



# Impact Of Guerrilla Marketing With Uses Of Digital Media On Customer Adaptability On Purchase Decision Towards Home Furnishing Brands: A Study With Reference To Ikea Furniture

<sup>1</sup>Md Sohrab, <sup>2</sup>Prof. Raghuvir Singh

<sup>1</sup>Research Scholar, TMU, Moradabad, <sup>2</sup>Vice-Chancellor, TMU, Moradabad

<sup>1</sup>TMIMT, TMU Moradabad,  
Moradabad, India

Abstract: "Digital marketing has enormous opportunity for marketers and simultaneously the application of guerrilla marketing strategy has created huge interest and attention of the targeted audience. Though most of the social media users are youth and they are accessing the social media platform for the purpose of entertainment, sharing information and communication. Sharing information in group and creating buzz is one of the key features in social media. Right used of digital marketing with guerrilla marketing approach will relate the target audience with the product and service. To compete the competitors and to grab the specified attention, this method of marketing must be effective and particularly it is highly innovative these days. The effectiveness of such advertisement at target consumers are highly impactful where they are providing a better return on investment."

**Introduction:** Guerrilla marketing is a form of advertising that use untraditional methods to attract and entertain consumers. It serves as an alternative to conventional marketing techniques such direct mail, billboards, television advertisement, and print media. Instead, it focuses on eye catching crowds and events with special concern where audience is completely surprised with its message, content, and communication style other than that these kinds of advertisement and promotions helps in creating unique brand identification leading to final purchase. Guerrilla marketing mainly uses civilian way of appeal to have a massive effect on a low budget and spread via social media, banner, posters, leaflets, and hoarding. With development in media infrastructure the scope of guerrilla marketing has been increased as they can add more visual and audio affect to create its high effectiveness. {Peterson R A and Wilson W R (1992)}

Digital media application in Guerrilla marketing has a special way of getting people to talk about the product and the business, making them appears like "missionaries" of the brand. Additionally, it generates drama, curiosity, a favourable effect, or emotion, all of which produce amazing outcomes. Prévot (2009, 33-40).

**Rational of the study:** Due to the increasing competition in the retail market, new and unconventional marketing methods must be sought to attract the audience. In this study, the impact of guerrilla marketing on the consumer perception of home furnishing brand purchase will be highlighted and we will take IKEA as a base for this research. This research is conducted to understand the relationship between unconventional marketing strategy using digital platform that is guerrilla marketing, customer perception, and their impact on business growth and maximum customer reach and acceptance. After completing the study, the researchers will be able to advise the organization on best practices for implementing guerrilla marketing to increase the client base and expand their business. Since it is very important for us to understand guerrilla marketing strategy and how to implement guerrilla marketing strategy for brands.

**Statement of the Problem:** Many organizations have been failed to create specific awareness and create unique environment related to the product and organization which may leads to increase their retail sales. Customers are dynamic in nature knowing who you are targeting and what they like, and dislike is the bases for granting the business maximum customer base and will lead to the overall growth of the business, without facing any liability like warehousing cost of products that never got sold, expired products gone to waste. It is crucial to adapt to the change in customer trends and what they prefer to compete in the ever-changing market, and in order to grow as a business and build a customer base with the right marketing strategy to create the maximum customer coverage and consumer base. For suggestions to avoid any lost opportunities, and to move away from any kind of liability to be given to Ikea, knowledge about what are the effective marketing and advertising strategies to reach maximum customer coverage and how are they both related to the customer trends. By gaining this knowledge, Ikea may evaluate their advertising strategy to better convince their dynamic customers, reach maximum market coverage and further grow as a business.

**Aim and objectives:**

- To assess effectiveness of guerilla marketing on consumer purchase preference in home furnishing brands/industry.
- To identify the factor affecting of guerrilla marketing in home furnishing brand.
- To suggest the methods for implementing effective elements for guerilla marketing strategy in home furnishing brands using digital media.

**Research questions:**

- What is the impact of guerrilla marketing on customers purchase preference on home furnishing?
- What are the factors effecting of guerrilla marketing?
- How to implement effective approaches and elements of a guerrilla marketing strategy?

**Scope and limitation:** This research aims to understand the impact of guerilla marketing on consumer perceptions for home furnishing brand Ikea furnishing company only. An analysis shall be conducted based on the questionnaire that will be distributed to the customers and employees at Ikea store.

The limitation of the research is that it focuses only on the following type of retailers, furniture, and home furnishing, specifically Ikea stores.

**Significance of study:** The study of guerrilla marketing has been an important concern area in recent times due to the success made by it around the world. The research, which we are conducting now, is the first of its kind in the field that studies this subject., especially in the accessibility of digital marketing, through our research, articles related to guerrilla marketing on the internet did not contain all the important elements from our point of view, so our study will make a difference in the field of prudent research with this term. As for companies or groups that may benefit from our research, they are companies interested in the field of exotic tactics in the field of marketing, and companies that aspire to develop their marketing strategies. The area of guerilla marketing is having huge room for promoting brand and convince the concern target audience for sales. Also, since we are studying this type of marketing at IKEA in the Sultanate, this research is an excellent resource for IKEA or furniture companies.

**Definition of Terms:**

<b>Terms</b>	<b>Definition</b>
Guerrilla marketing	It is a unique effect that makes people talk about the product and the company, and in such a way they seem to be “missionaries” of the product brand. Furthermore, it creates Page 10 of 51 drama, interest, positive impact, or emotion, and all these achieve incredible results. Bygrave and Zacharakis (2008, 182)
Astounded	Feeling amazed with application of innovation
Stir	Creating buzz

**Related literature reviewed:**

**Advertising and promotion and use of digital media:** Guerilla marketing is highly recognized in advertising and promotion activities. By using multiple advertising tools guerilla marketers can differentiate both the firm advertisements and its competitors in results to create an image on prospects mind. When the advertisers use Advertising tools to differentiate their advertisements, it is not just to create an image of the firm or product in the mind of prospects but to create the differentiation adjustment of the message endorsed in the advertisement and to stay long enough in the memory in prospects mind.

**Advertising effects on customer’s Behavior with respect to guerilla marketing:** Understanding and knowing consumer behavior is very important for any company to become more successful, as the ideas, trends and tastes of consumers and their attitudes towards a particular product differ. Many companies have resorted to guerilla marketing to change consumer behavior, Page 13 of 51 as organizations use this type of strategy to create an emotional reaction or make the customer remember the product in a rare or unfamiliar way. Since traditional advertising such as television, radio, direct mail and print has become boring and lost its popularity or does not affect consumer behavior as effectively as before, the marketing department must find new and unique ways to communicate their message about the product to the customer. Guerrilla marketing aims to surprise the customer without warning to create a huge impression and hype about the product. This tactic often creates a unique and unforgettable experience, making the customer talk about the brand among his acquaintances and friends, and thus the product will reach as many customers as possible. This type of marketing focuses on playing with the unconscious mind because it is responsible for purchases and customer behaviour [Mac Crimmon K R, and Wehrung D A,1986]

**Communication tools** Companies must be successful in every endeavor, particularly in marketing. The ability to succeed in the market and get a competitive advantage depends on marketing operations now more than ever. Increasing competitive advantages and discovering their own dominant competencies in their market position have continued to provide a challenge for various organizations. Building solid relationships with customers has made marketing communication more significant than ever. Relationship marketing ought to be the cornerstone of competitiveness and success. It has been observed a broad review of contemporary guerilla marketing communication trends, particularly in large businesses, and their impact on SMEs. [Miller J 1993] This strategy is backed up by theoretical background in the field of guerilla marketing communication and information from the authors' primary study. Effective guerilla marketing could be enabled by adequate guerilla campaigns. The goal of this study is to discover potential trends in guerilla marketing campaigns in SMEs and to confirm the intensity dependence of guerilla marketing in relation to consumer gender. [Kaikati A M and Kiakati J G 2004]

**Consumer perception and need** Retailing in consumer goods is most challenging with huge opportunity in the market. Consumers compare various elements before they make final purchase decision. [El-Adly, Mohammed, 2006]. Consumers are moreover price and product sensitive and for both of them there is a single store targeting maximum of their reach. Consumer preference is key motive while finalizing the store location and product range. A retailer always tries to cover Page 14 of 51 the maximum market share and serves largest number of customer's base on their effective store location with ease in accessibility. Selection of store location, in-house and outdoor facilities and product range is key essential for the maximum market coverage. [Canan Ay,2010]

**Conceptual Framework:** Consumers perceptions is affected positively or negatively by various factor including advertisement, and promotions, product mix, and place mix etc. especially in retail sector advertising strategy should be designed and implemented with careful observation of the related factor because we are dealing directly with consumer where the consumer is having lost of option to buy their relevant product. [Mitchell T H,1986]



**Research methodology:** Research methodology is the soul of the research work. Researcher must have to be highly focused on the selection of the research technique. The outcome and validation of the project and the research is purely depended on the techniques of research selections.

**Type of Study:** The type of research for this study will focus on mixed method using a fair combination of quantitative and qualitative research method. This method involves quantitate standard measurement, statistical variables, mathematical and numerical analysis of data gathered via surveys, questioners or through modifying before statistical evidence with computing tools, this kind of method is concerned with collecting numerical data and simplifying it across groups of individuals or explaining a specific phenomenon. The main objective of a quantitative research is to discover the link among one variable which is an independent variable as well as dependent variable in a sample or population.

**Research design:** The researchers have chosen the descriptive approach for their research and a sample of people has been gathered and has been distributing the questioner to them. As well as it will improve to know more about Ikea advertising strategies and how the factors are related to it, in addition, the influence on maximum client loyalty and total growth of Ikea store.

**Research Respondent:** In this research, the respondents are Ikea employees and their customers. The staff are professional and ready to serve customers no matter how small or big their problem is; they take the initiative to help customers instead of customers who ask for their help.

**Research Instrument** To cover all aspects and gain more accurate results, there was a major variation in the number of individuals chosen to collect the primary data. The data will collected by respondents using a set of questionnaires that will be distributed to 20 employees and 80 customers with different demographic variables to insure a more accurate response.

**Research Procedure:** The procedure of the research is done by distributing a questionnaire to the sample selected from Ikea store through email and in person. Then filtering the answers to gain knowledge about the problem and how the variables are related to unique and unconventional advertising strategy and their impact on Ikea store overall growth and its maximum customer coverage.

**Data Gathering:** As for the data gathering, the researchers used primary data by looking at new information about the same topic to analyzed it and found the gap in each article. In addition, to gather the primary data by distributing a questionnaire to the employees and customers of Ikea, we ensure to maintain the privacy of our respondent.

**Treatment of Data:** Using proper software such as Microsoft Excel, the data gathered from the survey participants cannot be thoroughly analyzed after the questionnaires have been distributed. Using Excel software, researchers may more accurately and precisely analyze the data acquire. As an alternative, researchers might utilize Microsoft Excel to present their findings in the form of the table, graph, mean, standard deviation and correlation analysis was done.

## Data analysis, and Interpretation:

**Analysis of interview conducted:** The marketing director of IKEA discussed their experience and the sales data revealed that most of the customer are youth and the frequently accessing the digital flyer shared by the company. Many of the customers are showing the flyers picture and the mentioned promotion.

**Findings and Discussions:** Through the study, researchers have found a lot of important information about the impact of guerrilla marketing on IKEA that was not present in previous studies through the questionnaire and interview that we conducted with the Marketing Director. First, through the questionnaire, we found that most of the ages that visit IKEA from 18 to 45 and the youngest age group are from the category of 40 because of the youth's awareness of IKEA is more than old adults and the majority of them are women. Most of those who answered the questionnaire said that they saw IKEA ads through social networking sites. We discovered that the largest percentage of IKEA customers, about 57.53%, were attracted to it because of the promotions and offers offered, and they bought these products because of the offers and promotions. Most IKEA customers are affected by unusual advertisements or guerrilla marketing more than others because of the creativity in the promotional aspect in displaying products and noninnovative advertisements inside the store. The majority of customers or visitors enjoyed their experience at IKEA and entered their loyalty program and were happy with that, so through the survey alone was able to achieve our goal of finding out the effectiveness of guerrilla marketing on IKEA, for which you have been a great success because of this marketing. Also, we have known the most important factors affecting guerrilla marketing at IKEA, which are creative promotion and innovative advertising. Secondly, through the interview, we discovered that IKEA is using the restaurant to increase long-term customer stay with a nursery for children.

**Conclusions:** After conducting effective research and analysing it successfully we have concluded. Guerilla marketing is one of the most effect approaches of advertisement in the market to create the unique image for the organization and its product. Effective non-traditional way of marketing helps in creating long-term impact on consumer minds that helps in creating additional sales for the organization. We have achieved all the objective set in the report. In this report, the crucial responses have been discussed, and we have found the real factor having its implication in the market related to guerrilla market for the concern organization. The result of show the most people suggested focusing on customer competencies and activating the loyalty program. In addition, and other suggested that focusing on offers in advertisements such as: discounts or buying a product and getting another for free. But some people suggested focusing on seeing that IKEA products are safe and of high quality. Although the results showed, majority of participants agreed that advertisements are the most attractive promotional messages, while others answered that it is the discounts that attract them to buy from IKEA. Some people indicated that in-store promotion has a major role in persuading them to buy.

## Recommendations:

After study and analysis, the researchers have found the very fruitful information that can have greater impact on the guerilla market for the area of study. After analysis and finding, we have come across to have some specific recommendation to improve the concern of guerrilla marketing as follow.

- The Company should introduce celebrities in their social marketing platform to creating a buzz in the market based on real-time scenario.

- The company should enhance in store access of communication and unique hospitality for customer as a part of their promotion using online application and live support.
- The organization should be having unique loyalty program as we have found the offered loyalty program in not competent enough as compared to others.
- Outdoor advertisement is weaker in terms of guerrilla marketing as most of the advertisement is traditional in its nature. The organization should use series and unconditional billboard advertisement using some unique creativity.
- The company should focus on the unified corporate social responsibility to create its unique image and goodwill in the market and should be announced and asked participation using digital platform as it has wide access.



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