

## **SYNOPSIS**

### **Title: THE IMPACTS OF GUERRILLA MARKETING ON CONSUMERS BUYING BEHAVIOR**

#### **ABSTRACT**

In today's competitive business environment customers always look forward for the things that they have never observed before and anything which helps to obtain their attention by surprise and leaves a long period impact on their mind. Most of the flourishing businesses recognized the importance of customer's lifetime value because customer satisfaction is observed as a key differentiator. Beverage industries tried their best to please their customers' to stay alive in the Market place. Guerrilla marketing is one of the raising marketing techniques which consist a chain of strategies that can be applied with a little budget in the company. Guerrilla marketing is measured as an essential strategy for the survival and victory of Beverage industries across the world. The core purpose of this research paper was to examine the impacts of guerrilla marketing on consumers' buying behavior in beverage industries of Hyderabad India. Guerrilla marketing has been taken as an independent variable were consumer buying behavior as a dependent variable and its sub-variables are loyalty, frequency of buying the same product and demand of buying the same product again and again. This research was quantitative in nature. The sample size was 204 and questionnaires were distributed randomly to get the data on primary level. The responses of the respondents were obtained both electronically and manually. With the help of SPSS frequency tables and pie charts were used to check the result. On the basis of findings it has been concluded that guerrilla marketing has a positive significant impacts on consumers' buying behavior in beverage industries. As large number of respondents knows that guerrilla marketing is very effective and creative strategy which has the power to influence the consumer behavior towards any product or services.

Keywords

**Guerrilla marketing;** Consumer buying behavior; Customer satisfaction

## INTRODUCTION

In today's competitive **business environment** where businesses struggle for customers. Most of the flourishing companies recognized the importance of customer's lifetime value because customer satisfaction is observed as a key differentiator. Advertising is the essential medium of communication which is used as a transformative mean and commercial tool all around the globe. Guerrilla marketing is one type of communication which contains the power to gets the customer concentration quicker than any other kind of advertising. It is greatly involved in the advertising world and providing a message for consumers that is very interactive and this practice has been engaged by many companies such as Nike, beverage industry which refers to the industry that manufactures drinks like coca-cola which is using guerrilla marketing strategies and been consistently flourishing throughout the year. Guerrilla marketing is an essential marketing technique which consist a chain of strategies that can be applied with a little budget in the company.

The spirit of any business accomplishment lies in its marketing. It is the practice by the help of which a product or a service is supported and introduce to the possible customers. The purpose of marketing is to collect and satisfy target customers wants and needs. The present marketing concept creates customers the center phase of organization efforts.

Customer is the blood of any organization and if there is no customer no businesses can exist for that mostly companies spend their lot of time to satisfy their customers by providing a quality product and services. Beverage industries tried their best to please their customers' to stay alive in the Market place with the help of Guerrilla marketing strategy. Customer satisfaction is very important because a satisfied consumer is probably to drive more business back to the company. It also trends to increases the frequency of buying the same product and also increase the product demand which is an admirable forecaster of customer demand.

Customer **Loyalty** is an fundamental part of any business. Businesses make strong relationships with their loyal customers, as they buy their goods and services again and again. It can also bring new customers over the time and the customers which have a good relationships with companies tend to talk about their good experiences and they will attach to a brand because they trust the brand and the firm.

## **NEED OF THE STUDY**

In today's competitive business environment customers always look forward for the things that they have never observed before and anything which helps to obtain their attention by surprise and leaves a long period impact on their mind. Companies should make efforts to satisfy their customers and influence their behavior towards any product or a service. In India, the part of guerrilla marketing in beverage industries and its significance to gain customer satisfaction is still unknown which created a need for further research. With the purpose of filling this space in studies this research will be examined the impacts of guerrilla marketing on consumers' buying behavior in beverage industry of Hyderabad India.

## **RESEARCH QUESTIONS**

This research attends to get answers to the following questions:

To what degree guerrilla marketing manipulate consumer behavior?

Why the effects of guerrilla marketing are faster and stronger than any other medium?

## **SIGNIFICANCE OF THE STUDY**

This study was carried to gather information in an efficient way to recognize the impact of guerrilla marketing on consumer buying behavior. Relatively, just a small number of researches have been done on the impacts of guerrilla marketing on consumers' buying behavior mostly in Hyderabad, India. After finishing this research will provide an essential way to identify the stimuli and how the target market responds to it and also what they need. This generates a new approach for companies to be able to support and endorse their product to their particular target markets in a better way, both internationally and locally. Moreover, it will serve as a basis of suggestion for the related future researches.

## **LIMITATIONS OF THE STUDY**

Moreover this research can be done further perfectly and precisely with more sample size because of the shortage of time and loads of burden limited this study to Hyderabad only. Other cities of India will also be considered in near future for obtaining more complete results. In addition, the

respondent of this research is the consumers of Beverage Industry only. Indeed, the results of this study are barely globalized to other industry sectors as well.

## **SCOPE**

Guerrilla marketing has been used for a while now, but the tone of the campaigns is changing with the audiences developing. As the brackets of target groups are decreasing, the campaigns are more focussed and creative, tailored for the desired target group

## **OBJECTIVES OF THE STUDY**

The aim this research is to obtain the opinions of different individuals in Hyderabad city about the impacts of guerrilla marketing on consumers' buying behavior. Therefore, the objectives of this research are:

To get insight knowledge of the entire concept of Guerrilla Marketing.

To evaluate and understand the advantages of Guerrilla Marketing.

To analyze the different practices involved in Guerrilla Marketing.

## **Research design**

The approach which was followed in this research was primary data collection through questionnaire. The sample size was 204. The answers were taken both electronically and manually. From which 20 were collected electronically while 184 were filled manually. The analysis was done on the basis of quantitative research approach. The SPSS software was being used to examine the Impacts of guerrilla marketing on consumers' buying behavior.

## **Research source**

The data of this study was based on primary data which is collected through questionnaires. Similarly secondary data is also been used to obtain a little help through different books and journals.

## **Data type**

The data type used in this research was quantitative approach and all the questions in the questionnaire are closed ended. A five point Likert Scale starting from strongly agree to strongly disagree (1-5) was utilized for the study, as the major purpose of the study is to find the impacts of guerrilla marketing on consumers' buying behavior.

### **Sample size and sampling techniques**

The sample size of the research paper was of 100. Questionnaire was used to collect responses from different respondents like Teachers, Students and officers. The answers were obtained both electronically and manually. From which 20 were collected electronically while 80 were filled manually. The questionnaire consisted of 15 questions which are based on Likert scale and one option will be chosen by the respondent. Respondents were required to answer expeditiously and wisely as achievable.

### **Statistical techniques**

For this study the Software SPSS (Statistical Package for Social Science) has been used to analyzing the research data.

### **Variables**

There are two variables Dependent and Independent variables. The independent variable of the study is Guerrilla Marketing and Dependent variable is Consumer Buying Behavior which is further divided into sub variables which are:

Loyalty

Frequency of buying

Demand of the same product

## **CHAPTERISATION**

**Detailed/final Project Report will include the following chapters**

### **CHAPTER –I**

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

### **CHAPTER –II**

- Literature review
- Theoretical study

### **CHAPTER –III**

- Industry & company profile

### **CHAPTER –IV**

#### **Analysis of the topic & Interpretation**

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

### **CHAPTER –V**

- Recommendation
- Bibliography
- Appendix

## References

1. Jonsson E, Belic S (2012) Guerrilla Marketing and its effects on Consumer behavior. International Business and Economics Program.
2. Nawaz A (2014) Impact of Guerrilla advertising on Consumer Buying Behavior. Information and Knowledge Management 4: 45-52.
3. Bwisa SM(2013)Effects of Guerilla Marketing in Growth of Beauty Shops: Case Study of Matuu Town, Machakos County, Kenya. International Journal of Academic Research in Business and Social Sciences 3: 297-288.
4. Malik ME (2014) The Impact of Advertisement and Consumer Percetion on Consumer Buying Behavior. International Review of Social Sciences and Humanities 6: 55-64.
5. Shakeel MM (2011) Impact of Guerrilla Marketing on Consumer Perception. Global Journal of Management and Business Research 11: 47-53.