation	0.500**
	Sig. (2-tailed)	0.000

**Table 3 Correlation between guerrilla marketing characteristics and purchase intention**

To explain the correlation between guerrilla marketing characteristics one by one and consumer's purchase intention, like the table 4. We can see from the results in the table that there is a moderate statistically linear and positive relationship between surprise ( $r = 0.506$ ,  $P < 0.01$ ) and low positive correlation between emotional arousal ( $r = 0.270$ ,  $P < 0.01$ ), humor ( $r = 0.417$ ,  $P < 0.01$ ), and creativity (novelty + relevance + aesthetics) ( $r = 0.418$ ,  $P < 0.01$ ) and no correlation in clarity ( $r = 0.178$ ,  $P < 0.01$ ) with consumer's purchase intention.

	Surprise	Emotional arousal	Humor	Clarity	Creativity
Purchase intention	06**	0.270**	0.417**	0.178**	0.418
Pearson correlation	0	.000	.000	0.000	0.000

**Table 4 Correlation for guerrilla marketing characteristics**

**Impact of guerrilla marketing characteristics of generation Z consumer's purchase intention :**Simple linear regression was used to measure the impact of guerrilla marketing characteristics on purchase intention for generation z consumers. According to Table 5, the significance of the t-value less than 0.05 and the b-value for guerrilla marketing characteristics is 0.765 and its ways if guerrilla marketing effects increase by 1 point so generation Z increases consumer purchase intent by 0.765. Based on this, it was concluded that the marketing influences of guerrilla marketing positively affect the purchase intent of the Generation Z consumer. Based on table 6, the R square is 0.25 it means that the guerrilla marketing effect have 25% impact on generation z consumer's purchase intention. Adjusted R Square indicated that guerrilla marketing effect explains the 24.8% of the variation in the generation z consumer's purchase intention.

**Coefficientsa**

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	.562	.243
1 Guerrilla characteristics	.765	.066

a. Dependent Variable: Purchase intention

**Table 5 Coefficient of Simple Linear Regression between guerrilla marketing effects and generation z consumer's purchase intention**

**Model Summaryb**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.500a	.250	.248	.906

- a. Predictors: (Constant), Guerrilla\_effect
- b. Dependent Variable: Purchase intention

**Table 6 Simple linear regression analysis**

**A. Hypothesis testing**

H1: the clarity has a significant impact on consumer intent to purchase.

H1: the relevance has a significant impact on consumer intent to purchase.

H3: the aesthetics has a significant impact on consumer intent to purchase.

The effect of novelty, relevance and aesthetics elements on the Purchase intention of generation Z consumers was tested with the H1, H2 and H3 hypotheses. According to the regression analysis, the hypotheses "H1, H2 and H3" was accepted because the level of significance (Sig = .000) and that is less than 0.05, and this means accepting that there is a relationship between "novelty, relevance and aesthetics" and the consumer's purchase intention. This indicates that novelty, relevance and aesthetics have an impact on the consumer's purchase intention. The significance of the t-value less than 0.05 and the b-value for creativity (novelty, relevance and aesthetics) is 0.483 and its ways if creativity (novelty, relevance and aesthetics) increase by 1 point so generation Z increases consumer purchase intent by 48.3%. Based on this, it was concluded that the creativity (novelty, relevance and aesthetics) positively affect the purchase intent of the Generation Z consumer. Based on table 8, the R square is 0.175 it means that the creativity (novelty, relevance and aesthetics) have 17.5% impact on generation z consumer's purchase intention. Adjusted R Square indicated that creativity (novelty, relevance and aesthetics) explains the 17.3% of the variation in the generation z consumer's purchase intention.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	1.483	.205	
	Creativity(Novelty+Relevance+aesthetics)	.483	.052	.418

- a. Dependent Variable: Purchase intention

**Table 7 Coefficient of Simple Linear Regression for H1, H2 and H3**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418 <sup>a</sup>	.175	.173	.950

- a. Predictors: (Constant), Creativity(Novelty+Relevance+aesthetics)
- b. Dependent Variable: Purchase intention

**Table 8 Simple Linear Regression for H1, H2 and H3**

H4: the humor has a significant impact on consumer intent to purchase.

The effect of humor element on the Purchase intention of generation Z consumers was tested with the H4 hypothesis. According to the regression analysis, the hypotheses H4 was accepted because the level of

significance (Sig = .000) and that is less than 0.05, and this means accepting that there is a relationship between humor and the consumer's purchase intention. This indicates that humor have an impact on the consumer's purchase intention. The significance of the t-value less than 0.05 and the b-value for humor is 0.437 and its ways if humor increase by 1 point so generation Z increases consumer purchase intent by 43.7%. Based on this, it was concluded that the humor positively affect the purchase intent of the Generation Z consumer. Based on table 10, the R square is 0.174 it means that the humor has 17.4% impact on generation z consumer's purchase intention. Adjusted R Square indicated that humor explains the 17.2% of the variation in the generation z consumer's purchase intention.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.750	.177	
	Humor	.437	.048	.417

a. Dependent Variable: Purchase intention

**Table 9 Coefficient of Simple Linear Regression for H4**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.417 <sup>a</sup>	.174	.172	.951

a. Predictors: (Constant), Humor

b. Dependent Variable: Purchase intention

**Table 10 Simple Linear Regression for H4**

H5: the clarity has a significant impact on consumer intent to purchase. The effect of clarity element on the Purchase intention of generation Z consumers was tested with the H5 hypothesis. According to the multiple regression analysis, the hypotheses H5 was accepted because the level of significance (Sig = .000) and that is less than 0.05, and this means accepting that there is a relationship between clarity and the consumer's purchase intention. This indicates that clarity have an impact on the consumer's purchase intention. The significance of the t-value less than 0.05 and the b-value for clarity is 0.214 and its ways if clarity increase by 1 point so generation Z increases consumer purchase intent by 21.4%. Based on this, it was concluded that the clarity positively affect the purchase intent of the Generation Z consumer. Based on table 12, the R square is 0.032 it means that the clarity has 3.2% impact on generation z consumer's purchase intention. Adjusted R Square indicated that clarity explains the 2.9% of the variation in the generation z consumer's purchase intention.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.529	.224	
	Clarity	.214	.059	.178

a. Dependent Variable: Purchase intention

**Table 11 Coefficient of Simple Linear Regression for H5**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.178 <sup>a</sup>	.032	.029	1.029

a. Predictors: (Constant), Clarity

b. Dependent Variable: Purchase intention

**Table 12 Simple Linear Regression for H5**

H6: the surprise has a significant impact on consumer intent to purchase.

The effect of surprise element on the Purchase intention of generation Z consumers was tested with the H6 hypothesis. According to the regression analysis, the hypotheses H6 was accepted because the level of significance (Sig = .000) and that is less than 0.05, and this means accepting that there is a relationship between surprise and the consumer's purchase intention. This indicates that surprise have an impact on the consumer's purchase intention. The significance of the t-value less than 0.05 and the b-value for surprise is 0.567 and its ways if surprise increase by 1 point so generation Z increases consumer purchase intent by 56.7%. Based on this, it was concluded that the surprise positively affect the purchase intent of the Generation Z consumer. Based on table 13, the R square is 0.256 it means that the surprise has 25.6% impact on generation z consumer's purchase intention. Adjusted R Square indicated that surprise explains the 25.4% of the variation in the generation z consumer's purchase intention.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.336	.175	
	Surprise	.567	.048	.506

a. Dependent Variable: Purchase intention

**Table 13 Coefficient of Simple Linear Regression for H6**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 <sup>a</sup>	.256	.254	.902

a. Predictors: (Constant), Surprise

b. Dependent Variable: Purchase intention

**Table 14 Simple Linear Regression for H6**

H7: the emotional arousal has a significant impact on consumer intent to purchase.

The effect of emotional arousal element on the Purchase intention of generation Z consumers was tested with the H7 hypothesis. According to the multiple regression analysis, the hypotheses H7 was accepted because the level of significance (Sig = .013) and that is less than 0.05, and this means accepting that there is a relationship between emotional arousal and the consumer's purchase intention. This indicates that emotional arousal have an impact on the consumer's purchase intention. The significance of the t-value less than 0.05 and the b-value for emotional arousal is 0.353 and its ways if emotional arousal increase by 1 point so generation Z increases consumer purchase intent by 35.3%. Based on this, it was concluded that the emotional arousal positively affects the purchase intent of the Generation Z consumer. Based on table 16, the R square is 0.073 it means that the emotional arousal has 7.3% impact on generation z consumer's purchase intention. Adjusted R Square indicated that emotional arousal explains the 7% of the variation in the generation z consumer's purchase intention.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2.300	.188	
1 Emotional Arousal	.353	.063	.270

a. Dependent Variable: Purchase intention

**Table 15 Coefficient of Simple Linear Regression for H7**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.270 <sup>a</sup>	.073	.070	1.007

a. Predictors: (Constant), Emotional Arousal

b. Dependent Variable: Purchase intention

**Table 16 Simple Linear Regression for H7**

**B. Multiple regression analysis:** When performing a multiple regression analysis of the characteristics of guerrilla marketing on purchase intent, we could note that the characteristic of surprise had the largest share in influencing the buying intent of consumers from Generation Z, and on the one hand, clarity did not have a significant effect. From the table 17, r square statistics is 0.256 indicating that surprise has 25.6% impact on generation Z consumers purchase intention. Adjusted R Square statistic indicated that relevance explains the 25.4% of the variation in the generation Z consumers purchase intention square statistics is 0.304 indicating that surprise and creativity (novelty, relevance and aesthetics) has 30.4% impact on generation Z consumers purchase intention. Adjusted R Square statistic indicated that surprise and creativity (novelty, relevance and aesthetics) explains the 29.7% of the variation in the generation Z consumers purchase intention. R square statistics is 0.313 indicating that surprise, creativity (novelty, relevance and aesthetics) and humor has 31.3% impact on generation Z consumers purchase intention. Adjusted R Square statistic indicated that surprise, creativity (novelty, relevance and aesthetics) and humor explains the 30.8% of the variation in the generation Z consumers purchase intention. R square statistics is 0.321 indicating that surprise, creativity (novelty, relevance and aesthetics), humor and emotional arousal have 32.1% impact on generation Z consumers purchase intention. Adjusted R Square statistic indicated that surprise, creativity (novelty, relevance and aesthetics), humor and emotional arousal explain the 31.4% of the variation in the generation Z consumers purchase intention.

**Model Summary<sup>e</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 <sup>a</sup>	.256	.254	.902
2	.548 <sup>b</sup>	.301	.297	.876
3	.559 <sup>c</sup>	.313	.308	.869
4	.566 <sup>d</sup>	.321	.314	.865

a. Predictors: (Constant), Surprise

b. Predictors: (Constant), Surprise, Creativity(Novelty+Relevance+aesthetics)

c. Predictors: (Constant), Surprise, Creativity(Novelty+Relevance+aesthetics), Humor

d. Predictors: (Constant), Surprise, Creativity(Novelty+Relevance+aesthetics), Humor, Emotional Arousal

e. Dependent Variable: Purchase intention

**Table 17 multiple regression analysis**

According to table 18, multiple regression result also indicates that the significant of t value of surprise is  $0.000 < 0.05$  and the b value of surprise is 0.567 that means the surprise is positively and significantly impact generation Z consumers purchase intention. The significance of t value for creativity is  $0.000 < 0.05$  and the b value is 0.446 it means the creativity is positively and significantly impact generation Z consumers purchase intention. The significance of t value for humor is  $0.000 < 0.05$  and the b value is 0.149 it means the humor is positively and significantly impact generation Z consumers purchase intention. The significance of t value for emotional arousal is  $0.000 < 0.05$  and the b value is 0.122 it means the emotional arousal is positively and significantly impact generation Z consumers purchase intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.336	.175		7.646	.000
	Surprise	.567	.048	.506	11.727	.000
	(Constant)	.721	.209		3.448	.001
2	Surprise	.446	.053	.398	8.458	.000
	Creativity(Novelty +Relevance+aesthetics)	.273	.054	.236	5.019	.000
	(Constant)	.620	.211		2.940	.003
3	Surprise	.399	.055	.357	7.229	.000
	Creativity(Novelty +Relevance+aesthetics)	.202	.060	.175	3.361	.001
	Humor	.149	.056	.142	2.667	.008
4	(Constant)	.416	.231		1.797	.073
	Surprise	.371	.057	.331	6.541	.000
	Creativity(Novelty +Relevance+aesthetics)	.191	.060	.166	3.182	.002
	Humor	.148	.056	.141	2.655	.008
	Emotional Arousal	.122	.058	.093	2.114	.035

a. Dependent Variable: Purchase intention

**Table 18 multiple regression analysis**

#### IV. CONCLUSION

The study is mainly surveyed the generation Z consumers from students of Turkey. This study assumed consumers' purchasing intent as a dependent variable and guerrilla marketing characteristics as the independent variable. The existence of a relationship between the intention to purchase and the characteristics of guerrilla marketing was tested, and it was found that there is a positive linear relationship through the Pearson correlation test, where the value of the correlation coefficient was ( $r = 0.5, P < 0.01$ ) which is a strong positive correlation and that means that the characteristics of guerrilla marketing positively affect consumers' purchase intention. These suppose that consumer purchase intention can be predicted with guerrilla marketing characteristics. Based on the findings guerrilla marketing characteristics are where influencing more on the consumers purchase intention. The predictive model for consumers purchase intention explained almost 25% of guerrilla marketing impact on generation z consumer's purchase intention. Guerrilla marketing characteristics of Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional arousal and Surprise are significantly and positively impact on generation z consumers purchase intention.

Consumers purchase intention can be affected by guerrilla characteristics that it includes novelty, aesthetics, relevance, clarity, humor, emotional arousal and surprise. These dimensions are having the positive influence on consumer's purchase intention. Based on the multiple regression analysis shows surprise, novelty, aesthetics,

relevance, humor and emotional arousal are highly impacted on consumer's purchase intention, and clarity are not making a lot of change on consumers purchase intention. The surprise is highly contributed to determining the consumer purchase intention. The research concluded, guerrilla marketing increases the purchase intention of the generation Z. This study will help to understand the mechanism of guerrilla marketing more and will serve to understand the way of thinking of some of the category of consumers of Generation Z. We can say that it is useful for the marketer and the shopper, as the marketer will open new doors for him to think of creative ways to promote his products and attract the largest possible number of customers after he has understood what affects this category of consumers. As for shoppers, they are in the process of understanding the ads that are presented to them and make them more aware from falling into the net of deceptive and misleading advertisements or paying attention to buying only what they need.

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