

THE EFFECT OF GUERRILLA ADVERTISING ON  
CONSUMER'S AD ATTITUDE AND PURCHASE INTENTION:  
A STUDY ON WELL-KNOWN BRANDS

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Approval of the Graduate School of Social Sciences

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## **ABSTRACT**

### **THE EFFECT OF GUERRILLA ADVERTISING ON CONSUMER'S AD ATTITUDE AND PURCHASE INTENTION: A STUDY ON WELL-KNOWN BRANDS**

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This thesis aims to explore the role of guerrilla advertising on consumers' advertisement attitudes and purchase intentions on a Turkish sample and related literature. Interpreted as a breath of fresh air and a differential approach on advertising, guerrilla advertising has been implemented by relevant people in their operations in order to be more competitive and reach more people with less effort in the meaning of time and cost, compared to traditional advertising. Although guerrilla advertising has not been explored yet and a small number of people have been benefiting from it, besides being not well-known, guerrilla advertising has a lot to be discovered in further research. Therefore, this thesis was initialized to explore the structure, implementation and samples of guerrilla advertising, then, in order to examine the effect of guerrilla advertising on consumers' behaviors such as their attitudes toward the advertisements and their purchase intentions with the aid of a detailed questionnaire system developed for four well-known brands. By the sets of questionnaires applied to 264 people aged 18 and above in Turkey, data

was used to test the effect of guerrilla advertising. Consequently, this study contributes to the guerrilla advertising literature by investigating its features and effectiveness in advertising supported with obtained data.

**Keywords:** Guerrilla Advertising, Traditional Advertising, Advertisement Attitude, Purchase Intention, Brand Strength

## ÖZ

### GERİLLA REKLAMLAMANIN TÜKETİCİNİN REKLAM TUTUMU VE SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİ: BİLİNEN MARKALAR ÜZERİNE BİR ÇALIŞMA

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Bu tezin amacı, müşterilerin reklam tutumlarında ve satın alma niyetlerinde gerilla reklamlamanın rolünü, Türkiye’den elde edilen bir örneklem ve ilgili literatür kapsamında keşfetmektir. Hem reklamlamaya hem de pazarlamaya yeni bir soluk olan ve olağandan farklı bir yaklaşım sunan gerilla reklamlama, geleneksel reklamlamadan farklı olarak, ilgili kişiler tarafından daha rekabetçi olmak ve zaman ve maliyet açısından daha az çaba ile daha çok kişiye ulaşabilmek adına kullanılmaktadır. Gerilla reklamlama, her ne kadar az sayıda insan tarafından faydalanılıp tam anlamıyla keşfedilmemiş olsa da, çok bilinmemesinin yanı sıra, ileriiki araştırmalara konu olabilecek bir çok şeye sahiptir. Bu sebeple, bu tez, ilk olarak gerilla reklamlamanın yapısını, uygulanışını ve örneklerini incelemenin yanı sıra, daha sonrasında, 4 adet bilinen marka üzerinde oluşturulmuş bir anket sistemi ile, müşterilerin reklama karşı olan tutumları ve satın alma niyetleri gibi tüketici davranışlarında gerilla reklamlamanın etkilerini incelemiştir. Türkiye’de 18 yaşında ve üstünde olan 264 kişilik bir örnekleme uygulanmış bu anket sistemi ile



toplanan ilgili veriler, gerilla reklamlamanın etkisini sınınamak için kullanılmıřtır. Sonu olarak bu alıřma, gerilla reklamlamanın zelliklerini inceleyerek ve elde edilen veri yardımı ile etkililięini sorgulayarak ilgili literatre katkı sunmaktadır.

**Anahtar Kelimeler:** Gerilla Reklamlama, Geleneksel Reklamlama, Reklam Tutumu, Satın Alma Niyeti, Marka Gc

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## **CHAPTER 1**

### **INTRODUCTION**

In the most specific way, as defined by Kotler and Keller (2012) marketing is “meeting needs profitably” (p.5). This precise definition implies various important aspects including (i) assessing the needs, (ii) providing with the necessary tools to satisfy the needs, (iii) calculating the value that will be created for every party involved in the process and (iv) channeling the offering accordingly. Therefore, even with this brief definition of marketing includes substantial points. As a more extended definition, Kotler and Keller (2012) suggested that “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others” (p.5). At this juncture, since advertisement exposes people to its content and fills the daily lives of people, it has the highest strength of impression on consumers’ minds among all other marketing operations (Katke, 2007; Dahlén and Edenius, 2007). Within the four subgroups of marketing mix which are product, place, price and promotion, advertising is component of promotion stage that allows to create awareness about product or service and contributes purchase intentions of consumers. Nowadays, advertisements have become a significant method to promote what the companies offer and are utilized from while communicating (Abideen and Saleem, 2012). As the most noticeable marketing activity, advertising is proposed to create a sustainable brand equity and transfer the values of the brand to the consumer (Christodoulides and de Chernatony, 2010). Further, creative and innovative advertisements increase the likelihood of attracting the attention of the customer, which will bring, in return, strong brand association through shaping the perceptions (Aaker, 1991; Buil, de Chernatony, Martinez, 2013; Lavidge and Steiner, 1961). In his study, Bendixen (1993) addressed that advertising means a lot



when companies communicate with their both current and potential consumers.

Therefore, advertising means the points below:

- Create awareness of a new product or brand,
- Inform customers of the features and benefits of the product or brand,
- Create the desired perceptions of the product or brand,
- Create a preference for the product or brand,
- Persuade consumers to purchase the product or brand.

(Bendixen, 1993, p.19)

Terkan (2014) pointed out that advertising also helps firms to promote their products or services which can also allow firms to stimulate both current and potential consumers' demands for their products or services and finally generate higher profits.

On the other hand, while observing the method of advertising, Dahlén et al. (2009) pointed out that people have been exposed to the brands in traditional methods such as printouts, broadcasts, posters or billboards, nowadays, advertisers may use golf holes, bananas or face masks to advertise on. In response to ever evolving dimensions of the business ecosystem due to the both digitalization and globalization, companies have been bearing in their minds that they have to be more innovative and differential in their marketing applications in comparison to the existing traditional methods in order to act more competitive in this ecosystem (Bigat, 2012).

One of the distinctive methods of advertising, guerrilla advertising was initially developed by Levinson in 1984 whose concept is mainly based on unconventional, surprising, contagious, creative, unusual, funny, spectacular, innovative and eye-catching methods with a low budget that aims to construct powerful interaction between the companies and their both current and potential customers (Hutter and Hoffman, 2011; Nufer, 2013). Apart from traditional advertising, guerrilla advertising benefits from the senses of unexpected, extraordinary and easy-to-remember tactics. That's why, guerrilla advertisements messages are distributed with the aid of unconventional ways of communications such as streets instead of traditional ways like TV and radio (Margolis and Garrigan, 2008).

By these implications, if there is a likeable advertisement, it informs consumers about product or service, affects attitudes and desires of consumers (Lavidge and Steiner, 1961). In the meantime, Abideen and Saleem (2012) indicated that an advertiser's primary purpose is to reach both current and potential customers and effect their brand awareness, brand attitudes and purchase intentions.

Therefore, this thesis study aims to investigate the effect of guerrilla advertising on consumer behavior. In Chapter 1, research questions and the significance of the study are covered. Chapter 2 includes the theoretical background of guerrilla advertising, its development, its samples and hypotheses of the study. In Chapter 3, the methodology of the study is presented. Chapter 4 demonstrates and analyzes the outputs of the statistical test. Finally, study findings as well as limitations, managerial implications and further recommendations are presented in Chapter 5.

### **1.1. Research Questions**

This thesis focuses on the possible differential impacts of guerrilla advertising on consumers' behaviors such as their advertisement attitudes and purchase intentions, in comparison with traditional advertising. This study approaches the issue by knowing that the effect of guerrilla advertising is subjective and correlates with consumers' attitudes toward the brands and advertisements and their purchase intentions on the brands' products or services. Therefore, this study literally observes the effect of guerrilla advertising by taking advantages of consumers' brand attitudes originated from their experiences, advertisement attitudes and purchase intentions by being exposed both traditional and guerrilla advertisements of the brands. Thus, this thesis study investigates the responses of the research questions given below:

- 1) To what extent is guerrilla advertising effective?
- 2) Do consumers distinguish guerrilla advertisement and traditional advertisement from one another?
- 3) In what ways do consumer responses to guerrilla advertisement and traditional advertisement differ from each other?

## **1.2. Significance of the Study**

This study presents significance for researchers, marketers, advertisers and the others who aim differentiation on their advertising activities and must pay regard to competition while they have been witnessing an acceleration in digitalization all over the world. Firstly, it queries and investigates guerrilla advertising characteristics which have been implemented less frequently than traditional advertising characteristics in advertisements. Secondly, apart from most of the studies in literature, this study specifically observes and analyzes consumers' behaviors in response to both traditional and guerrilla advertisements of four well-known brands such as McDonald's, Ikea, Nike and Coca Cola which have different brand awareness, brand loyalty and brand strength on consumers' experiences. It mentions how guerrilla advertisements are distinguished and valued in consumers' perceptions, compared to traditional advertisements. Additionally, it makes a research about what these advertising efforts develop in consumers' attitudes toward advertisements and their purchase intentions which are crucial to consider for examining how guerrilla advertising is more favored than traditional advertising. Therefore, this study contributes to the development of guerrilla advertising as a more effective advertising method through conducting a study.

## CHAPTER 2

### LITERATURE REVIEW AND HYPOTHESES

In this chapter, there will be given wide coverage to literature that discusses the importance of advertising as an irreplaceable tool for marketing and its evolution, traditional advertising versus guerrilla advertising, guerrilla advertising characteristics, its reflection on consumer behavior, its implementation and its samples. On top of that, the hypotheses of the study will be given within the scope of the concept.

#### **2.1. Advertising as a Marketing Tool**

Marketing activities are employed by both small and large-sized enterprises. As Kotler and associates (1999) asserted that whether it is a large or small enterprise, local or international, well-known or unknown, marketing activities are so crucial for every organization to succeed. It is true that marketing activities are initially used by industrial companies in the early times (Kotler et al., 1999). However, dynamic nature of the business markets currently requires each company and/or organization to engage in marketing activities. Therefore, if organizations want to serve their customers by sensing their needs and through satisfying them in their most desired ways, they should consider marketing as among their priorities.

Among the marketing activities that organizations use as tools, as a part of the promotion mix, advertising is considered as the most known one, thanks to the impact it creates on the people's minds (Katke, 2007). Accordingly, advertising is widely used by the companies in order to boost the dimensions of their brand equity (Buil et al., 2013). It is proposed that advertising activities enhance consumer-based brand equity depending on the message type and invested amount (Wang, Yang and Liu, 2009). They help developing favorable brand associations in customers' minds as well as creating brand recognition (Cobb-Walgren et al., 1995;

Keller, 2007). Indeed, many scholars agree that as the amount spent to advertising activities increase, brand awareness levels will also increase (Yoo, Donthu and Lee, 2000; Bravo, Fraj and Martinez, 2007). American Marketing Association defines advertising as follows:

The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations, or ideas (as cited in Richards and Curran, 2013).

The definition indicates that advertising activities can be employed by various organizations through using persuasive messages towards purchasing by conveying them in any applicable tool. Therefore, defined as a practice of marketing, and a communication tool, delivering the necessary information regarding the goods and services, advertising aims at developing a favorable image of the brand as well as encouraging purchase intention (Park, Shenoy and Salvendy, 2008; Abideen and Saleem, 2012). It is true that no consensus has been achieved yet over the exact definition of advertising (Richards & Curran, 2002). However, the goal of advertising can be summarized as “utilizing the mass or new media to persuade the consumers to purchase goods and service” (Terkan, 2014, p.240). Advertising does that by creating impressions on the minds of the perceiver through using messages that include persuasive content (Katke, 2007; Jefkins, 1992). In other words, advertising is a “communications exchange between advertisers and consumers” (Ducoffe and Curlo, 2000, p.247). Therefore, within the competition in the marketplace, advertising allows not only consumers to be aware of the products but also companies to communicate with the consumers (Mehta, 2000).

Advertising has several advantages. It helps companies to promote their products and services. Therefore, advertising creates a chance for the companies to have increasing demands towards their products or services, which demands higher production levels and higher profits consequently (Terkan, 2014). Furthermore, advertising efforts may lessen the burden on the salespeople of the companies. Through advertising, companies can also build brand image through “positioning the brand in the mind of the consumer” (Meenaghan, 1995, p.27). For the

consumers, at the very first place, advertising creates awareness towards the brands and the products or services of the respective brands so that they become able to decide which one to purchase. Therefore, advertising possibly develops an incentive to purchase the product or service, it helps customers to save time on shopping (Bacik, Federko and Simova, 2012).

## **2.2. Advertising in the Globalizing World**

In the contemporary business setting, managers experience ambiguity in terms of how to locate and benefit from advertising (Tellis, 1988). In today's world, globalization is enlarging its scope with the developments in the areas such as technology and communication (Terkan, 2014). Especially, it can be argued that as globalization increases its level of influence, managers may be having even harder times in setting their marketing strategies and developing effective advertisement to differentiate themselves in the high competition. Indeed, it is being discussed that even the concept of advertising has faced a transformation with the advancements in technology in general and dynamic nature of internet specifically (Sinclair, 2015). It is because advertising has become a part of our everyday life and we can be exposed to it either while browsing on the internet or taking a bus (Terkan, 2014). Therefore, with the technological developments new mediums of advertising emerges. With the aid of the Internet and social media platforms, advertising costs less and enables customers to be reached more effectively (Gordon and De Lima-Turner, 1997). As Park et al. (2008) indicated, billboards and newspapers formed the first generation of advertising while radio and TV emerged as the second generation of advertising, followed by internet and mobile networks as the newest generation.

Tihinen et al. (2016) stated two issues that some companies struggle with: initially, newly industrialized countries are busy with the competitive manufacturing industry, which have quite low labor costs that end up with huge volume of job loss; secondly, the companies, sustaining its operations with traditional methods, are always challenged by their fully digital rivals. For instance, traditional companies have already lost most of their revenues to search engine companies.

### 2.3. Measuring Advertising Effectiveness

As a communication form to establish the connection between the brands and the consumers, advertising plays a major role on creating an image of the brands over the consumers' minds (Miller and Berry, 1998). As Abideen and Saleem (2012) stated that advertising is subdimension of promotion which is one of the 4P's of marketing. Although the main aim of advertising is boosting sales through affecting the buying behavior of the consumers, it may take longer times to see the immediate effects of the advertisements. It is because people develop knowledge about brands in their memories and it is subject to change in a positive or negative way in a frequent manner (Abideen and Saleem, 2012). This change can be manipulated through and dependent to how effective the advertisements are. Therefore, the effectiveness of the advertisement becomes the most crucial issue (Lavidge and Steiner, 1961).

In order to evaluate the effectiveness of the advertisement that will soon lead to predict the behavior of the consumer, Hierarchy of Effect Model was developed (Smith, Chen and Yang, 2008). The model proposes that the target consumers follow a sequential way in reacting to the advertisements and marketing messages. Accordingly, they first develop a thinking, which corresponds to the cognitive aspect, later a feeling, which corresponds to the affective aspect and finally a doing, which corresponds to the behavioral aspect (Bendixen, 1993; Wijaya, 2012).

Corresponding to the messaging of an effective advertisement, early on, at the end of 19<sup>th</sup> century, St. Elmo Lewis developed a model that was for salespeople to call attention (attention) in cognition stage, sustain interest (interest) and build appetite (desire) in affective stage, to succeed. Afterwards, Lewis attached a fourth step of action called "get action" to his original model which was going to be known as "AIDA" model, had been the most fundamental one for the models that measured how societies reacted to all the sales and advertising efforts, is also shown in Figure 1 (Barry, 1987; Barry and Howard, 1990).

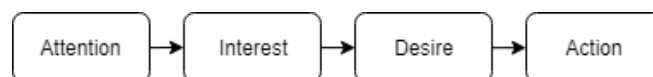


Figure 1. AIDA Expansion

Later, as indicated by Barry (1987), in 1911, Sheldon added “permanent satisfaction” as a fifth step evolved the model from “AIDA” to “AIDAS” is demonstrated in Figure 2 (p.99)

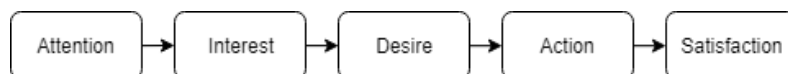


Figure 2. AIDAS Expansion

This step was considered as such a critical issue by Sheldon in order to comprehend how people sustained their attitudes, in terms of post-purchase process and he stated this circumstance as (as cited in Barry and Howard, 1990):

The great problem of salesmanship is so to master this fact that the customer, realizing his best interests are being served, is persuaded to make a purchase because you follow the right method. You do not try to make him take an action before you have stimulated his desire. (Sheldon, 1911, p.31)

Majority of advertising writers approved and applied Lewis-Sheldon hierarchical framework in their studies as AIDA model, even 60 years after their release date. After all, these early developments of the hierarchy of effects model shaped most of researchers, advertisers and salesmen’s efforts who modified the original model by attaching or erasing some stages. These efforts resulted with different types of AIDA model which had no verification at all. (Barry and Howard, 1990)

As one of the independently modified models from its antecedents and a pioneer of modern hierarchy of effects, Lavidge and Steiner’s model that has 6 steps, was established to measure the effectiveness of advertising and displayed in Figure 3. For Lavidge and Steiner, the main objective is to aid sales to be boosted, but all advertising cannot be shaped to provide prompt purchases for the people exposed to it. Thus, besides some short run advertising efforts, mostly this is a long-term effort in a manner of working from beginning with product “unawareness” to “actual purchase” (Barry and Howard, 1990). The model follows the corresponding stages:

1. This step firstly includes both awareness and unawareness of a customer towards a specific brand. Firstly, it stands for the potential customers who



are unaware of the existence of the product or service, or the ones who are solely aware of its existence (Lavidge and Steiner, 1961). In other words, as Sadeghi and colleagues (2013) indicated that this is the step where the brand owners should know how much the customer is aware of the product or service, trademark or organization.

2. These are the ones who know what the product or service has to offer (Lavidge and Steiner, 1961). In addition to that, Sadeghi et al. (2013) asserted that although the customer can be aware of the product or service, trademark or organization, he may not have enough information about what it offers.
3. Closer to purchasing the product, this is the step of investigating that who likes the product or service (Lavidge and Steiner, 1961).
4. In addition to their favorable attitudes, the potential customers who tend to prefer to purchase the product or service despite the substitutes (Lavidge and Steiner, 1961). According to Sadeghi et al. (2013), customers may like the product or service whereas this emotion is not enough for the product to be distinguished among its substitutes.
5. The last step before purchasing, this is the step for the consumers who desire to buy and are persuaded to take an advantage of rational selection (Lavidge and Steiner, 1961). Additionally, the brand owners must know that the customer is convinced that their product or service is the best solution for him (Sadeghi et al., 2013).
6. After persuasion of the potential customer, the brand owners must know that they present the most suitable path to gain the customer with their best possible prices and other differentiated features of their products or services. (Sadeghi et al., 2013) Thus, this is the step where the actual purchase happens (Lavidge and Steiner, 1961).

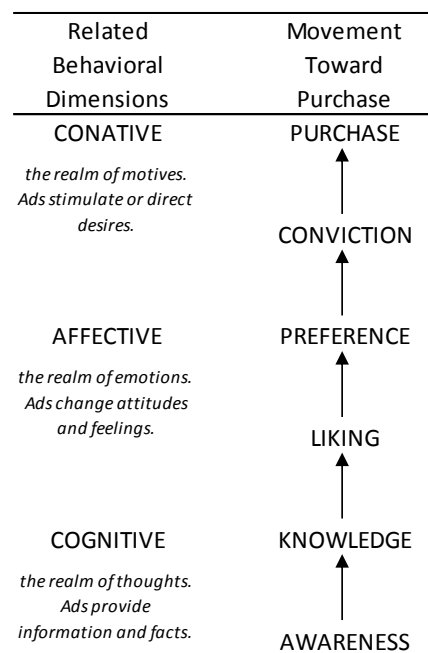


Figure 3. Model for measuring advertisement effectiveness. Adapted from “A model for predictive measurements of advertising effectiveness” by R. J., Lavidge & G. A. Steiner, 1961, *Journal of Marketing*, 25(6), 59–62.

Thus, in the process of constitution and design of messaging of advertisements, this model has a vital importance while determining the crucial steps for measuring consumer behavior toward an advertisement which leads to more rational and accurate output of advertising effort.

#### 2.4. What is Guerrilla Advertising?

As introduced in previous sections, there is a transformation in advertising industry toward digitalization. Therefore, changing dimensions of the business environment due to globalization encourage companies to think of more innovative approaches in terms of marketing compared to the existing traditional trends in order to sustain their comparative advantages (Bigat, 2012). However, it is also true that regardless of a need toward digital advertisements or keeping the advertisement at the traditional levels, there has been always a potential for guerrilla advertising. Initially developed by Levinson in 1984, the concept of guerrilla advertising includes innovative and distinct types of advertisements with a very low marketing budget, which all aim at building and sustaining a relationship between with the existing and potential customers (Hutter and Hoffmann, 2011). It represents the

ways of communication with the target audience with creative and sensational means which have the element of surprise in themselves with less amount of money spent (Simone, 2006).

Originally derived from the warfare terminology, guerrilla strategies in marketing and advertisement are based on conducting activities and seeking opportunities where and when the competitors are not expecting to happen (Margolis and Garrigan, 2008; Atkinson, 2014). As argued by Kotler (2003), guerrilla advertising has the aim to surprise the competitors, “the enemies”, in different fields. Therefore, guerrilla advertisements are recognized as different and unconventional ways of communicating the value to the customers (Ay, Aytekin and Nardali, 2010). In that sense, some scholars consider guerrilla techniques as the synonym with the term “unconventional marketing” (Buljubašić et al., 2016; Baack et al., 2008).

When first introducing the concept of guerrilla advertising, Levinson (1984) aimed at referring to increasing the number of messages that the customers are being exposed to with a minimum amount of expense (Prevot, 2009). Therefore, guerrilla advertisements have the aim of increasing the brand awareness and interest toward the products or services (Ay et al., 2010). They are the unconventional and non-traditional campaigns and messages that aim to create a “significant promotional effect- this at a fraction of the budget that traditional marketing campaigns would spend for the same goal” (Baltes and Leibing, 2008, p.46).

On top of traditional advertising tools, guerrilla advertising tools use unexpected, extraordinary and easy-to-memorize tactics to approach the customers. In that sense, while traditional advertising is benefiting from ordinary means of media such as print, TV and radio, guerrilla messages are being conveyed through non-traditional ways, such as on-street or out-of-home strategies (Margolis and Garrigan, 2008). Therefore, in guerrilla strategies, the issues of how to deliver the message and how to approach to the customers are more important than what to deliver. More specifically, guerrilla advertising focuses more on how to deliver the message to increase brand awareness, which allows adding creative instruments to increase the effectiveness of the advertisements and messages.

As proposed by Baltes and Leibing (2008), there are seven principles of guerrilla advertising strategies, derived from the guerrilla warfare tactics. First principle proposes focusing on the resources such as time and place to attain superiority for a temporary time. This principle is different from the traditional advertising approaches in the sense that it does not focus on attaining superiority all the time. Second principle suggests selling of the idea behind the strategy together with the product so that the idea and the product has a perfect match. Third principle underlines identifying the patterns while fourth principle indicates looking for synergy opportunities. Fifth principle suggests “outsmarting any perception filters” present in the target consumer group while the sixth principle proposes not following “the direct way” (p. 48). The final principle indicates being responsive from time to time. As these principles stress out, “guerrilla advertising tries to target the emotional aspects of a buying decision by differentiating a product on an ideological level rather than a functional level” (Baltes and Leibing, 2008, p.49)

In this direction, Levinson (1998) introduced the main differences between guerrilla advertising and traditional advertising. The differences are listed below, adapted from Bigat (2012):

- While budget is needed for traditional advertising, in guerrilla advertising there is no need for money if you do not have.
- Traditional advertising creates confusion on consumers’ minds while guerrilla advertising approaches with clarity.
- The subconscious and tiny details are not cared by traditional advertising, on the contrary, guerrilla advertising does.
- Traditional advertising pays regard to end of the month bills whereas guerrilla advertising watches out the consumer relationships and interactions.
- While traditional advertising does not take technological development into account at all, guerrilla advertising takes advantage of it.
- Traditional advertising targets large groups nevertheless guerrilla advertising targets smaller ones and individuals.

- After the actual sale, consumers are forgotten in traditional advertising when consumers are always followed that allows minimizing the risk of losing customer in guerrilla advertising.

As it is listed above, Bigat (2012) mainly addressed that guerrilla advertising differs from traditional advertising in terms of its budget, messaging method, target group, view of competition and customer relationship management.

### **2.5. Why Guerrilla Advertising?**

Guerrilla advertising is an important tool for communicating with the customers. In his milestone book, *Guerrilla Marketing Weapons*, Levinson (1990) defined guerrilla advertising techniques as weapons that enable companies to contact with the customers as well as enhance their quality and credibility while transferring their value. He underlined that guerrilla advertisements work better when they are supported by other techniques, and in order to use them effectively, companies should not be “amateurs” in terms of competition. In that sense, guerrilla advertisements aim to increase profits of the companies by ensuring that amount of energy, time and money spent on the efforts will definitely pay off (Levinson, 1990). From the view of the practitioner, the main objective of guerrilla advertising is to maximize the society’s attention in a firm’s product or service whereas it minimizes the cost of advertising which allows marketers to achieve distinct, surprising and original implementation of advertisements with a small expenditure. Initially, guerrilla advertising was for small companies, which cannot afford to spend high amount of money on marketing activities, in order to compete with larger ones that have larger budgets (Kotler, 2007; Bigat, 2012). Yet, within the scope of evolving business and economic conjuncture, not only small firms but also bigger ones investigate advertising methods to provide highest output with smaller budgets in their advertising activities. Under these circumstances, guerrilla advertising becomes an inevitable tool in this manner (Bigat, 2012).

### **2.6. Characteristics of Guerrilla Advertising**

The impact of guerrilla advertising is argued to depend on some factors to differentiate the brand from on the way to achieve and influence the target audience (Tam and Khuong, 2015). In their study, Tam and Khuong (2015) argued that

novelty, surprise, clarity, aesthetics, humor and emotional arousal are the independent variables that motivate purchasing intention in Generation Y. For the purposes of the current study, novelty, surprise, clarity and humor will be discussed further in detail.

**Novelty:** Since guerrilla advertising relies on creativity, effective guerrilla advertising requires uniqueness even though the product or service being offered is not creative (Tam and Khuong, 2015).

**Surprise:** The core element of guerrilla advertising is argued to be the power that will make the target audience feel extraordinary and amazed. With the element of surprise, companies that use guerrilla advertising techniques aim to attract the attention of the customers so that the customer will stop whatever he/she is doing and convert his/her attention to the surprising message (Tam and Khuong, 2015). Tam and Khuong (2015) also argued that the guerrilla message would take more attention if there is a highly incongruity between what is expected and what is delivered in the message, which will eventually trigger the curiosity towards buying the product or service. Guerrilla strategy is up to unexpected situation since it attracts consumers attentions by settling unusual objects in abnormal places or abnormal timing (Farouk, 2012).

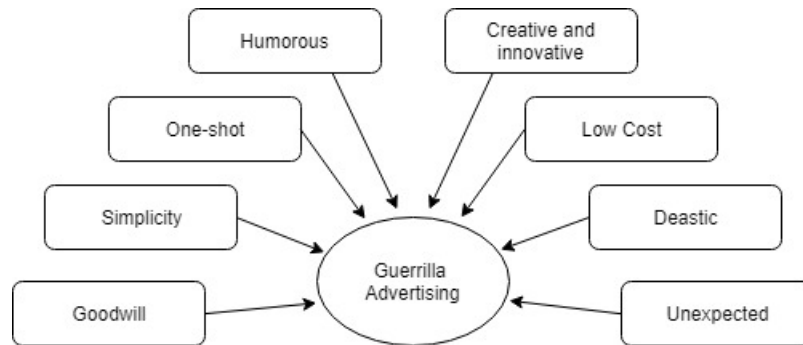
**Clarity:** For the perceiver to get the message and develop a purchasing intention towards the related product or service, the message should be clearly inserted (Tam and Khuong, 2015). Farouk (2012) pointed out that it is more efficient to attract consumers' attention by placing simple idea design within guerrilla advertising.

**Humor:** Humor is one of the key factors in advertisement, which is also argued to be a motivator in developing positive brand images in consumers' minds as well as creating purchasing intention (Eisend, 2011). In guerrilla advertising, humor is also an inseparable part in delivering unexpected and effective messages (Tam and Khuong, 2015).

**Relevance:** As Tam and Khuong (2015) pointed out, the message conveyed by guerrilla techniques should not only be relevant within the ad but also be relevant for the brand. That is, an advertisement may be surprising, clear and humorous but may not be displaying any correlations with the product or service being delivered

and/or not reflecting to the brand identity. Therefore, only together with other factors, relevance will guide the consumer to shift his/her attention to the product.

In addition to the factors that are categorized by Tam and Khuong (2015), in his study, Yıldız (2017) tested the characteristics of guerrilla advertising presented by Farouk (2012) as below:



*Figure 4.* Features of Guerrilla Advertising. Adapted from “The Role of Guerrilla Marketing Strategy to Enrich the Aesthetic and Functional Values of Brand in Egyptian Market” by F. Farouk, 2012, *International Design Journal*, 2(1), 111-119.

**One-shot Game:** It refers that the campaigns are performed in limited period of time meanwhile the consumers comprehend that this concept should not be applied again (Farouk, 2012).

According to another opinion, Nufer (2013) stated that guerrilla advertising must have the following characteristics:

- Unconventional,
- Surprising,
- Contagious,
- Original/creative,
- Cost-efficient/effective,
- Unusual/atypical,
- Cheeky/provocative,
- Funny/witty,
- Spectacular,
- Flexible.

Apart from the factors explained by Tam and Khuong (2015), this model underlines that guerrilla techniques focus more on human psychology, behavior and creativity rather than large spendings and therefore, these efforts are low-cost (Levinson, 1998).

## **2.7. Implementation of Guerrilla Advertising**

As the basis of these factors, Levinson and Rubin (1996) stated the road map of guerrilla strategies to be implemented as (1) creating a database where there should be detailed information regarding the both external environment and internal environment, (2) having the SWOT analysis of the business to see advantages and disadvantages of both the company itself and the close competitors, (3) choosing the accurate marketing weapon to address the SWOT analysis, (4) designing a calendar that shows which weapon to be implemented when, and (5) conducting counter attacks as response to the actions taken by the rivals (as stated in Onurlubaş, 2017).

## **2.8. Means of Guerrilla Advertising**

In his milestone book, *Guerrilla Marketing Weapons*, Jay Conrad Levinson (1990) specified means and effective tools of guerrilla advertising. He underlined that guerrilla advertising weapons will be effective only if they are used as complimentary techniques together with other marketing tools and it is crucial to determine the priority and the sequence of the tools that will be used. It reflects to the idea that since guerrilla advertising techniques include creative and unexpected components, exposing the target audience with all the extraordinary messages may create a downturn, which may not create the desired effect.

As Simone (2006) suggested, guerrilla benefits from various means together such as marketing, advertising, public relations to promote value. In addition to the effective advertising and marketing tools that were explained in the previous sections, Levinson (1990) indicated the important means of guerrilla advertising that will pave the way for it to success such as packaging, contests, gift baskets, audiovisual aids, décor and music. Each mean contributes to the creativity aspect of guerrilla advertising and pursues to add value to the cunning strategies on the way to attract the customers and raise brand awareness (Levinson and Lautenslager,



2009) when the target is not conscious about being exposed to any advertising means.

Apart from Levinson (1990)'s weapons of guerrilla advertising, admitting the fact that it is hard to determine the strict boundaries of such a term that is highly associated with creativity, Chionne and Scozzese (2014) classified the tools that are being commonly used in guerrilla advertising and marketing under 4 categories: (1) viral communication, (2) ambient and sensation, (3) ambush and (4) word-of-mouth.

Viral communication refers to the rapid and spontaneous spread of the messages that eventually make the target audience speak about it (Chionne and Scozzese, 2014). With viral communication techniques, companies and brands acquire the chance to transfer their messages in reduced budgets (Kaplan and Haenlein, 2010). Chionne and Scozzese (2014) pointed out that with the technological advancements, common use of social media platforms and electronic devices let viral communication be even more immediate, have stronger impact and happen to be in shorter period of times. They also included buzz marketing as a part of viral communication tools due to the fact that "having a preview of the products and services" creates curiosity and people start to talk about the product or service (p.157).

Ambient and sensation refers to communication by using of all elements in the external environment to attract the attention of the customer (Chionne and Scozzese, 2014). Literature also has a definition for ambient marketing as "the placement of advertisements in unusual and unexpected places, often with unconventional methods and, above all, for the first time" (Luxton and Drummond, 2000, p.735). Since it includes unusual, unexpected and a priori elements, it makes sense to relate the concept with guerrilla advertising and unconventional advertising. The ambient techniques in advertising can be preferred because they trigger "unique emotions" in the target audience that will help them building positive association with the brand, enhance the customer's experience and lead customer learning and trying the brand (Chionne and Scozzese, 2014, p.157).

According to Chionne and Scozzese (2014), ambush is an important mean of guerrilla advertising since it aims to boost awareness in an aggressive manner

with sponsorships. Finally, they explained word-of-mouth as the fourth fundamental tool in the sense that extraordinary, original and innovative products and services have the higher tendency to circulate among customers.

## **2.9. Guerrilla Advertising and Its Significance**

It is suggested that guerrilla concept in business has recently gained more significance due to the fact that guerrilla messages reflect well to the changing demand and consumption patterns of the customers (Yıldız, 2017) although mainstream companies still favor the traditional marketing methods (Levinson, 1990). Moreover, it is being argued that the effectiveness of the traditional advertising tactics is in the pace of a decline (Van den Putte, 2009). It is argued that the customers are developing more negative attitudes towards advertisements due to the “increasing ad clutter” (Dahlén and Edenius, 2007, p.33). Too much exposure to advertisements create frustration of customers in terms of their purchasing behaviors and due to wear-out effect, customers get used to the same time of advertisements (Hutter and Hoffmann, 2011).

In their study, Ha and Litman (1997) proposed that as the number of advertisements in the magazines increase, the effectiveness of the advertisement declines together with the revenue that the magazine generates. They supported their findings with the law of diminishing returns which states that after a certain point of time, the output produced by the input does not increase as it increased at the initial stage (Ha and Litman, 1997). Therefore, traditional marketing and advertising tools are argued to reduce their impacts while new advertisement techniques and communication tools have started to be adopted in order to cope with this issue (Hutter and Hoffmann, 2011). By placing the advertisement messages in non-traditional ways, consumers will not be aware of the fact that they are exposed to advertisement (Dahlén and Edenius, 2007). It is also found by the previous studies that as the consumer is more aware of the advertisement, meaning that if the advertisement includes a content that is highly focusing on persuading the consumer, the consumer becomes less likely to participate to the advertisement (Nordfalt, 2005).

## **2.10. Use of Guerrilla Advertising**

With the emergence of guerrilla advertising techniques, both small and medium sized enterprises as well as large businesses have started to benefit from the effectiveness of such advertising tools. With periodical, effective, unexpected and creative attacks, small and medium enterprises can attain comparative advantage over their rivals (Ay et al., 2010). In that sense, guerrilla advertising and marketing are argued to be more suitable and widely used by small businesses rather than medium sized or large enterprises (Bigat, 2012). By definition, guerrilla strategies do not need excessive amounts of marketing budget. This nature of guerrilla advertising leads small businesses to use these techniques more frequently compared to larger businesses. However, it is argued in the literature that as using guerrilla advertising in marketing becomes even more common with its recognized success and effect, small businesses have started to face with challenges in applying these techniques due to their respectively limited marketing budgets compared to bigger players in the industries (Kaenging and Yazdanifard, 2013).

## **2.11. Examples of Guerrilla Advertising**

It is possible to see the examples of guerrilla advertising widely being used by the small companies and known brands. There are the efforts regarding the examples of guerrilla advertising as such:

**Mc Donald's Pedestrian Way:** Mc Donald's uses its iconic French fries to mark the pedestrian way on the traffic.

**Nivea's Sofa:** With the guerrilla advertising of Nivea, it is said that if you use Nivea, you will get rid of your cellulites. One side of the sofa is rather holey to represent a skin with cellulites while the side of Nivea is smooth.

**Frontline's Ground Image:** Frontline, which produces sprays for dogs to help them get rid of any flea and yuck covered the floor of a mall with a big image of a dog and as people pass by, it is seen that the dog is distracted by the fleas.

**Ugly Betty's Cartoon Bag:** In order to emphasize how ugly the movie character Ugly Betty is, the producers placed a cartoon bag on the billboard that displays the schedule of the TV show to be aired.

**Elidor's Horse Clothes:** Traditionally, healthy and skinny hair is associated with the tail of the horse and even there is a hair model called ponytail. Elidor successfully referred with horse advertisement on its clothes to that resemblance.

**Coca Cola's Cold Bus Station:** As a reference to how cola is cold and refresher, Coca Cola transformed a bus station into a snowy and almost frozen place. Additionally, there are hoarfrosts dangling from the roof and on the top of the roof, there are settled a "BRRR" statement on it to support the idea of being so cold and refresher.

**IKEA's Living Sofa:** Ikea preferred to settle a real sofa and other sitting room furniture in metro as a rest point. There were also stickers on the wall as a background to feel pleased as if the consumers feel themselves at their own houses.

**Nike's Sportive Garbage:** As it can be accepted as social responsibility project, Nike mounted basketball hoops above the garbage bins. By this means, throwing a garbage had never been so enjoyable.

**Mondo Pasta's Delicious Ropes:** In order to express how its spaghetti is delicious, Mondo Pasta preferred the Hamburg Harbor as one of the frequently visited places in Germany. There, the company places huge stickers of pleased and satisfied faces as if they are eating spaghettis instead of the ropes.

**UNICEF's Unhealthy Vending Machine:** UNICEF tries to attract people's attention and make them be aware of the places suffering from water shortages and diseases. To this end, UNICEF uses vending machine. In return for 1 dollar, people can select a bottle of water which has one of the listed diseases' germ inside. All in all, the consumer does not purchase a bottle of water, but UNICEF creates wonder and question marks in people's minds.

## **2.12. Discussions and Ethical Issues Regarding Guerrilla Advertising**

Although guerrilla advertising is evaluated as a successful method in capturing the needs of the customer by recognizing that marketing is dynamic with its different techniques and understanding compared to the traditional marketing applications, they may not result with expected success in increasing brand awareness and purchase intentions of the customers at the end (Kaenging and Yazdanifard, 2013). It is because since guerrilla strategies require innovative and

shocking attacks, it can be argued that there can be some negative perceptions that may lead to negative consequences (Kaenging and Yazdanifard, 2013).

Accordingly, the literature mainly argues that since guerrilla messages contain the effective use of emotions with the element of surprise and humor, they can also be perceived as unethical by the target audience, especially the advertisements in which fear and horror are used if they are not implemented in a correct way (Ay et al., 2010). In their article, Hyman and Tansey (1990) discussed the ethics issue with reference to psychoactive advertisement and messages. They argued that the advertisements which mainly have the aim of arousing emotions, may cause the perceivers to feel nervous, stressful, anxious and disturbed rather than feeling entertained or happy.

Another side-effect of guerrilla advertising can derive from its rapid spread. Although it is discussed that one of the key factors that lead guerrilla messages to achieve success among the consumers is its immediate and quick spread, it may also create a disadvantage. It is advocated that it is risky for the businesses to apply guerrilla advertising techniques since if they are perceived in a negative or wrong way, the negative experience for the consumers will also spread at a very high speed as well (Yıldız, 2017).

**Kill Bill's Bloody Release Day:** There is blood leaking from under the cabin in a toilet, if the door is opened, the viewer sees a sticker that indicates the release date of the film. Ay et al. (2010) stated that this type of horrifying scene is ethically questionable, it may end up with psychological effects for people, especially for kids.

**CSI: Miami's Highly Charged Release Day:** Another problematic example of guerrilla technic applied in an advertisement is shown above. In Singapore, crime scenes resembling to the scenes in CSI TV series, were arranged and a dead man's lower body was seen under the toilet cabin. While getting closer to the door, the exact date of the new episode of the related TV series was seen on yellow tapes.

### **2.13. Guerrilla Advertising Effect on Consumer Behavior**

Abideen and Saleem (2012) asserts that advertiser's main objective is to reach both current and potential customers and impress their brand awareness,

brand attitudes and purchase intentions. First of all, brand awareness is the power of the brand impact in memory which allows consumers to distinguish the brand in any circumstance (Rossiter and Percy, 1987). Keller (1993) specified that it is the likelihood and easiness of a brand name coming to customers mind. Brand awareness consists of brand recognition and brand recall. Meanwhile, brand recognition is ability for consumers to remember the brands when they are exposed with the aid of the brand's previous exposures, brand recall is ability for consumers to bring the brands to their minds when they need something that were supplied by these brands (Keller, 1993). In this manner, to explore the effects of guerrilla advertising on brand awareness, Yıldız (2017) stated that guerrilla advertising has a positive impact on brand awareness in his study while Mughari (2011) found a favorable relationship between guerrilla advertising and brand awareness.

Besides its effect on brand awareness, advertising has another objective, to construct positive brand attitude, which is realized with the aid of liked advertisement (Percy and Rossiter, 1992). Advertisement attitude, often called as ad attitude, as a source of liked advertisement, is a tendency to respond to liked or un-liked way to advertisement during an exposure (Lutz, 1985). In other words, after consumer is exposed to an advertisement about the brand or brand's product or service, once likeness is developed then the brand is preferred (Goldsmith and Lafferty, 2002). As Biel and Carol (1990) stated that likeable advertisements have an impression on conviction since these likeable advertisements directly affect the emotional parts of consumers' attitudes towards the brand. As argued by Homer and Yoon (1992), advertisements create affective and cognitive responses. Cognitive responses contain judgments of subjects playing parts in advertisements such as believable and imaginative, meanwhile affective responses include emotions of subjects settled in advertisements such as pleased and offended, during exposure (Burke and Edell, 1989). In detail, Burke and Edell (1989) sorted that attractive, cheerful, creative, humorous, convinced and interested are some of the sample positive attitudes and feeling developed while being exposed ad. In their study, Ang and Low (2000) specified that relevant, unexpected and positively responded advertisements are more likeable to serve to ad creativity which can be accepted as unaltered features of guerrilla advertising. From a different point of

view, Tam and Khuong (2016) pointed that if an advertisement includes humor, aesthetics and surprise, this situation leads to a more positive attitude towards the ads and the brands. Additionally, Goldsmith and Lafferty (2002) stated that one of the advertiser's aim is to create positive attitude towards the ad. So, as a likeable advertisement, effective advertisement provides information about the good or service, affects attitudes and feelings and energizes consumers' desires (Lavidge and Steiner, 1961). Therefore, this study suggests that:

**Hypothesis 1:** Guerrilla advertisement is expected to receive responses that are more favorable compared to traditional advertisement by consumers such that:

- a) Positive ad attitude is going to be higher for guerrilla advertisement in comparison to traditional advertisement.
- b) Negative ad attitude is going to be lower for guerrilla advertisement in comparison to traditional advertisement.

**Hypothesis 2:** Ad likability is going to be higher for guerrilla advertisement in comparison to traditional advertisement.

If consumers are aware of some brands equally, they assess the brands and base their brand preferences regarding to their evaluations, this is what called as "brand attitude" as a whole (Percy and Rossiter, 1992). From another view of the issue, brand attitude is a consumer's total assessment of a brand and usually set up a substructure of brand preference which also depends of specific features and benefits of a brand (Wilkie, 1994; Keller, 2006). If consumers have not any attitude toward a brand, focusing on building a brand attitude is required firstly. If there is a poor or middle level attitude toward a brand, it is an obligation to strengthen it (Percy and Rossiter, 1992).

As Mitchell and Olson (1981) pointed out, attitude toward the advertisement guides brand attitude and purchase intention. Consequently, a nice advertisement leads a consumer to establish positive brand attitude and this advertisement may provide higher frequency of purchases and brand loyalty. De Pelsmacker and colleagues (2013) asserted that it is compulsory for the brands with well-established brand attitudes to protect their brand attitudes in order to sustain their consumer loyalties. Moreover, high brand loyalty brings reduction to the marketing

spendings, attracts new customers and help gaining time against threats coming from competitors (Aaker, 1991). From consumer point of the view, loyal consumers cheerfully recommend the purchased product or service to other people as if they are the brands' ambassadors (Świtała et al., 2018). In this context, as brand loyalty implies purchasing the product or services of the brand continuously, it is important to investigate the determinants that affect this phenomenon.

Accordingly, Niazi and colleagues (2012) asserted that positive emotional responses stimulate consumer's buying decision. If an advertisement is positively responded and served with relevant, unexpected, humor, aesthetics and surprise, it also increases purchase intention (Eisen et al., 2014; Tam and Khuong, 2016; Ang and Low, 2000).

As specific to guerrilla advertisement research, Yıldız (2011) demonstrated in his study that guerrilla advertising has significantly positive influence on consumers' purchase intention as well with its unexpected, surprising and creative components. Additionally, Nawaz and associates (2014) also found that guerrilla characteristics on advertising have significant effect on consumer's buying decision. Therefore, this study suggests that:

**Hypothesis 3:** Guerrilla advertisement is more likely to trigger purchase intention compared to traditional advertisement.



## **CHAPTER 3**

### **METHODOLOGY**

In this chapter, methodology of the study will be presented. The study was conducted through applying a questionnaire (see Appendix A) to the participants after informing them that the participation was voluntary. Participants participated to the survey through online platforms. Before conducting the main study, in order to see whether the questionnaire was developed in a clear, understandable and feasible way, a pre-test was applied. According to the feedbacks received, minor changes were applied such as making the advertisement pictures that were used in the study a bit bigger, designing the questionnaire in a more user-friendly way and omitting some adjectives which were used to measure brand attitude and ad attitude since they had similar meanings. Therefore, the main study was applied. In the main study, four well-known brands (Coca Cola, McDonald's, Nike, IKEA) and two types of their advertisements were used: One advertisement to indicate traditional advertising, one advertisement to indicate guerrilla advertising. Participants received a questionnaire set including advertisements of one of these 4 brands. After answering the demographic information, participants were first asked to reflect their opinions about the brand, later evaluate the traditional and guerrilla advertisements they saw belonging to this brand and finally state their opinions about whether they liked the advertisements and whether they develop any purchase intention toward the brand or not. Additional space was provided for the participants to reflect their opinions about the survey they took. Details will be further explained in the following sections.

#### **3.1. Study**

In order to investigate the effect of guerrilla advertising on the study variables, Paired Samples t-test was applied. The reason why this method was used is that each participant evaluated both the traditional advertisement and guerrilla

advertisement on the same variables. Therefore, the study had a within subject design. The variables investigated were ad attitude (measured by 3 different adjective groups including positive adjectives, negative adjectives and adjectives used for manipulation check), like or dislike toward the advertisement and purchasing intention toward the brand.

### **3.1.1. Participants**

Sample of the study included 264 participants, 60.6% of them being women and 39.4% of them being men. The participants were recruited from online platforms as well as through snowball sampling technique. There were no specified qualifications for the sample group except for the minimum age of 18 years. Therefore, the minimum age of the participants was 19 while the maximum age was 50 ( $M=26.97$ ,  $SD=4.96$ ). The educational background of the participants ranged from associate degree to graduate degree. Participants were also asked to indicate their monthly earnings. In that sense, 22.7% of the participants expressed that their monthly earnings fall at the classification of 4001-6000 Turkish liras. However, 18.8% of the participants indicated that their monthly earnings are in the range of 0-1000 Turkish liras, which may mostly be the student group, while 18.4% of the participants revealed that their monthly earnings are somewhere between 1001-2000 Turkish liras. The following table demonstrates the details regarding the demographic characteristics of the sample of the study.

Table 1

*Demographic Characteristics of the Sample*

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Mean</b>	<b>SD</b>	<b>Range</b>
<b>Gender</b>					
Male	104	39.4			
Female	160	60.6			
<b>Age (Years)</b>					
18-24	79	29.9	26.97	4.96	19-50
25-30	146	55.3			
31-40	32	12.1			
41 and older	7	2.3			
<b>Education Background</b>					
High School Degree	6	2.3			
Associate Degree	1	0.4			
Bachelor's Degree	152	57.6			
Master's or PhD Degree	105	39.8			
<b>Monthly Earning</b>					
0-1000	48	18.2			
1001-2000	47	17.8			
2001-3000	25	9.5			
3001-4000	26	9.8			
4001-6000	58	22.0			
6001-8000	30	11.4			
8001-10000	18	6.8			
Higher than 10001	12	4.5			
<b>Company Advertisement</b>					
Coca-Cola	67	25.37			
Mc Donald's	67	25.37			
Nike	65	24.62			
IKEA	65	24.62			

**3.1.2. Measures of the Study**

In the questionnaire applied to the participants to test the study hypotheses, there were 3 main sections. First section includes questions about the brand. These questions include items related to brand awareness, brand loyalty and adjectives related to the overall brand attitude for the respective brand (Coca Cola, Mc Donald's, Nike or IKEA). The second section includes items to measure the perceptions of the participants through adjectives after seeing the traditional and guerrilla advertisements of the respective brand, same brand that they responded in section one together with their opinions about whether they like the advertisement or not. In the final section, the participants were asked to state their purchase intentions accordingly. All participants participated to the survey voluntarily. The questionnaire can be found in the Appendix A.

### 3.1.2.1 Brand Strength Scale

In order to see the participants' perceptions about the well-known brands used in the study (Coca Cola, McDonald's, Nike and IKEA), their brand strengths were measured. The participants see brand logo of either one of the brands and evaluated the brand strength of the respective brand depending on their own perceptions. The study acknowledges that brand strength construct involves 3 dimensions: brand awareness, brand loyalty and brand attitude.

Within the study, brand awareness and brand loyalty were measured through one scale that is composed of items from literature as well as self-constructed items. Overall, the scale measuring brand awareness and brand loyalty consisted of 14 items. To measure brand awareness, 5 items were chosen from Yoo & Donthu (2001) and 2 items were chosen from Rajh (2002). In addition, 2 items were self-constructed. To measure brand loyalty, 3 items were chosen from Yoo and Donthu (2001) and 2 items were chosen from Bobalca and associates (2012).

Brand attitude was measured through using 7 adjectives. The participants were asked to rate the brand based on these adjectives on 5-Point Likert scale. The adjectives were adapted from Yılmaz and associates (2011) and Spears and Singh (2004) to measure attitude toward brand.

In order to see whether used scales were operational and reliable or not, reliability analysis was applied. The following table presents the results:

Table 2  
*Reliability Analysis for Brand Strength*

Construct	Item Number	Cronbach's Alpha
Brand Awareness	9	0.87
Brand Loyalty	5	0.92
Brand Attitude	7	0.90
Brand Strength	21	0.92

### 3.1.2.2. Ad Attitude Scale

After measuring the perceptions of the participants regarding the brands, their attitudes towards the advertisements they saw was measured through using adjectives on a 5-Point Likert Scale. The adjectives were selected from Edell and Burke's (1987) work that measured the feelings towards the advertisements by using adjectives. They argued that including advertising, emotions become very

crucial and powerful indicators of feelings in many areas (Edell and Burke, 1987). They categorized adjectives in 3 groups: upbeat, negative and warm.

The adjectives used in this study were adapted from the groupings of Edell and Burke (1987). Seven adjectives were chosen to measure positive attitudes toward the advertisements while 3 adjectives were chosen to measure negative attitudes. Moreover, 3 adjectives were also added in the measurement to reflect the main characteristics of guerrilla advertising (surprising, thought provoking, unexpected). These adjectives were considered to be used as manipulation check to see whether the advertisements were selected in a proper way to portray the characteristics of guerrilla advertising. Overall, 13 adjectives were used. The participants were asked to evaluate both traditional advertisement and guerrilla advertisement on the same items.

The reliability analysis of this ad attitude scale that measures feelings towards adjectives was conducted for both the traditional advertisements and guerrilla advertisements. The results were produced below:

Table 3  
*Reliability Analysis for Ad Attitude*

<b>Construct</b>	<b>Item No</b>	<b>Cronbach's Alpha</b>
Ad Attitude (Traditional Advertisement)	13	.82
Ad Attitude (Guerrilla Advertisement)	13	.91

### **3.1.2.3. Ad Likability Scale**

After seeing the advertisements, the participants were asked to state whether they liked the advertisements or not on a 5-Point Likert Scale. The scale was self-constructed and consisted of 3 questions. The reliability analysis of this measure was also conducted separately for both the ad likability of the traditional advertisements and guerrilla advertisements. The results were produced below.

Table 4  
*Reliability Analysis for Ad Likability*

<b>Construct</b>	<b>Item No</b>	<b>Cronbach's Alpha</b>
Ad Likability (Traditional Advertisement)	3	.95
Ad Likability (Guerrilla Advertisement)	3	.97

### 3.1.2.4. Purchase Intention Scale

As the final important construct of the study, purchase intentions after seeing the advertisements were measured by using 7 items on a 5-Point Likert Scale. The scale used included items from literature as well as self-constructed items. 2 items were adapted from Yilmaz and associates (2011) and Spears and Singh's (2004) works as well as 3 items from Yoo and Donthu (2001). 2 items were self-constructed.

The reliability analysis of this purchase intention scale was conducted for both the traditional advertisements and guerrilla advertisements. The results are presented below.

Table 5  
*Reliability Analysis for Purchase Intention*

<b>Construct</b>	<b>Item No</b>	<b>Cronbach's Alpha</b>
Purchase Intention (Traditional Advertisement)	7	.93
Purchase Intention (Guerrilla Advertisement)	7	.94

### 3.1.3. Traditional and Guerrilla Advertisements' Visuals

After evaluating the respective brand's strength, the participants were exposed to samples of traditional and guerrilla advertisements of this certain brand. The reason why these brands were picked is that companies like Coca Cola, McDonald's, Nike and IKEA are mostly regarded as companies that are highly involved in interactive and creative advertising (Iqbal and Lohdi, 2015). The visuals of these brands were displayed all at once at the same time within a single row. Further, against the possibility of visual sequence might distort the perceptions, for each of the brand, 2 conditions were developed: Either seeing the traditional advertisement at the first place or guerrilla advertisement at the first place. Overall, 8 conditions were designed. Within the questionnaire:

- For McDonalds, an image including a modified McDonalds logo as a traditional advertisement visual and an image, also specified in "Examples of Guerrilla Advertising" section, displaying a pedestrian way inspired by Mc Donald's iconic French fries as a guerilla advertisement visual were used.

- For Coca Cola, an image containing a message of “Open cover to happiness” next to a bottle of cola as a traditional advertisement and an image, also explained in “Examples of Guerrilla Advertising” section, showing a snowy bus station which specifies how its colas are cold and refresher, also have a cola background as a guerrilla advertisement were used.
- For Nike, an image including a message of “Put all in” above its logo as a traditional advertisement visual and an image, also takes a part in “Examples of Guerrilla Advertising” section, demonstrating a garbage bin resembling a basketball hoop and carrying Nike logo as a guerrilla advertisement were used.
- For IKEA, an image informing a price discount of its products as a traditional advertisement and an image, also interpreted in “Examples of Guerrilla Advertising” section, demonstrating a real sofa in front of a wall that imitates an internal design of a real house and shows IKEA logo as a guerrilla advertisement were used.

## CHAPTER 4

### DATA ANALYSIS AND FINDINGS

This chapter includes the analysis procedure of the study as well as the results. Firstly, data screening and descriptive information regarding the variables of the study will be explained. Later, the analyses to test the hypotheses of the study will be presented.

#### **4.1. Data Screening**

After the collection of the data, all data was transformed into SPSS. The data was examined in terms of any missing values or outliers. No outliers or missing values were determined.

Before the main analysis, the data was also investigated for whether there is any careless respondent or not. The repetitive responses were colored to track any repetition for a single participant in the whole questionnaire. However, as no participant was found giving the same answers throughout the whole questionnaire, all answers were kept in the analysis. Therefore, the analyses were conducted on the total number of 264 participants.

#### **4.2. Exploratory Factor Analysis on Study Measures**

Before starting the analysis, Exploratory Factor Analysis (EFA) was conducted for both the scale measuring Brand Strength and Ad Attitude constructs of the study. The results are presented in the following sections.

##### **4.2.1. EFA on Brand Strength Construct**

In order to see whether Brand Strength as a construct is actually composed of 3 dimensions, Exploratory Factor Analysis was applied. EFA was conducted using Maximum Likelihood Method with Varimax rotation. Small coefficients (below .40) were suppressed. As predicted, the analysis results showed that 3 factor



loadings and these 3 factors explained 57.68% of the total variation. The factor loadings are presented in the table below.

Table 6  
*EFA for Brand Strength*

Items	Factor Loadings		
	Factor 1	Factor 2	Factor 3
1		0.69	
2		0.72	
3		0.71	
4		0.54	
5		0.44	
6			0.75
7			0.87
8			0.84
9		0.76	
10		0.74	
11	0.57		0.59
12	0.61		0.52
13		0.58	
14		0.69	
15	0.70		
16	0.68		
17	0.77		
18	0.86		
19	0.69		
20	0.69		
21	0.64		

As it can be seen in the table, Item Number 15 through Item Number 21, they were loaded on Factor 1. As predicted, these items indicate the brand attitude adjectives. Item Number 1 through Item Number 5 and Items 9 and 10 loaded on Factor 2. They indicate brand awareness items. Brand loyalty items were predicted to be Items 6,7,8,11 and 12. As the results show, Item 11 and Item 12 were loaded both on Factor 1 and Factor 3, indicating cross-loadings. In case of such cross-loadings, literature suggests that it is the judgment of researcher if these cross-loadings have strong loadings like 0.50 and above (Costello and Osborne, 2005). Therefore, these two items were included in Factor 3 to indicate brand loyalty as assumed.

#### 4.2.2. EFA on Ad Attitude Construct

In order to see whether the ad attitude scale is actually composed of 2 adjective groupings (positive adjectives and negative adjectives) Exploratory Factor Analysis by using Maximum Likelihood Method with Varimax rotation was conducted. Small coefficients (below .40) were suppressed. EFA was run for 2 times to capture the factor analysis for traditional advertisements and guerrilla advertisements separately.

EFA for traditional advertisements resulted with 2 factors, explaining 45.99% of the total variation while EFA for guerrilla advertisements resulted with 2 factors, explaining 57.98% of the total variation. The factor loadings are presented in the table below:

Table 7.1  
*EFA for Ad Attitude for Traditional Advertisements*

Items	Factor Loadings	
	Factor 1	Factor 2
1	.63	
2	.63	
3	.82	
4	.68	
5	.61	
6	.72	
7	.64	
8		.52
9		.74
10		.55

Table 7.2  
*EFA for Ad Attitude for Guerrilla Advertisements*

Items	Factor Loadings	
	Factor 1	Factor 2
1	.57	.42
2	.67	
3	.82	
4	.79	
5	.53	
6	.78	
7	.77	
8		.57
9		.83
10		.61

In EFA for ad attitude towards guerrilla advertisements, Item 1 was a cross-loading item. As Costello and Osborne (2005) proposed, it was included in Factor 1 since it loaded more on Factor 1.

#### **4.3. Descriptive Statistics of Study Variables**

In order to have the descriptive characteristics of the sample of the study, descriptive statistics of study variables were examined. Since there have been 4 different companies (Coca Cola, Mc Donald's, Nike, IKEA), descriptive statistics were obtained separately to reflect these 4 separate conditions. The following 4 tables show the descriptive statistics of study variables:

Table 8.1  
*Descriptive Statistics for Coca-Cola Advertisements*

Variables	Overall		Traditional Ad		Guerrilla Ad	
	M	SD	M	SD	M	SD
<b>Brand Strength</b>						
Brand Awareness	3.71	.79				
Brand Loyalty	4.66	.54				
Brand Attitude	3.20	1.39				
	3.27	.96				
<b>Ad Attitude</b>						
Positive Ad Attitude			2.82	.92	3.71	.95
Negative Ad Attitude			1.59	.78	1.86	.96
<b>Ad Likability</b>			3.03	.98	3.51	1.34
<b>Purchase Intention</b>			2.35	.97	2.37	1.10

Table 8.2  
*Descriptive Statistics for Mc Donald's Advertisements*

Variables	Overall		Traditional Ad		Guerrilla Ad	
	M	SD	M	SD	M	SD
<b>Brand Strength</b>						
Brand Awareness	3.06	.73				
Brand Loyalty	4.48	.61				
Brand Attitude	2.11	1.11				
	2.59	1.04				
<b>Ad Attitude</b>						
Positive Ad Attitude			2.10	.79	3.34	1.14
Negative Ad Attitude			1.68	.77	2.12	1.16
<b>Ad Likability</b>			2.07	.96	3.12	1.46
<b>Purchase Intention</b>			1.87	.95	2.43	1.17

Table 8.3  
*Descriptive Statistics for Nike Advertisements*

Variables	Overall		Traditional Ad		Guerrilla Ad	
	M	SD	M	SD	M	SD
<b>Brand Strength</b>	3.53	.72				
Brand Awareness	4.49	.63				
Brand Loyalty	2.70	.98				
Brand Attitude	3.40	1.01				
<b>Ad Attitude</b>						
Positive Ad Attitude			2.29	.86	3.60	1.08
Negative Ad Attitude			2.09	.91	1.83	.86
<b>Ad Likability</b>			2.42	1.10	3.69	1.16
<b>Purchase Intention</b>			1.77	.76	2.30	.98

Table 8.4  
*Descriptive Statistics for IKEA Advertisements*

Variables	Overall		Traditional Ad		Guerrilla Ad	
	M	SD	M	SD	M	SD
<b>Brand Strength</b>	3.61	.67				
Brand Awareness	4.36	.69				
Brand Loyalty	2.78	1.01				
Brand Attitude	3.67	.72				
<b>Ad Attitude</b>						
Positive Ad Attitude			2.24	.78	2.99	1.17
Negative Ad Attitude			1.65	.70	2.19	.99
<b>Ad Likability</b>			2.41	1.18	2.96	1.47
<b>Purchase Intention</b>			2.48	.85	2.09	.85

#### **4.4. Priming Effect**

This study recognizes the fact that biases may occur depending on which advertisement you see at the first place. Therefore, the study tries to tackle with this possible bias by priming the participants. In addition to including samples from both traditional and guerrilla advertisements of 4 different companies, the sequence of advertisements was also reversed. Thus, for each of the company (Coca Cola, Mc Donald's, Nike, IKEA), 2 advertisements were used (1 to represent traditional advertising, 1 to represent guerrilla advertising) in 2 possible ways (firstly traditional advertisement, secondly guerrilla advertisement or firstly guerrilla advertisement, secondly traditional advertisement). All in all, there emerged 8 conditions in total.

Before starting the main analysis, this priming effect of the advertisement sequence was investigated. The questionnaires that include traditional advertisements first were coded as 0 while the questionnaires that include the guerrilla advertisements first were coded as 1. One-way ANOVA analysis was applied to investigate whether the sequence of advertisement creates any difference on the study variables of ad attitude, ad likability and purchasing intention. The variables regarding the brand strength were not included in the analysis because regardless of the sequence of the advertisement, each participant responded the same questions.

Table 9  
*ANOVA Results for Priming Effect*

		<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>
Positive Ad Attitude (Traditional Ad)	Between Groups	.90	1	.90	1.16	.28
	Within Groups	202.54	262	.77		
	Total	203.44	263			
Positive Ad Attitude (Guerrilla Ad)	Between Groups	11.92	1	11.92	9.87	.002
	Within Groups	316.41	262	1.21		
	Total	328.32	263			
Negative Ad Attitude (Traditional Ad)	Between Groups	2.21	1	2.21	3.39	.066
	Within Groups	170.64	262	.65		
	Total	172.85	263			
Negative Ad Attitude (Guerrilla Ad)	Between Groups	.49	1	.49	.48	.49
	Within Groups	265.84	262	1.02		
	Total	266.320	263			
Ad Likability (Traditional Ad)	Between Groups	.02	1	.02	.02	.90
	Within Groups	322.21	262	1.23		
	Total	322.24	263			
Ad Likability (Guerrilla Ad)	Between Groups	.02	1	.02	.01	.93
	Within Groups	504.85	262	1.93		
	Total	504.86	263			
Purchase Intention (Traditional Ad)	Between Groups	.12	1	.12	.13	.72
	Within Groups	228.92	262	.87		
	Total	229.03	263			
Purchase Intention (Guerrilla Ad)	Between Groups	.001	1	.001	.001	.97
	Within Groups	282.03	262	1.08		
	Total	282.03	263			

As it can be seen in the above table, for almost all of the study variables priming generated significant results. Only for the variable that measured positive ad attitude for guerrilla advertisements, priming was found significant. In other words, the sequence of the advertisements, meaning whether seeing the traditional advertisement or the guerrilla advertisement at the first place, generally did not make any difference in the perceptions of the participants.

#### 4.5. Manipulation Check

To ensure that the selected guerrilla advertisements for the study are actually reflecting the aspects of guerrilla advertising and the participants perceive them

correctly, some adjectives were added to the section that measures the ad attitude through positive and negative adjectives. These corresponding adjectives were “surprising”, “thought-provoking” and “unexpected” as some of the guerrilla characteristics (Tam and Khuong, 2015; Farouk, 2012; Yıldız, 2017, Nufer, 2013). As it was the case in the respective section of the questionnaire, the participants evaluated the advertisements they saw for these adjectives on the scale from 1 to 5.

In order to see whether manipulation was implemented correctly, series of Paired Samples T-Tests were conducted for these adjectives for all the brands. To do the analysis, an average score was calculated through taking the means of participants’ responses for each advertisement on the manipulation check adjectives.

First, the case for the Coca Cola advertisements was investigated. The Paired Samples T-Test produced a significant difference on the basis of manipulation check adjectives between the traditional advertisement (M=1.95, SD=.84) and guerrilla advertisement (M=2.87, SD=1.09) conditions  $t(66)=-5.38$ ,  $p<.001$ . The results are demonstrated in the following table.

Table 10.1  
*Manipulation Check for Coca-Cola*

Outcome	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference		<i>r</i>	<i>t</i>	<i>df</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>						
Manipulation Check	1.95	.84	2.87	1.09	67	-1.26, -.58	-.02*	-5.38*	66	

\*  $p < .05$ .

The case for Mc Donald’s advertisements was investigated afterwards. The Paired Samples T-Test produced a significant difference on the basis of manipulation check adjectives between the traditional advertisement (M=1.57, SD=.75) and guerrilla advertisement (M=3.68, SD=.89) conditions  $t(66)=-16.07$ ,  $p<.001$ . The results are demonstrated in the following table.



Table 10.2  
*Manipulation Check for Mc Donald's*

Outcome	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference		<i>r</i>	<i>t</i>	<i>df</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>						
Manipulation Check	1.57	.75	3.68	.89	67	-2.38, -1.85	.15*	-16.07*	66	

\*  $p < .05$ .

Similarly, for Nike advertisements, the Paired Samples T-Test produced a significant difference on the basis of manipulation check adjectives between the traditional advertisement ( $M=1.92$ ,  $SD=.89$ ) and guerrilla advertisement ( $M=3.13$ ,  $SD=1.22$ ) conditions  $t(64)=-6.29$ ,  $p<.001$ . The results are shown in the table below.

Table 10.3  
*Manipulation Check for Nike*

Outcome	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference		<i>r</i>	<i>t</i>	<i>df</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>						
Manipulation Check	1.92	.89	3.13	1.22	65	-1.59, -.82	-.04*	-6.29*	64	

\*  $p < .05$ .

Finally, for IKEA advertisements as well, the Paired Samples T-Test produced a significant difference on the basis of manipulation check adjectives between the traditional advertisement ( $M=1.68$ ,  $SD=.74$ ) and guerrilla advertisement ( $M=2.77$ ,  $SD=1.12$ ) conditions  $t(64)=-6.87$ ,  $p<.001$ . The results are shown in the table below.

Table 10.4  
*Manipulation Check for IKEA*

Outcome	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference		<i>r</i>	<i>t</i>	<i>df</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>						
Manipulation Check	1.68	.74	2.77	1.12	65	-1.41, -.77	.10*	-6.87*	64	

\*  $p < .05$ .

Therefore, as the results for the manipulation check show, the manipulation was successful, for all brands. It can be said that the advertisements were chosen in such a way that they represent the characteristics of guerrilla advertising and these characteristics significantly differ from the characteristics of traditional advertising. Moreover, the participants perceived them in the same direction.

#### 4.6. Analysis for Testing the Study Hypotheses

In order to test the hypotheses of the study, series of Paired Samples T-Test analyses were conducted. In addition to the study hypotheses, possible effect of brand strength over the study variables was also investigated.

To explore any possible difference between the perceptions of traditional advertisements and guerrilla advertisements, Paired Samples T-Tests were conducted on the study variables of Positive Ad Attitude, Negative Ad Attitude, Ad Likability and Purchase Intention. Paired Samples T-Test was chosen to be applied because each participant rated both of the traditional and guerrilla advertisements.

All study variables were computed separately for traditional advertisements as well as guerrilla advertisements by taking the average of items or corresponding variables.

Table 11  
*Paired Samples Test Results*

	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		<i>r</i>	<i>t</i>	<i>df</i>	
Positive Ad Attitude	2.36	.88	3.41	1.11	264	-1.21, -.89	.13*	-12.82*	263
Negative Ad Attitude	1.75	.81	2.00	1.00	264	-.40, -.09	.00*	-3.12*	263
Ad Likability	2.48	1.10	3.32	1.39	264	-1.04, -.63	.09*	-8.04*	263
Purchase Intention	2.12	.93	2.30	1.04	264	-.35, -.02	.08*	-2.72*	263

\*  $p < .05$ .

As the above table shows, significant differences were found at the .05 significance level, in traditional advertisements and guerrilla advertisements for positive ad attitudes, negative ad attitudes, ad likability and purchase intention. For all study variables, positive ad attitudes, negative ad attitudes, ad likability and purchase intention were all increased in guerrilla advertisement condition compared

to traditional advertisement condition. In other words, results of the Paired Samples T-Test indicated that:

1. Positive ad attitude differed for traditional advertisements ( $M = 2.36$ ,  $SD = .88$ ) and guerrilla advertisements ( $M=3.41$ ,  $SD= 1.11$ ) at the .05 level of significance; conditions  $t(263)= -12,82$ ,  $p<.001$ .
2. Negative ad attitude differed for traditional advertisements ( $M= 1.75$ ,  $SD= .81$ ) and guerrilla advertisements ( $M= 2.00$ ,  $SD= 1.00$ ) at the .05 level of significance; conditions  $t(263)= -3.12$ ,  $p=.002$ .
3. Ad likability differed for traditional advertisements ( $M= 2.48$ ,  $SD= 1.10$ ) and guerrilla advertisements ( $M= 3.32$ ,  $SD= 1.39$ ) at the .05 level of significance; conditions  $t(263)= -8.04$ ,  $p<.001$ .
4. Purchase intention differed for traditional advertisements ( $M= 2.12$ ,  $SD= .93$ ) and guerrilla advertisements ( $M= 2.30$ ,  $SD= 1.04$ ) at the .05 level of significance; conditions  $t(263)= -8.04$ ,  $p=.024$ .

According to these analysis findings, Hypothesis 1 was proposing that positive ad attitude will be higher while negative ad attitude will be lower for guerrilla advertisements compared to traditional advertisements was partially supported. In that sense, Hypothesis 1a was supported while Hypothesis 1b was not.

Hypothesis 2 was proposing that ad likability will be higher for guerrilla advertisements than traditional advertisements. As the results demonstrated, Hypothesis 2 was supported.

Hypothesis 3 was assuming that guerrilla advertisements would trigger purchase intentions to a higher extent than traditional advertisements. Accordingly, the results showed evidence that for guerrilla advertisements, the participants indicated higher purchase intentions than traditional advertisements. Therefore, Hypothesis 3 was also supported.

#### **4.7. Investigating for Brand Effects**

In the study, advertisements from 4 different well-known brands (Coca Cola, McDonald's, Nike, IKEA) were used. Therefore, any possible effects of brand over the customers' perceptions, was investigated as well. First, whether brand produced a significant impact on the study variables of Positive Ad Attitude,

Negative Ad Attitude, Ad Likability and Purchase Intention was examined. Later, components that are considered to form brand strength that affects perceptions of brand in people’s minds were further studied.

#### 4.7.1. Study Variables for Brands

To see the effect of study variables in each brand condition, separate Paired Samples T-Test were conducted. The results for each brand are presented in the following sections.

##### 4.7.1.1. Study Variables for Coca Cola

Paired Samples T-Test were conducted on the study variables of positive ad attitude, negative ad attitude, ad likability and purchase intention for Coca Cola advertisements. The results are presented below.

Table 12.1  
*Paired Samples Result for Coca Cola*

	Traditional Ad		Guerilla Ad		<i>n</i>	95% CI for Mean Difference		<i>r</i>	<i>t</i>	<i>df</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>						
Positive Ad Attitude	2.82	.92	3.71	.95	67	-1.23, -.55	-1.20*	-5.23*	66	
Negative Ad Attitude	1.60	.78	1.86	.96	67	-.55, .02	.09*	-1.84*	66	
Ad Likability	3.03	.98	3.51	1.34	67	-.88, -.07	.00*	-2.36*	66	
Purchase Intention	2.35	.97	2.37	1.10	67	-.36, .31	.12*	-1.15*	66	

\*  $p < .05$ .

For Coca Cola advertisements, results indicated significant effects for positive ad attitude between traditional advertisement ( $M=2.82$ ,  $SD=.92$ ) and guerrilla advertisement ( $M=3.71$ ,  $SD=.95$ ) conditions  $t(66)=-5.23$ ,  $p<.001$ ; and for ad likability between traditional advertisement ( $M=3.03$ ,  $SD=.98$ ) and guerrilla advertisement ( $M=3.51$ ,  $SD=1.34$ ) conditions  $t(66)=-2.36$ ,  $p=.021$ . However, for negative ad attitude and purchase intention, no significant difference was found at .05 significance level.

##### 4.7.1.2. Study Variables for McDonald’s

Paired Samples T-Test were applied on the study variables of positive ad attitude, negative ad attitude, ad likability and purchase intention for McDonald’s advertisements. The results are presented below.

**Table 12.2**  
*Paired Samples Result for McDonald's*

	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		<i>r</i>	<i>t</i>	<i>df</i>	
Positive Ad Attitude	2.10	.79	3.34	1.14	67	-1.57, -.90	.05*	-7.43*	66
Negative Ad Attitude	1.68	.77	2.12	1.16	67	-.81, -.08	-.18*	-2.42*	66
Ad Likability	2.07	.96	3.12	1.46	67	-1.48, -.62	-.01*	-4.90*	66
Purchase Intention	1.87	.95	2.44	1.17	67	-.94, -.18	-.07*	-2.95*	66

\*  $p < .05$ .

At the .05 significance level, for McDonald's advertisements, there were significant differences between traditional advertisement and guerrilla advertisement on all of the study variables. Guerrilla advertisement is perceived significantly more positively compared to traditional advertisement, conditions  $t(66)=-7.43$ ,  $p<.001$  while it is perceived significantly more negatively compared to traditional advertisement, conditions  $t(66)=-2.42$ ,  $p=.018$ . Guerrilla advertisement scored significantly higher than traditional advertisement on ad likability, conditions  $t(66)=-4.90$ ,  $p<.001$  while it also triggered purchase intention significantly higher than traditional advertisement, conditions  $t(66)=-2.95$ ,  $p=.004$ .

#### 4.7.1.3. Study Variables for Nike

Similarly, Paired Samples T-Test were conducted on the study variables of positive ad attitude, negative ad attitude, ad likability and purchase intention for Nike advertisements. Below table shows the results:

**Table 12.3**  
*Paired Samples Result for Nike*

	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		<i>r</i>	<i>t</i>	<i>df</i>	
Positive Ad Attitude	2.29	.86	3.60	1.08	65	-1.61, -1.01	.24*	-8.76*	64
Negative Ad Attitude	2.09	.91	1.83	.86	65	-.03, .55	.12*	1.79*	64
Ad Likability	2.42	1.10	3.70	1.16	65	-1.66, -.89	.07*	-6.65*	64
Purchase Intention	1.77	.76	2.30	.98	65	-.80, -.26	.24*	-3.94*	64

\*  $p < .05$ .

Guerrilla advertisement and traditional advertisement significantly differed on the basis of positive ad attitude, ad likability and purchase intention for Nike. Although guerrilla advertisement and traditional advertisement did not significantly differ on negative ad attitude, interestingly and contrarily to the other findings, traditional advertisement (M=2.09, SD=.91) was perceived more negatively compared to guerilla advertisement (M=1.83, SD=.86). On other study variables, guerrilla advertisement had significantly higher results than traditional advertisement; conditions  $t(64)=-8.78$ ,  $p<.001$  for positive ad attitude; conditions  $t(64)=-6.65$ ,  $p<.001$  for ad likability and ;conditions  $t(64)=-3.94$ ,  $p<.001$  for purchase intention.

#### 4.7.1.4. Study Variables for IKEA

Finally, study variable of positive ad attitude, negative ad attitude, ad likability and purchase intention were tested through using paired samples t-test for IKEA advertisements. Below table shows the results:

Table 12.4  
*Paired Samples Result for IKEA*

	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference		<i>r</i>	<i>t</i>	<i>df</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>						
Positive Ad Attitude	2.24	.78	2.99	1.17	65	-1.07, -.43	.19*	-4.72*	64	
Negative Ad Attitude	1.65	.70	2.19	.99	65	-.83, -.25	.09*	-3.73*	64	
Ad Likability	2.41	1.18	2.96	1.47	65	-.98, -.13	.17*	-2.60*	64	
Purchase Intention	2.47	.85	2.10	.85	65	.12, .64	.26*	2.94*	64	

\*  $p < .05$ .

At the .05 significance level, for all of the study variables, traditional advertisement and guerrilla advertisement significantly differed from each other. For positive ad attitude, guerrilla advertisement had significantly higher results than traditional advertisement, conditions  $t(64)=-4.72$ ,  $p<.001$ . For negative ad attitude, guerrilla advertisement also had significantly higher results than traditional advertisement, conditions  $t(64)=-3.73$ ,  $p<.001$ . Similarly, guerilla advertisement was significantly liked more than traditional advertisement, conditions  $t(64)=-2.60$ ,

p=.012. On the other hand, for purchase intention, traditional advertisement scored significantly higher than guerrilla advertisement, conditions  $t(64)=2.94$ ;  $p=.005$ .

#### 4.7.2. Effect of Brand Strength on Study Variables

As significant effects were found in terms of brand, the components that form brand perceptions were recognized as brand strength for the purposes of the study. As previously explained, brand strength was found to be composed of 3 dimensions of Brand Awareness, Brand Loyalty and Brand Attitude. Therefore, by taking the mean scores of these 3 dimensions, Brand Strength scores were calculated to indicate each participant's perceptions of respective brands.

In order to investigate any possible difference both in these dimensions and both for the overall brand strength perceptions, variables were compared with respect to brands. Analysis results are given below.

Table 13

*ANOVA Results for the Effect of Different Brands on Brand Strength*

		<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p</i>
Brand Awareness * Brand	Between Groups	2.86	3	.95	2.49	.061
	Within Groups	99.58	260	.38		
	Total	102.44	263			
Brand Loyalty * Brand	Between Groups	40.44	3	13.48	10.42	.000
	Within Groups	336.36	260	1.29		
	Total	376.80	263			
Brand Attitude * Brand	Between Groups	42.59	3	14.20	16.01	.000
	Within Groups	230.57	260	.89		
	Total	273.15	263			
Brand Strength * Brand	Between Groups	16.51	3	5.50	10.27	.000
	Within Groups	139.31	260	.54		
	Total	155.82	263			

As one-way ANOVA results show, even though Coca Cola ( $M=4.66$ ,  $SD=.54$ ), McDonald's ( $M=4.48$ ,  $SD=.61$ ), Nike ( $M=4.50$ ,  $SD=.63$ ) and IKEA ( $M=4.37$ ,  $SD=.69$ ) did not differ from each other at the .05 significance level in terms of Brand Awareness, conditions  $[F(3,260)=2.49$ ,  $p=.061]$ , significant differences were found for the other dimensions as well as overall Brand Strength. This finding actually indicated that participants have no significant differences in

terms of brand awareness for these four brands. Below is also the visual demonstration:

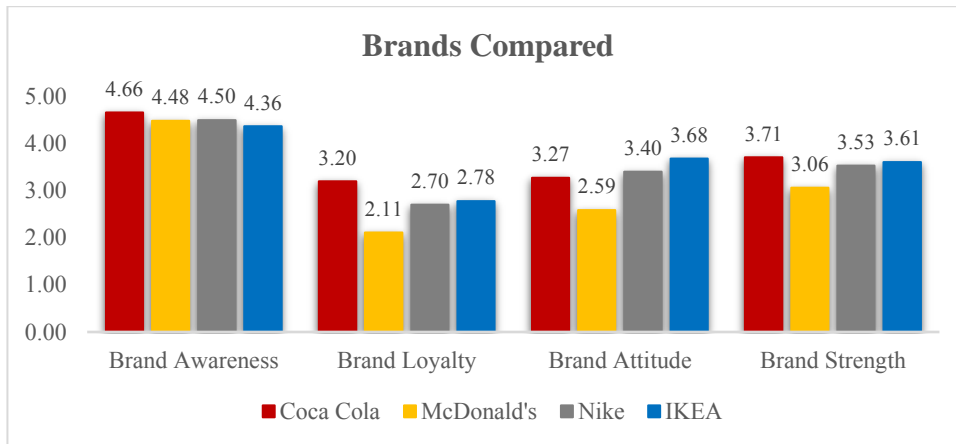


Figure 5. Brand Strength Comparison for Brands

As results indicated for a significant difference in terms of brand strength for these 4 brands, further analyses were conducted to indicate to what extent brand strength affects study variables of positive advertisement attitude, negative advertisement attitude, ad likability and purchase intention. In order to establish a division in the perceptions of brand strength such as “strong brand” and “weak brand”, median technique was applied. Median of the brand strength variable was found as 3.5576. Accordingly, participants who rated brand strength above this median were considered having strong brand perceptions while participants who rated brand strength below this median were considered having weak brand perceptions.

After deciding on strong brand perceptions and weak brand perceptions, Paired Samples T-Tests were conducted once more to see whether brand strength had an impact on the study variables or not. The analysis was conducted separately for strong brands and weak brand perceptions. Through these, a possible moderating effect of brand strength was investigated.

#### 4.7.2.1. Study Variables for Strong Brand Perceptions

As brand strength evaluations which had results higher than 3.5576 were analyzed with respect to study variables of Positive Ad Attitude, Negative Ad Attitude, Ad Likability and Purchase Intention. This analysis was important to



capture whether brand strength has an effect on the ad attitude and purchase intention. The results are demonstrated in Table. 14.1 below.

Table 14.1  
*Paired Samples Result for Strong Brand Perceptions*

	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		<i>r</i>	<i>t</i>	<i>df</i>	
Positive Ad Attitude	2.57	.87	3.31	1.17	132	-.96, -.51	.20*	-6.45*	131
Negative Ad Attitude	1.59	.69	2.00	1.01	132	-.61, -.20	.08*	-3.92*	131
Ad Likability	2.76	1.06	3.17	1.44	132	-.69, -.13	.18*	-2.90*	131
Purchase Intention	2.39	.97	2.23	.98	132	-.07, .38	.06*	1.33*	131

\*p < .05.

The results indicates significance for strong brand perceptions on positive ad attitude between traditional advertisement (M=2.57, SD=.87) and guerrilla advertisement (M=3.31, SD=1.17) conditions  $t(131)=-6.45$ ,  $p<.001$ ; on negative ad attitude between traditional advertisement (M=1.59, SD=.69) and guerrilla advertisement (M=2.00, SD=1.01) conditions  $t(131)=-3.92$ ,  $p<.001$ ; and on ad likability between traditional advertisement (M=2.76, SD=1.06) and guerrilla advertisement (M=3.17, SD=1.44) conditions  $t(131)=-2.90$ ,  $p=.004$ . However, for purchase intention, no significant difference was found between traditional advertisement (M=2.39, SD=.97) and guerrilla advertisement (M=2.23, SD=.98) conditions  $t(131)=1.33$ ,  $p=.183$ .

#### **4.7.2.2. Study Variables for Weak Brand Perceptions**

Similarly, for the weak brand perceptions, which scored lower than 3.5576 in terms of brand strength perceptions were examined with respect to the study variables of Positive Ad Attitude, Negative Ad Attitude, Ad Likability and Purchase Intention. The results are presented in Table 14.2 below:

Table 14.2  
*Paired Samples Result for Weak Brand Perceptions*

	Traditional Ad		Guerrilla Ad		<i>n</i>	95% CI for Mean Difference		<i>r</i>	<i>t</i>	<i>df</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>						
Positive Ad Attitude	2.15	.84	3.51	1.05	132	-1.58, -1.14	.10*	-12.25*	131	
Negative Ad Attitude	1.90	.88	1.99	1.00	132	-.32, .14	-.06*	-.761*	131	
Ad Likability	2.20	1.08	3.47	1.31	132	-1.55, -.98	.05*	-8.77*	131	
Purchase Intention	1.83	.80	2.36	1.08	132	-.74, -.31	.15*	-4.87*	131	

\*  $p < .05$ .

As the results demonstrate, significant differences were found for positive ad attitude between traditional advertisements ( $M=2.15$ ,  $SD=.84$ ) and guerrilla advertisements ( $M=3.51$ ,  $SD=1.05$ ) conditions  $t(131)=-12.25$ ,  $p<.001$ ; for ad likability between traditional advertisement ( $M=2.20$ ,  $SD= 3.47$ ) and guerrilla advertisement ( $M=3.47$ ,  $SD=1.31$ ) conditions  $t(131)=-8.77$ ,  $p<.001$ ; and for purchase intention between traditional advertisement ( $M=1.83$ ,  $SD= .80$ ) and guerrilla advertisement ( $M=2.36$ ,  $SD=1.08$ ) conditions  $t(131)=-8.77$ ,  $p<.001$ . However, no significant difference was found for negative ad attitude between traditional advertisement ( $M=1.90$ ,  $SD=.88$ ) and guerrilla advertisement ( $M=1.99$ ,  $SD=1.00$ ) conditions  $t(131)=.76$ ,  $p=.448$ . Detailed explanations regarding the analysis will be explained in the following section.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

Current study aimed at exploring whether consumers can actually differentiate traditional advertisements and guerrilla advertisements in their attitudes and purchase intentions. Apart from that, study analyzed the effect of brand as well as introduced the conceptualization of brand strength to evaluate consumer behavior with respect to traditional advertisements and guerrilla advertisements. Findings showed that regardless of brand, guerrilla advertisements were significantly more effective in terms of positive ad attitude, negative ad attitude, ad likability and purchase intention. It was unexpected to see that guerrilla advertisements stimulated negative ad attitude. However, this finding corresponds to the ethical issues regarding guerrilla advertisements that managers should carefully assess before using such advertisements within their marketing strategies. Overall, brand has been also found as an important component in terms of evaluating advertisements. That is, brand perceptions of consumers have been found to be influential on the perceptions of guerrilla advertisements. For strong brand perceptions, guerrilla advertisements were not found significantly effective over purchase intentions. In that sense, it can be argued that for strong brand perceptions, consumers have specific decisions about purchasing that cannot be easily manipulated. As the concluding remarks, within this chapter, findings of statistical data analyses are interpreted in accordance with the statement, study findings as well as the possible implications for the managers, limitations and recommendation for further research are discussed.

#### **5.1. Major Study Findings**

The findings of the study will be discussed separately in terms of the study variables. First, results regarding to the effect of guerrilla advertisement on ad attitude will be presented, followed by the effects on ad likability and purchase

intention. The impact of brand will also be discussed since although not hypothesized, it has been explored during the analysis.

### **5.1.1. Effect of Guerrilla Advertisement on Ad Attitude**

As advertisement attitude was observed separately with positive ad attitude and negative ad attitude, the possible effect is also evaluated separately.

As a general output of the findings, it is found that participants have positive attitudes toward guerrilla advertisements significantly more than traditional advertisements, also it was the same for each brand individually. Nike has the maximum positive effect of guerrilla advertising whereas IKEA has the minimum one.

The findings for positive ad attitude actually support the literature. Previously, Dahlén and Edenius (2007) also found that placing advertisements to unconventional locations like elevators lead to an increase in the value of the advertisement message for the consumer compared to the advertisements that are shown in newspapers. Similarly, Toncar and Munch's (2001) study demonstrated that the use of tropes trigger people's cognitive processes in the sense that they start to think of the advertisement and have favorable opinions about the brand. Since the guerilla advertisements were thought that they hosted one or more than one of the characteristics such as relevant, surprising, humorous or other features by participants, this led to more positive attitudes towards the ads (Ang and Low, 2000; Tam and Khuong, 2016).

As a general output of the findings, it is seen that participants have negative attitudes (disturbing, silly, irrelevant) toward guerrilla advertisements more than traditional advertisements, also it was the same for other three brands except from Nike. IKEA has the maximum negative effect of guerrilla advertising while Coca Cola has the minimum one. Since the guerrilla advertisement sample of Nike includes social responsibility apart from promoting a product, it might ease the negative perceptions of the participants.

The findings for negative attitude support some of studies in the literature. In her study, Jankovska (2015) stated that some guerrilla advertisements' messages can be perceived irritating which leads to negative attitudes toward both the ad and the brand. Since guerrilla tactics sometimes include shocking attacks, fear, horror,

unethical situation or something impressing consumers that give worry, stress, anxiety or disturbance, this may lead to negative attitudes by consumers (Kaenging and Yazdanifard, 2013; Ay et al., 2010; Hyman and Tansey, 1990; Yıldız, 2017).

### **5.1.2. Effect of Guerrilla Advertisement on Ad Likability**

The literature addresses ad attitude as consumer's evaluations of advertisement in the sense that whether they have positive or negative responses towards the advertisements (Assael, 2004). With this regard, this study examined the attitude towards the advertisements through adjectives as well as asking whether participants like or dislike the advertisement.

Furthermore, the content and involvement of the messages in the advertisements are found as important indicators (Muehling and Laczniak, 1988; Hustak and Olson, 1989). Given the fact that guerrilla advertisements have surprising, creative contents and may allow consumers to experience the advertisement on site, these aspects are assumed to influence ad likability within this study.

As argued by Lavidge and Steiner (1961) and Biel and Carol (1990), likeable advertisements have an impact on consumers' attitudes toward the advertisements and the brands, it also stimulates positive feelings and likability toward the ads.

In this manner, participants significantly favored guerrilla advertisements more than traditional advertisements both for each brand and in the general sense.

### **5.1.3. Effect of Guerrilla Advertisement on Purchase Intention**

Previous research found that ad attitude has an effect on purchase intention (Mackenzie et al., 1986; Mitchell, 1981; Mitchell and Olson, 1981). As it was discussed and verified in Hypothesis 3, guerrilla advertisements trigger consumers' purchase intentions more than traditional advertising in general which was also supported by Yıldız (2011) and Nawaz et al. (2014) in their studies. More specifically, IKEA is affected negatively by guerrilla advertising, while other three brands are affected positively in terms of purchase intention. As discussed by Asghar et al. (2015), sales promotion is another significant technique to generate trials or sales besides advertisements without any price-based promotion. This

negative effect can be occurred since IKEA's traditional advertisement used in the questionnaire includes a price discount which can directly energize consumers' purchase intentions unlike its guerrilla advertisement.

It can be discussed that for well-known brands, participants have already developed some ideas about their purchase intentions of the respective brands. However, the analysis showed that except for Coca Cola, guerrilla advertisements of all brands have scored significantly higher purchasing intentions compared to traditional advertisements. In that sense, we can see the impact of guerrilla advertisement on purchasing intentions. Since Coca Cola's traditional advertisement clearly includes the product, this may be attractive for most participants while voting its effect on purchase intention.

Thus, in line with the literature, present study proposes that if an advertisement is served with guerilla characteristics, it also affects consumers' purchase intentions (Eisen et al., 2014; Tam and Khuong, 2016; Ang and Low, 2000).

#### **5.1.4. Effect of Brand Strength on Guerrilla Advertisement Perceptions**

As one of the important aspects of this research, brand strength is developed as the collection of brand awareness, brand loyalty and brand attitude. Indeed, brand attitude is argued to be including the individual's internal assessments of a certain brand (Mitchell and Olson, 1981). Literature argues that the evaluations regarding advertisements are actually affected by and related to brand (Biehal, Stephens and Curlo, 1992).

Given the fact that current literature is limited for guerrilla advertising, no study was noticed that investigates the perceptions of strong brand and weak brand with respect to ad attitude, ad likability and purchase intention. Whether the analysis was conducted cumulatively or separately by brand or separately with respect to brand strength, the results indicated significant differences for positive ad attitudes and ad likability, where guerrilla advertisements score higher than traditional advertisements. Therefore, we can see the favorable effects of guerrilla advertisements in both and strong and weak brand perceptions as well for positive ad attitudes and ad likability.

The results of the study in terms of brand strength can be argued to be conflicting with the existing literature. It is because it is discussed in the literature that for favorable brands, people tend to like the advertisements of the corresponding brands more (Dahlén and Lange, 2005; Machleit and Wilson, 1988) while for the less favorable brands, people notice and enjoy their advertisements to lesser extents (Rice and Bennett, 1998). However, the results show that even for the weak brand perceptions, guerrilla advertisements were perceived more positively and liked more than traditional advertisements. This supports the literature suggesting that humorous, creative, innovative advertisements are favored (e.g. Ang and Low, 2000; Tam and Khuong, 2016).

Strong and weak brand perceptions are conceptualized as brands that are both highly present in the market but they have differences in terms of positioning themselves and being favored (Keller, 1998). Dahlén and Fange (2005) also benefited from this strong brand-weak brand conceptualization in their study where they investigated the differences between them in terms of advertising. They found that for weak brand perceptions, people have higher brand attitudes and purchase intentions when they cannot recall the advertisement while the case is completely the opposite for the strong brand perceptions. Therefore, the results of the present study show correspondence with these findings in terms of purchase intentions. While no significant difference was found in terms of purchase intention between traditional and guerrilla advertising for strong brand perceptions, guerrilla advertisements created a significant difference in terms of purchase intention for weak brand perceptions. Therefore, results indicate that advertisements of the strong brand perceptions are realized regardless of more creative, surprising or innovative aspects.

## **5.2. Managerial Implications**

Current study presented the effects of guerrilla advertising over consumer's perceptions and purchase intentions. Although there has been an extant research on creative marketing strategies and unconventional techniques on top of traditional marketing tools, literature focusing on guerrilla strategies in marketing and advertising areas is not structured and well-developed in terms of theoretical background. Rather, the implications of guerrilla advertising are being used by

advertising agencies. The reason of this can be regarded as relatively new concept of guerrilla in terms of marketing strategies, dating back to only 1983 when J. C. Levinson introduced it (Mughari, 2011).

As it is demonstrated in the research, compared to traditional advertising, guerrilla advertising creates significant differences on people's perceptions. Indeed, as a marketing tool, advertising is considered as the most impactful ways of creating certain attitudes towards the brand as well as "manipulating the consumer buying behavior" (Iqbal and Lohdi, 2015, p.2). On top of that, to make an advertisement more effective, creative aspects are included to attract the attention of the consumers so that both the brand and the product will stay in people's mind (Kadry, 2015).

As guerrilla advertisements include creative, witty and innovative aspects, they correspond to "small budget, big results" perspective for companies (Hutter and Hoffman, 2011, p.41). Companies today are even more eager to benefit from these unconventional yet effective strategies of guerrilla advertising in the competition of getting viewers' attention. Present study also points out the significance and game-changing aspect of the use of guerrilla advertisements. Therefore, managers should be aware of the benefits of guerrilla advertisements with their low budget but high impact features. Especially in the context where consumers are getting rid of the excessive amount of TV commercials and refrain from them by zapping, companies should be seeking for and developing new strategies to gain and hold the attention of them in the presence of this advertisement clutter (Hutter, 2015).

While guerrilla advertising has a considerable impact on attracting the attention, managers should be aware of the fact that the unconventional nature of guerrilla advertising should be handled in a careful manner. It is because sometimes people may perceive these unexpected advertisements as offensive (Terkan, 2014). This was also the case presented by the current study in the sense that guerrilla advertisements of McDonald's and IKEA were evaluated more negatively compared to traditional advertisements. Therefore, managers should carefully assess the level of humor or surprise to be used in the advertisements.



It is presented in the literature that well-known brands are now preferring using creative, witty, surprising and unconventional strategies of guerrilla advertisements, which were used to be more commonly implied by small and medium size enterprises due to the low cost-high impact strategy of the technique (Kaenging and Yazdanifard, 2013; Bigat, 2012). However, well-known companies should be even more careful in using guerrilla advertisements because “having a high reputation means having much to lose” (Dahlén et al., 2009, p.160). It is true that well-known, highly reputable companies will benefit more from these extraordinary advertising practices since they will be providing additional value to their customers. Still, to increase their brand awareness and brand knowledge, managers of small and medium size companies can also employ guerrilla advertising.

### **5.3. Limitations of the Study**

It should be admitted that no study is presented without any limitations. The first limitation of the study was the sample which consisted of participants with different educational and social backgrounds. Rather than a diversified target sample, participants could be chosen from one social group (for example, senior students from a specific university) to reduce any possible variation.

As another limitation, in the questionnaire, the participants were exposed to both traditional advertisements and guerrilla advertisements at the same time. Accordingly, the research analyses were conducted in a within-subject design. Indeed, it is presented in the literature that within subject design is a good way to measure any change that may take place for individual before or after receiving the treatment (Charness, Gneezy and Kuhn, 2012). Furthermore, within subject designs are advocated to be applicable to abstain from the variations of the study sample while collecting “twice as much data” (Charness et al., 2012, p.3). However, it is also argued that in within subject designs, the participant can easily understand the main aim of the study by comparing two conditions and may lead to experience context effect issues (Greenwald, 1976). Therefore, in this research, the participants might have favored guerrilla advertisements largely because they could easily compare the two conditions of traditional and guerrilla advertisements.

Other limitation of the study can be related to the selection of the advertisement visuals. Actually, manipulation check was conducted to see whether guerrilla advertisements were actually reflecting the specific features of guerrilla technique. Traditional advertising media are generally considered as television, newspaper, radio and internet while non-traditional advertising medium can be an elevator or a banana peel (Dahlén and Edenius, 2007). Indeed, the selected traditional advertisements were advertisements that were presented through these traditional advertising tools. Guerrilla advertisements were also indicating advertisement that took place in surprising and unconventional places such as bus top or street. Nevertheless, a manipulation check for traditional advertisements could also be applied.

As another limitation, present study used advertisements from well-known brands. The object of using well-known brands was to establish an equal standard in terms of brand knowledge. It can be argued that for well-known brands, almost everyone has some kind of opinion, either favorable or not. Especially, for the fast food brands that were used in the study, Coca-Cola and McDonald's, can be subject to criticism. However, previous research also benefited from real and known brands in measuring the perceptions of advertisements that take place through non-traditional means (e.g. Dahlén, Granlund and Grenros, 2009). Furthermore, it is also underlined that the companies used in the current study are the ones using these guerrilla techniques heavily and successfully, and therefore, they were included in the study (Iqbal and Lohdi, 2015).

Final limitation of the study implies the way the traditional and guerrilla advertisements were presented to the participants. As one of the main differences between traditional and guerrilla advertisements is the unexpected, surprising and unconventional nature of guerrilla advertisement which occur at different places rather than traditional mediums (Levinson, 1984). However, in the questionnaire, only visuals implying both advertisements were presented, which may affect advertising involvement of the consumer (Mitchell, 1981). Therefore, the effect of guerrilla advertisements may not be comprehended fully by the participants due to the use of paper advertisement rather than real advertisements (Dahlén et al., 2009).

Nevertheless, in almost all cases, guerrilla advertisements scored higher compared to traditional advertisements.

#### **5.4. Recommendations for Further Research**

This study investigated the possible effects of guerrilla advertisements, in comparison with traditional advertisements over ad attitudes and purchase intentions of consumers. To this end, the study chose four well-known brands. To the extent known, present study was the first one in Turkish context that investigated the effects of guerrilla advertising on well-known brands in comparison with traditional advertising over perceptions of consumers. The main aim of using well-known brands to eliminate any disparities in terms of brand awareness towards the brands. It is because brand is considered to be an important concern in terms of examining the differential effects of advertisements (Najmi, Atefi and Mirbagheri, 2012). Indeed, the study presented that people had differential perceptions of the brands and categorized brands as strong and weak brand perceptions. Therefore, research design can be replicated by using fictional or not-widely-known brands to purely test the possible effects of guerrilla advertising on consumer's perceptions and purchase intentions.

The advertisements used in the study were presented in a printed manner, as it was also the care in the previous studies (e.g. Dahlén 2005). As a suggestion for further research, in order to overcome any issues regarding advertising involvement, participants can be exposed to guerrilla advertisements on-site so that they can fully comprehend the dimensions. Furthermore, brands from different categories can also be used to investigate the case for other industries and increase the ecological validity (Dahlén et al., 2009). As a final recommendation, this study can be applied in a different cultural setting as well since brand perceptions may differ from each other in different cultural contexts.

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## APPENDICES

### A. QUESTIONNAIRE / ANKET

Aşağıdaki bilgileri size uygun şekilde doldurunuz.

1. Cinsiyetiniz: Erkek \_\_\_\_\_ Kadın \_\_\_\_\_
2. Yaşınız: \_\_\_\_\_
3. Eğitim Durumunuz: Okuryazar \_\_\_\_\_ İlkokul \_\_\_\_\_ Ortaokul \_\_\_\_\_  
Lise \_\_\_\_\_ Ön lisans \_\_\_\_\_ Lisans \_\_\_\_\_  
Lisansüstü \_\_\_\_\_
4. Çalışma durumunuz: Özel Sektör \_\_\_\_\_ Kamu \_\_\_\_\_ Öğrenci \_\_\_\_\_  
Çalışmıyor \_\_\_\_\_ Emekli \_\_\_\_\_
5. Aylık geliriniz(TL): 0-1000 \_\_\_\_\_ 1001-2000 \_\_\_\_\_ 2001-  
3000 \_\_\_\_\_  
3001-4000 \_\_\_\_\_ 4001-6000 \_\_\_\_\_ 6001-8000  
\_\_\_\_\_  
8001-10000 \_\_\_\_\_ 10001-üstü \_\_\_\_\_



## BÖLÜM. 1

Değerli katılımcı, bu bölümde, aşağıda yer verilen marka hakkındaki görüşlerinizi belirtmeniz istenmektedir. Lütfen görüşlerinizi, 1'den (Kesinlikle Katılmıyorum) 5'e kadar (Kesinlikle Katılıyorum) derecelenmiş ölçek üzerinde işaretleyiniz. Lütfen ölçekte bulunan tüm ifadeleri değerlendiriniz.

1	2	3	4	5
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

### Marka Logosu

1	2	3	4	5		
1	Bu markanın farkındayım.	1	2	3	4	5
2	Bu markanın özellikleri hemen aklıma gelir.	1	2	3	4	5
3	Bu markanın sembol veya logosunu hemen hatırlarım.	1	2	3	4	5
4	Bu markayı aklımda hayal etmekte zorlanırım.	1	2	3	4	5
5	Bu markayı, diğer rakip markalar arasından ayırt edebilirim.	1	2	3	4	5
6	Bu markanın sadık müşterisiyimdir	1	2	3	4	5
7	Bu marka benim ilk tercihimdir	1	2	3	4	5
8	Mağazada bu markanın ürünleri varken, başka markaların ürünlerini satın almam.	1	2	3	4	5
9	Bu markayı gördüğümde tanırım	1	2	3	4	5
10	Bu marka ve ürünlerini hemen fark ederim.	1	2	3	4	5
11	Bu markayı diğer insanlara tavsiye ederim	1	2	3	4	5
12	Diğer insanlara bu marka hakkında olumlu görüş belirtirim.	1	2	3	4	5
13	Bu markayı çok iyi bilirim.	1	2	3	4	5
14	Bu markanın özelliklerini biliyorum.	1	2	3	4	5

Lütfen aşağıdaki bölümde marka hakkındaki görüşlerinizi belirtilen sıfatlar özelinde değerlendiriniz.  
Lütfen görüşlerinizi, 1'den (Kesinlikle Katılmıyorum) 5'e kadar (Kesinlikle Katılıyorum) derecelenmiş ölçek üzerinde işaretleyiniz. Lütfen ölçekte bulunan tüm ifadeleri değerlendiriniz.

1	2	3	4	5
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

**Marka Logosu**

		1	2	3	4	5
1	Çekici					
2	Sevimli					
3	Güvenilir					
4	Hoş					
5	Kaliteli					
6	Yaratıcı					

## BÖLÜM. 2

Değerli katılımcı, bu bölümde, aşağıda görsellerini gördüğünüz reklam hakkındaki görüşlerinizi belirtmeniz istenmektedir. Lütfen görseller hakkındaki görüşlerinizi, 1'den (Kesinlikle Katılmıyorum) 5'e kadar (Kesinlikle Katılıyorum) derecelenmiş ölçek üzerinde işaretleyiniz. Lütfen ölçekte bulunan tüm ifadeleri değerlendiriniz.

1	2	3	4	5
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

Aşağıdaki reklamları dikkatle inceleyiniz.

**Görsel 1**

**Görsel 2**

1	Görsel 1 çekicidir.	1	2	3	4	5
	Görsel 2 çekicidir.	1	2	3	4	5
2	Görsel 1 neşelidir.	1	2	3	4	5
	Görsel 2 neşelidir.	1	2	3	4	5
3	Görsel 1 yaratıcıdır.	1	2	3	4	5
	Görsel 2 yaratıcıdır.	1	2	3	4	5
4	Görsel 1 esprilidir.	1	2	3	4	5
	Görsel 2 esprilidir.	1	2	3	4	5
5	Görsel 1 heyecan vericidir.	1	2	3	4	5
	Görsel 2 heyecan vericidir.	1	2	3	4	5
6	Görsel 1 rahatsız edicidir.	1	2	3	4	5
	Görsel 2 rahatsız edicidir.	1	2	3	4	5
7	Görsel 1 şaşırtıcıdır.	1	2	3	4	5
	Görsel 2 şaşırtıcıdır.	1	2	3	4	5
8	Görsel 1 düşündürücüdür.	1	2	3	4	5
	Görsel 2 düşündürücüdür.	1	2	3	4	5
9	Görsel 1 aptalcadır.	1	2	3	4	5
	Görsel 2 aptalcadır.	1	2	3	4	5
10	Görsel 1 beklenmediktir.	1	2	3	4	5
	Görsel 2 beklenmediktir.	1	2	3	4	5

11	Görsel 1 alakasızdır.	1	2	3	4	5
	Görsel 2 alakasızdır.	1	2	3	4	5
12	Görsel 1 yenilikçidir.	1	2	3	4	5
	Görsel 2 yenilikçidir.	1	2	3	4	5
13	Görsel 1 dikkat çekicidir.	1	2	3	4	5
	Görsel 2 dikkat çekicidir.	1	2	3	4	5

Görselini görmüş olduğunuz reklam hakkındaki fikirlerinizi belirtiniz.

### Görsel 1

		1	2	3	4	5
1	Bu reklam ilgimi çekti.					
2	Bu reklam hoşuma gitti.					
3	Bu reklamı beğendim.					

### Görsel 2

		1	2	3	4	5
1	Bu reklam ilgimi çekti.					
2	Bu reklam hoşuma gitti.					
3	Bu reklamı beğendim.					

### BÖLÜM 3

Değerli katılımcı, bu bölümde, yukarıda reklam görselini gördüğünüz marka hakkındaki görüşlerinizi ve tutumlarınızı, 1'den (Kesinlikle Katılmıyorum) 5'e kadar (Kesinlikle Katılıyorum) derecelenmiş ölçek üzerinde işaretleyiniz. Lütfen ölçekte bulunan tüm ifadeleri değerlendiriniz.

1	2	3	4	5
Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

#### Görsel 1

1	Bu reklam, marka hakkında fikir sahibi olmama yardımcı olur.	1	2	3	4	5
2	Bu reklam, markanın ürünlerini satın almam konusunda yardımcı olur.	1	2	3	4	5
3	Bu reklamı gördükten sonra markayı tercih etmeye niyetlenirim.	1	2	3	4	5
4	Bu reklamı gördükten sonra markanın ürününü satın alırım.	1	2	3	4	5
5	Bu reklamı gördükten sonra markanın sadık bir müşterisi olurum.	1	2	3	4	5
6	Bu reklamı gördükten sonra markayı daha çok tercih etmeye başlarım.	1	2	3	4	5
7	Bu reklamı gördükten sonra markanın ürünü mevcut ise, başka markaları tercih etmem.	1	2	3	4	5

#### Görsel 2

1	Bu reklam, marka hakkında fikir sahibi olmama yardımcı olur.	1	2	3	4	5
2	Bu reklam, markanın ürünlerini satın almam konusunda yardımcı olur.	1	2	3	4	5
3	Bu reklamı gördükten sonra markayı tercih etmeye niyetlenirim.	1	2	3	4	5
4	Bu reklamı gördükten sonra markanın ürününü satın alırım.	1	2	3	4	5
5	Bu reklamı gördükten sonra markanın sadık bir müşterisi olurum.	1	2	3	4	5
6	Bu reklamı gördükten sonra markayı daha çok tercih etmeye başlarım.	1	2	3	4	5
7	Bu reklamı gördükten sonra markanın ürünü mevcut ise, başka markaları tercih etmem.	1	2	3	4	5

Anketin sonuna geldiniz.

Belirtmek istediğiniz görüş ve düşünceleriniz varsa lütfen doldurunuz:

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Vakit ayırdığınız ve değerli katılımınız için çok teşekkürler.

**B. METU HUMAN SUBJECTS ETHICS COMMITTEE APPROVAL  
FORM / ETİK KURULU ONAY FORMU**

UYGULAMALI ETİK ARAŞTIRMA MERKEZİ  
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08 OCAK 2019

Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Prof. Dr. Cengiz YILMAZ

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Saygılarımla bilgilerinize sunarım.

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## C. TURKISH SUMMARY / TÜRKE ÖZET

### **Gerilla Reklamlamannn Tüketicinin Reklam Tutumu ve Satın Alma Niyeti Üzerindeki Etkisi: Bilinen Markalar Üzerine Bir Çalışma**

En özel tanımıyla pazarlama, karlı bir biçimde ihtiyaçları gidermektir (Kotler ve Keller, 2012). Bu tanımı, ihtiyaçların değerlendirilmesi, bu ihtiyaçların giderilmesi için gerekli şeylerin sağlanması, bu süreçte elde edilen değerin hesaplanması ve önerilen şeyin tüketici ile buluşmasının sağlanması izlemektedir. Bu bağlamda, insanların gündelik yaşamlarında en çok maruz kaldıkları reklamlama çalışmaları, diğer pazarlama araçlarına göre insanların gündelik hayatlarında en çok maruz kaldıkları aktivite olduğundan, tüketicilerin zihniyetlerinde de en çok etki gücüne etkiye sahiptir (Katke, 2007; Dahlén ve Edenius, 2007). Ürün, fiyat, yer ve tutundurma olarak adlandırılan pazarlamanın dört P' sinin tutundurma alt grubunda bulunan reklam sayesinde markanın ürünü ya da hizmeti hakkında farkındalık yaratmak ve tüketicilerin satın alma niyetlerine katkı sağlanması amaçlanmaktadır. En değerli pazarlama gereçlerinden biri olan reklamlama ile sürdürülebilir marka değeri sağlanarak bu değerin müşteriye aktarılması sağlanmaktadır (Christodoulides ve de Chernatony, 2010). Buna ek olarak, yaratıcı ve yenilikçi reklamlarda, tüketicilerin dikkatinin daha çok çekilebileceği ve bu sayede tüketicilerde güçlü marka çağrışımları yaratılabileceğinin altı çizilmektedir. (Aaker, 1991; Buil, de Chernatony, Martinez, 2013; Lavidge ve Steiner, 1961). Bendixen (1993) çalışmasında da belirttiği üzere reklamlar bir markanın ürünlerine veya hizmetlerine yönelik farkındalık yaratır, markanın ürünlerinin veya hizmetlerinin tüketicilere ne sunduğu hakkında bilgiler verir, ürün veya hizmet hakkındaki algıyı yaratır, ürün veya hizmeti tüketiciler için bir seçenek haline getirir ve sonuç olarak tüketicileri markanın ürününü veya hizmetini satın alma konusunda ikna eder.

Ek olarak, reklamların aslında markaların ürünlerinin veya hizmetlerinin tutundurmasına yardım etmek ile birlikte hem mevcut hem de potansiyel



müşterilerin arzularını tetikleyerek sonuç olarak firmalar için kazançlar yaratmaktadır (Terkan, 2014).

Öte yandan, günümüzde reklamlar el çıktılardan, yayınlardan ve posterlerden, golf deliklerine, yüz maskelerine ve bunun gibi farklı mecralara taşınmıştır (Dahlen vd, 2009). Dijitalleşme ve küreselleşme sürecinden ötürü evrimleşen iş ekosisteminde ise firmalar, pazarlama aktivitelerinde özellikle reklamlarında, bu ekosistemde ayakta kalabilmek ve daha rekabetçi olabilmek adına daha yenilikçi ve ayırt edici olmak zorundalar (Bigat, 2012). Günümüzde ise küreselleşme, reklamlamanın kapsamını teknolojik anlamda artırmaktadır (Terkan, 2014). İnternet ve sosyal medya platformları sayesinde, reklamlar artık daha uygun maliyetler ile müşteriye ulaşabilmeye olanak sağlamaktadır (Gordon ve De Lima-Turner, 1997). Reklamla platformlarında ilk nesil olarak reklam tabelaları ve gazeteler kabul edilirken, ikinci nesil olarak bunları radyo ve televizyonlar takip etmiştir ve en yeni nesil olarak da internet ve mobil ağlar ile iletişim sağlanmaktadır (Park, 2008). Bu doğrultuda bazı firmalar, öncelikle düşük işçilik ücretlerine sahip, rekabetçi üretim alanları konusunda yeni sanayileşen ve bu yüzden üretim ile alakalı iş kayıplarının yaşandığı ülkelerden, ikincil olarak da tamamıyla dijital olarak operasyonlarını sürdüren rakiplerden payına düşeni almaktadırlar. Örneğin, günümüzde geleneksel yöntemler ile reklamla aktiviteğini sürdüren firmaların birçoğu gelirlerinin büyük bir kısmını arama motoru gibi dijital firmalara kaptırmaktadır. (Tihinen vd., 2016). Reklamla bu rekabetçi ortamın en önemli gereçlerinden biri olmasından ötürü, firmalar reklamlarında tüketicilerin faydalarını maksimize edecek özel içerikler sağlamalıdır (Terkan, 2014). Bu yüzden reklamların etkinliği ise en önemli konu haline gelmektedir (Lavidge ve Steiner, 1961).

Literatürde ise günümüze kadar gelen Lavidge ve Steiner tarafından hayata geçirilmiş, reklamların etkinliğini ölçen model çalışmada esas alınmıştır. Bu model reklamların verdiği mesajların, etkinliğini en üst mertebede sağlayabilmek adına faydalanılan bir yapı sunmaktadır. Bilişsel aşamada farkındalık ve bilgi, duygusal aşamada beğenme ve tercih etme, arzusal aşamada ise ikna ve nihai satın almayı içermektedir (Lavidge ve Steiner, 1961). Bu modeli kavramak, reklamların verdiği

mesajların inşasında, tüketicilerin reklamlara verdikleri olumlu reaksiyonları artırmak adına daha etkili sonuçlar verdiği için önemlidir.

Her ne kadar günümüz reklam endüstrisi dijitalleşme yaşasa da, ister geleneksel olsun ister dijital, reklamlamaya farklı yaklaşımlar sunan gerilla reklamlama gibi geleneksel olmayan reklamlama yöntemlerine yönelmeye ihtiyaç duyulmaktadır.

Dijitalleşmenin iş ekosisteminde yarattığı değişimlerden ötürü, firmalar rekabet avantajlarını sürdürebilmek adına var olan geleneksel yöntemlerden farklı olarak daha yenilikçi pazarlama operasyonlarını değerlendirmek zorundadırlar (Bigat, 2012).

İlk olarak Levinson tarafından 1984 yılında hayata kazandırılan gerilla reklamlama, hem mevcut hem de potansiyel tüketiciler ile güçlü bir ilişki inşa edebilmek adına düşük pazarlama bütçeleri ile daha yenilikçi ve dikkat çekici biçimlerdeki iletişimi ifade etmektedir (Hutter ve Hoffmann, 2011).

Levinson tarafından savaş terminolojisinden faydalanarak tanıtılan gerilla reklamlama ile en az harcama ile müşterilerin maruz kaldıkları mesaj sayısının artırılması amaçlanmış olup, müşterilerin gözünde markanın farkındalığını ve ürün veya hizmetlerine olan ilgiliyi artırmak amaçlanmıştır (Prevot, 2009; Ay vd., 2010). Geleneksel reklamlamanın aksine, gerilla reklamlama da mesajların beklenmedik, olağan dışı ve kolay hatırlanabilir olmasına özen gösterilmektedir, bu vesile ile geleneksel medya gereçleri yerine geleneksel olmayan sokaklar gibi mekanlar iletişim aracı olarak kullanılmaktadır (Margolis ve Garrigan, 2008). Özellikle gerilla reklamlama, efektif reklamlar ve mesajlar vasıtasıyla müşterinin gözündeki marka farkındalığını artırmaktır.

Geleneksel reklamlama ile gerilla reklamlamanın farkları Levinson (1998)' in ilgili çalışmasından esinlenerek Bigat (2012)' in belirttiği şekilde aşağıdaki maddelerce belirtilmiştir:

- Geleneksel reklamlama için bütçe gerekirken, gerilla reklamlama da büyük bütçelere gerek yoktur.

- Geleneksel reklamlama tüketicilerin zihninde karmaşıklık yaratırken, mesaj gerilla reklamlama da net bir şekilde ifade edilmektedir.
- Geleneksel reklamlamanın aksine gerilla reklamlamada bilinçaltı ve ince detaylara odaklanılmaktadır.
- Geleneksel reklamlama da ay sonu faturaları dikkate alınırken, gerilla reklamlamada müşteri ilişkilerine ve müşteri ile olan etkileşime dikkat edilmektedir.
- Geleneksel reklamlamada teknolojik gelişmeler dikkate alınmasa da, gerilla reklamlama da teknolojik gelişmelerden faydalanılır.
- Geleneksel reklamlama büyük topluluklara hizmet etse de, gerilla reklamlama da daha küçük ve odak gruplara hizmet edilmektedir.
- Geleneksel pazarlamada, satış sonrasında müşteri çoğu zaman unutulsa da, gerilla reklamlama da müşteri kaybının riski en az indirilmeye çalışıldığından müşteri ile her zaman etkileşim halinde olunur.

Çeşitli değişimler yaşayan iş ve ekonomik konjonktür dahilinde, sadece küçük firmaların değil, büyük firmaların da reklamlama operasyonlarında minimum bütçe ile maksimum çıktıyı sağlayabilmek adına araştırma yapmaları gerekmektedir. Bu sebepten ötürü, gerilla reklamlama gibi reklamlamaya farklı yaklaşım sunan yöntemlerin bu manada kaçınılmaz bir gereç olduğu gerçeği gün yüzüne çıkmaktadır (Bigat, 2012). Bir diğer deyişle, periyodik olarak efektif, beklenmedik ve yaratıcı ataklar vasıtasıyla firmalar rakiplerine göre büyük bir avantaj elde etmektedir (Ay vd., 2010).

Gerilla reklamların karakteristiklerine odaklanıldığında; yenilik, sürpriz, netlik, mizah gibi faktörleri içerdiği söylenebilmektedir (Farouk, 2012; Tam ve Khuong, 2015; Eisend, 2011). Ek olarak gerilla reklamların olağan dışı, bulaşıcı, yaratıcı, maliyetsiz, eğlenceli ve kışkırtıcı gibi karakteristiklerden de beslendiği Nufur (2013)' in çalışmasından anlaşılmaktadır.

Abideen ve Saleem (2012) ilgili çalışmalarında reklamcılarının ana motivasyonlarının, müşterilerin firmalar hakkındaki marka farkındalığının, marka tutumunun ve satın alma niyetinin olumlu yönde etkilenmesi olduğunu belirtmektedir. Marka farkındalığı, tüketicilerin herhangi bir durumda markayı ayırt

etmesine olanak sağlayacak olan hafıza yetilerinde yer edinme gücüdür (Rossiter ve Percy, 1987).

Yıldız (2017) ve Mughari (2011) çalışmalarında, gerilla reklamların, tüketicilerin markalar hakkındaki farkındalıkları üzerinde efektif ve olumlu bir etkiye sahip olduğunu belirtmektedir.

Reklamamanın, marka farkındalığına olan etkisine ek olarak müşteriye beğenilen reklamlar sunulduğunda olumlu marka tutumu yaratma gibi bir etkisi daha vardır. (Rossiter ve Percy, 1987). Lutz (1985)' un da belirttiği gibi, reklam tutumu, müşterilerin reklamı beğendiklerinde veya beğenmediklerinde reklama cevaben geliştirdikleri tutumların bütünüdür. Bir başka deyişle, müşteri, markaya karşı bir beğeni beslemesi lazım ki bu da müşteri, markayı ya da markanın ürünü ya da hizmetini tanıtan bir reklama maruz kaldıkların sonra markayı tercih etmeye başlar (Goldsmith ve Lafferty, 2002). Direkt olarak müşterinin tutumlarındaki duygusal kısımları etkilediğinden, beğenilen reklamların müşterileri ikna etme gibi bir etkileri de vardır (Biel ve Carol, 1990). Bu aşamada, alakalı, beklenmedik, yaratıcı, esprili, estetik ve sürpriz içermek gibi gerilla reklamların karakteristiklerini oluşturan özellikler, müşteriler tarafından reklamlara ve reklamları veren markalara karşı olumlu tutumlar sergilemeye hizmet etmektedir (Tam ve Khuong, 2016; Goldsmith ve Lafferty; 2002). Bu nedenle, beğenilen yani etkili bir reklam, markanın ürünü veya hizmeti hakkında bilgi vermek ile birlikte müşterilerin reklama ve markaya olan tutumlarını ve hislerini harekete geçirmektedir (Lavidge ve Steiner, 1961).

Müşterilerin bazı markalardan eşit oranda haberdar olduğu durumlarda, müşteriler markaları değerlendirir ve tercihlerini bu değerlendirmelere göre yapar, bu duruma marka tutumu denir. Eğer müşterilerin markalara karşı herhangi bir tutumu mevcut değil ise, bu marka tutumlarını inşa etmeye çalışmak öncelikli görevlidir. Çünkü markaya karşı olan tutum ister zayıf ister orta seviyede olsun, marka tutumu güçlendirmek elzem hale gelir (Percy ve Rossiter, 1992). Marka sadakati sağlamak ve bunu sürdürmek isteyen markalar için ise marka tutumunu oluşturmak adına güçlü bir temel inşa edilmelidir (De Pelsmacker vd., 2013). Ek olarak oluşturulan bu yüksek marka sadakati ise firmaların pazarlama

harcamalarında azalmaya destek olmak ile birlikte yeni müşteriler çekerek rekabetten doğacak tehditlere karşı da zaman kazandırmaktadır (Aaker, 1991).

Mitchell ve Olson (1981)' un da belirttiği üzere, reklamlara karşı olan tutum marka tutumu ile birlikte müşterilerin satın alma niyetlerini de etkiler. Yani, iyi bir reklam, olumlu bir marka tutumuna yardımcı olurken, marka sadakati yaratacak derecede de yüksek sıklıkta satışa da vesile olur. Bu noktada ise sadık müşteriler, markaların ürün veya hizmetlerini marka elçileri gibi başka insanlara da önermeye başlarlar.

Bu çalışmalara ek olarak, Niazi ve arkadaşları (2012) yaptıkları çalışmada olumlu duygusal tepkilerin müşterilerin satın alma niyetlerini de etkilediğinden bahsetmektedirler. Yani bir reklam, alakalı, beklenmedik, yaratıcı, esprili, estetik ve sürpriz gibi etkileri içeriyorsa, bu durum müşterilerin satın alma niyetlerine de hizmet etmektedir (Eisen, vd., 2014; Tam ve Khuong, 2016; Ang ve Low, 2000).

Buna göre, Yıldız (2011) çalışmasında, gerilla reklamlamanın tüketicilerin satın alma niyetleri üzerinde olumlu bir etkiye sahip olduğunu sunmak ile birlikte Nawaz ve arkadaşları (2014), reklamlardaki gerilla karakteristiklerinin müşterilerin satın alma kararları üzerindeki etkisini göstermiştir.

### **Çalışmanın Amacı ve Hipotezleri/Denenceleri**

Bu çalışma, dünyanın giderek dijitalleştiğine şahit olup, rekabeti de göz önünde bulundurarak reklamlama aktivitelerinde farklılık uygulamak isteyen araştırmacılar, pazarlamacılar, reklamcılar ve uygulayıcılar için çeşitli önemler arz etmektedir. Çalışma, ilk olarak geleneksel pazarlamaya göre çok daha az uygulanan gerilla reklamlamanın özelliklerini sorgulamakta ve keşfetmektedir. Ek olarak, çalışma, bir gerilla reklamın nasıl kurgulanması ve tüketicilerin akıllarına nasıl taşınması gerektiğini de odaklanmaktadır. İkincil olarak, ilgili literatürdeki birçok çalışmadan farklı olarak tüketicilerin, birbirinden farklı marka farkındalığına, marka sadakatine ve marka gücüne sahip McDonald's, Ikea, Nike ve Coca Cola gibi bilinen dört markanın hem geleneksel reklamlarına hem de gerilla reklamlarına karşı sergiledikleri davranışlarını incelemekte ve analiz etmektedir. Geleneksel reklamlardan farklı olarak, gerilla reklamların tüketicilerin algılarında nasıl ayırt edildiği ve değer gördüğü sorusuna da cevap aramaktadır. Detaylı olarak, çalışma,

tüketicilerin geleneksel reklamlardan daha farklı olarak gerilla reklamlara karşı tutumlarını ve bu reklamların yarattığını satın alma niyetlerine olan etkileri konusunda araştırma yapmaktadır. Bu yüzden, çalışma, bir örneklem üzerinde inceleme içererek daha etkili bir reklamlama tekniği olarak gerilla reklamlamanın gelişimine de katkı sunmaktadır. Çalışmanın hipotezleri/denenceleri aşağıdaki gibidir:

1. Gerilla reklam, geleneksel reklama göre müşteriler tarafından daha iyimser karşılanmaktadır.
  - a) Reklama karşı olumlu reklam tutumu, gerilla reklamda geleneksel reklama göre daha fazladır.
  - b) Reklama karşı olumsuz reklam tutumu, gerilla reklamda geleneksel reklama göre daha azdır.
2. Gerilla reklamın beğenilebilirliği, geleneksel reklama göre daha fazladır.
3. Gerilla reklam, geleneksel reklama göre tüketicilerin satın alma niyetlerini daha çok harekete geçirmektedir.

### **Çalışmanın Yöntemi**

Çalışma, gönüllülük esaslı örneklem üzerinde çevrim içi anket dahilinde yapılmıştır. Ana çalışma yapılmadan önce örneklem üzerinde bir ön test yapılmıştır. Yapılan bu ön test sonucunda alınan geri bildirimler ile marka tutumunu ve reklam tutumunu ölçen aynı anlamlara gelen bazı sıfatlar kapsam dışı bırakılmış olup, daha kullanıcı dostu bir anket tasarımı yapmak adına bir takım değişiklikler yaparak nihai haline ulaşılmıştır. Anket çalışmasında dört bilinen marka ve bu markaların bir geleneksel reklam görseli bir de gerilla reklam görseli kullanılmıştır. Her bir katılımcı sadece bir adet anket çalışmasına katılım göstermiştir. Demografik bilgi sorularına cevap verdikten sonra, katılımcıların ilk olarak kendilerine gösterilen marka hakkındaki düşüncelerini ve daha sonrasında karşılarına çıkan bir geleneksel bir gerilla reklam görselini değerlendirmeleri ve bu reklamlar neticesinde satın alma niyetlerini belirtmeleri beklenmiştir. Çalışma değişkenleri üzerinde gerilla reklamlamanın etkilerini keşfedebilmek için, her bir katılımcı hem geleneksel reklam hem de gerilla reklam örneklerini aynı değişkenler üzerinde değerlendirdiğinden Bağımlı Örneklem T Testi (Paired Samples T-Test)

uygulanmıştır. Bu yüzden çalışma denek/grup içi tasarıma (Within Subjects Design) sahiptir. Çalışmaya konu olan değişkenler reklama karşı olan tutum, reklamn beğenilmesi/beğenilmemesi ve markanın ürünlerine karşı satın alma niyetidir.

Katılımcılar listesi, %60.6'sı kadın %39.4'ü erkek olmak üzere 264 kişiden oluşmaktadır. Katılımcılardan 18 yaş ve üzerinde olması beklenirken, en genç katılımcı 18 yaşında olup en yaşlı katılımcı 50 yaşındadır (M=26.97, SD=4.96). Katılımcıların eğitim düzeyleri ön lisans derecesi ile lisansüstü derecesi arasında değişiklik göstermektedir. Katılımcılara aylık kazançları da sorulmakta olup bu noktada katılımcıların %18.8'ü 0-1000 Türk Lirası, %18.4'ü 1001-2000 Türk Lirası, %22.7'lik kısmının ise 4001-6000 Türk Lirası aylık kazançta sahip olduğu bilgisi elde edilmiştir.

Çalışmanın hipotezlerini test etmek üzere örnekleme uygulanan anket sistemi üç ana bölümden oluşmaktadır. İlk bölüm marka farkındalığı, marka sadakati ve marka tutumu ölçmekte olup, ortalama olarak markaların marka güçleri hakkındaki soruları içermektedir. Bu bölüm dahilinde marka farkındalığını ve marka sadakatini ölçen ölçek, Yoo ve Donthu (2001)' nun ilgili çalışmasından 8 durum, Rajh (2002)' in ilgili çalışmasından 3 durum, Bobalca vd. (2012)' nin ilgili çalışmasından 2 durum ve çalışma esnasında oluşturulmuş 2 durum, toplamda 14 durumdan oluşmaktadır. Marka tutumunu ölçen ölçek ise 5 puanlı Likert Ölçeği tarzında değerlendirilmiş olup, Cengiz ve ark. (2011)'nin ve Spears ve Singh (2004)' in ilgili çalışmalarından derlenmiş olup 7 sınıftan oluşmaktadır.

İkinci bölümde ise katılımcıların, ilgili markaların hem geleneksel hem de gerilla reklamlarına karşı, reklamlar hakkındaki tutumları ve bu reklamların beğenilirliği ölçülmüştür. İlk olarak, katılımcıların reklam tutumları Edell Burke (1987)' nin ilgili çalışmasından 7 adet olumlu ve 3 adet olumsuz sıfat neticesinde reklamları değerlendirmeleri istenmiş olup, şaşırtıcı, düşündürücü ve beklenmedik gibi 3 adet sıfat ile de manipülasyon kontrolü (manipulation check) dahilinde reklamların gerilla reklamlamanın özelliklerini taşıyıp taşımadıkları katılımcıların bilgisi dahilinde olmadan ölçülmeye çalışılmıştır. İkincil olarak ise, katılımcıların direkt olarak maruz kaldıkları reklamları beğenip beğenmedikleri 3 adet soru

yardımıyla ölçülmüştür. Bu bölümde her bir reklam görseli için, 13 adet durum niteleyen sıfat ve 3 adet sorudan, toplamda 16 soru sorulmuş olup, 5 puanlı Likert Ölçeği tarzında değerlendirilmiştir.

Çalışmanın üçüncü bölümünde ise katılımcıların, ilgili markaların hem geleneksel hem de gerilla reklamlarının, ayrı ayrı olarak satın alma niyetleri ölçülmüştür. Konu ölçek, Yılmaz vd. (2011)' nin ve Spears ve Singh (2004)' in ilgili çalışmalarından 2 adet, Yoo ve Donthu (2001)' nun ilgili çalışmasından 3 adet ve çalışma esnasından oluşturulmuş 2 adet, toplamda 7 adet önermeden oluşmaktadır.

### **Çalışmanın Bulguları**

Çalışmaya konu olan dört bilinen marka için ilgili veri örneklem üzerinden toplanıldıktan sonra SPSS programı dahilinde incelenmiştir. Marka gücünü ve reklama karşı olan tutumlarını ölçen çalışma değişkenleri için Açımlayıcı Faktör Analizi (Exploratory Factor Analysis) yapılarak faktörler arası dikkate değer bir çapraz çakışma (cross loading) olmadığı gözlemlenmiştir (Tablo 7, Tablo 8.1 ve Tablo 8.2).

Ek olarak bu dört marka için Tanımlayıcı İstatistikler (Descriptive Statistics) kapsamında tüketicilerin markalara karşı sergiledikleri marka farkındalıklarının, marka sadakatlerinin ve marka tutumlarının ortalama değerleri ve standart sapma değerleri hesaplanmıştır.

Bu istatistiksel çalışma dahilinde yine, katılımcıların maruz kaldıkları hem geleneksel hem de gerilla reklam görsellerine karşın oluşturdukları reklam tutumları, reklam beğenilirlikleri ve satın alma niyetlerinin ortalama değerleri ve standart sapma değerleri hesaplanmıştır (Tablo 9.1, Tablo 9.2, Tablo 9.3 ve Tablo 9.4).

Anket çalışmasının ikinci ve üçüncü bölümünde, katılımcılara ilk olarak geleneksel reklamın veya gerilla reklamın verilmesi durumunda katılımcıların reklam tutumları, reklamı beğenilirliği ve satın alma niyetleri üzerindeki Hazırlama Etkisi (Priming Effect) incelenmiş olup, ilk olarak hangi reklamın verildiğinin sonuçlara dikkate değer bir etkisinin olmadığı gözlemlenmiştir (Tablo 10).



Anketin ikinci bölümünde katılımcıların hem geleneksel hem de gerilla reklamlara karşı olan reklam tutumlarının ölçüldüğü esnada şaşırtıcı, düşündürücü ve beklenmedik gibi 3 adet gerilla reklamlamanın özelliklerini taşıyan sıfat dahilinde yapılan manipülasyon kontrolü (manipulation check) sonrasında bilinen bu dört marka için de gerilla reklam örneklerinin geleneksel reklam örneklerinden belirgin bir şekilde daha şaşırtıcı, düşündürücü ve beklenmedik olduğu ortaya çıkmıştır (Tablo 11.1, Tablo 11.2, Tablo 11.3 ve Tablo 11.4).

Çalışmanın hipotezlerini sınamak adına hem her bir marka için hem de tüm markalar toplamı için Bağımlı Örneklem T Testi (Paired Samples T-Test) uygulanarak katılımcıların olumlu reklam tutumu, olumsuz reklam tutumu, reklam beğenilirliği ve satın alma niyetleri incelenmiştir.

Tüm markalar toplamı için yapılan gözlem dahilinde, Hipotez/Denence 1a' da belirtilen "Reklama karşı olumlu reklam tutumu, gerilla reklamda geleneksel reklama göre daha fazladır." önermesini dikkate değer bir büyüklükte doğruladığı gözlemlenmekle birlikte, Hipotez/Denence 1b' de belirtilen "Reklama karşı olumsuz reklam tutumu, gerilla reklamda geleneksel reklama göre daha azdır." önermesine ise karşı geldiği görülmüştür (Tablo 12).

Tüm markalar toplamı için yapılan gözlem dahilinde Hipotez/Denence 2' de belirtilen "Gerilla reklamın beğenilebilirliği, geleneksel reklama göre daha fazladır." önermesini dikkate değer bir büyüklükte doğruladığı gözlemlenmektedir (Tablo 12).

Yine tüm markalar toplamı için yapılan gözlem dahilinde, Hipotez/Denence 3' te belirtilen "Gerilla reklam, geleneksel reklama göre tüketicilerin satın alma niyetlerini daha çok harekete geçirmektedir." önermesini dikkate değer bir büyüklükte doğruladığı gözlemlenmektedir (Tablo 12).

Yine aynı yöntem ile bu sefer marka etkisi incelendiğinde;

- Coca Cola reklamlarının olumlu reklam tutumu üzerindeki etkisinin dikkate değer biçimde farklı olduğu gözlemlenmiştir. Reklamların, reklamın beğenilebilirliği, olumsuz reklam tutumu ve satın alma niyeti üzerindeki etkilerinin büyük bir farklılık göstermediği gözlemlenmiştir (Tablo 13.1).

- McDonald's' ın reklamları tüm deęişkenler doęrultusunda dikkate deęer büyüklükte farklılık göstermektedir. Katılımcılar gerilla reklama hem daha olumlu hem daha olumsuz tutum sergilemiş olup, yine bu reklam daha çok beęenilen reklam olmakla birlikte katılımcılarda daha çok satın alma niyeti yaratmaktadır (Tablo 13.2).
- Nike' ın reklamlarının, katılımcılarda yarattığı olumlu reklam tutumu, reklam beęenilebilirliği ve satın alma niyeti bakımından büyük farklılıklar gösterdiği gözlemlenmiştir. Ek olarak katılımcıların geleneksel reklama karşı sergiledikleri olumsuz reklam tutumları gerilla reklama göre daha fazladır (Tablo 13.3).
- IKEA' nın gerilla reklamı ile geleneksel reklamı tüm deęişkenler üzerinde dikkate deęer büyüklükte bir farklılık göstermektedir. Katılımcılar, geleneksel reklama göre gerilla reklama hem daha olumlu hem daha olumsuz tutum sergilemişlerdir. Reklamın beęenilebilirliği gerilla reklamda daha yüksek bir sonuç verse de katılımcıların satın alma niyetleri geleneksel reklamda daha yüksek olarak oylanmıştır (Tablo 13.4).

Bağımlı Örneklem T Testi (Paired Samples T-Test) dahilinde gerçekleştirilen bir başka yaklaşım ise marka gücünün çalışma deęişkenleri üzerindeki araştırılmasıdır. Çalışma dahilinde markaların marka güçleri üç alt boyut olarak belirtilen tüketicilerin marka farkındalığının, marka sadakatinin ve markaya olan tutumlarının ortalamalarının toplanması ile elde edilmiştir. Markaların ortalama marka farkındalığı, marka sadakati, marka tutumu ve marka güçleri Figür 5' te gösterilmiştir.

İlk olarak markanın, marka farkındalığını etkilememesinin yani dört markada da marka farkındalığının dikkate deęer bir biçimde puanlanmamasının aksine marka sadakatini, markaya olan tutumu ve marka gücünü dikkate deęer bir biçimde etkilediği ANOVA analizi yardımıyla gözlemlenmiştir (Tablo 14).

Daha sonrasında, katılımcı cevaplarından elde edilen veriler doğrultusunda marka gücü verisinin medyanı olan 3.5576 değerine göre cevaplar ikiye ayrılmıştır. Bu değer yukarısında kalan cevapları veren katılımcılar, marka gücünün fazla olduğu örneklem olarak ele alınmış olup, değer altında kalan cevapları veren katılımcılar, marka gücünün zayıf olduğu örneklem olarak ele alınmıştır.

- Ek olarak marka gücünün yüksek olduğu örneklem üzerinde Bağımlı Örneklem T Testi (Paired Samples T-Test) analizi ile geleneksel ve gerilla reklamların çalışmanın değişkenleri üzerindeki etkileri araştırılmıştır. Bu araştırma neticesinde gerilla reklamın tüketicilerin hem olumlu reklam tutumları hem de olumsuz reklam tutumları ve reklam beğenileri üzerinde dikkate değer bir etki farkına sahip olduğu gözlemlenmiştir. Ek olarak gerilla reklamın satın alma niyeti üzerindeki etkisinin ise büyük bir fark yaratmadığı gözlemlenmiştir (Tablo 15.1).
- Marka gücünün zayıf olduğu örneklem üzerinde Bağımlı Örneklem T Testi (Paired Samples T-Test) analizi ile geleneksel ve gerilla reklamların çalışmanın değişkenleri üzerindeki etkileri araştırılmıştır. Bu araştırma neticesinde, gerilla reklamların tüketicilerin olumlu reklam tutumları, reklam beğenilirliği ve satın alma niyetlerinde dikkate değer bir etkisi olduğu gözlemlenmiş olup, olumsuz reklam tutumları üzerinde geleneksel ve gerilla reklamların önemsenmeyecek derecede farklılık gösterdiği gözlemlenmiştir (Tablo 15.2).

### **Tartışma ve Sonuç**

Bu çalışmanın amacı, gerilla reklamlamanın, tüketicilerin reklamlara karşı verdiği tutumlarına ve satın alma niyetlerine olan etkisini araştırmaktır. Çalışma, literatürde son yıllarda dikkat çeken ve henüz tam anlamıyla keşfedilmemiş bir kavram olan gerilla reklamlamanın öncüllerinin ve literatürünün keşfi, uygulandığı ve tüketicilerdeki olası etkisi konusunda hem sözel hem de istatistiksel olarak birtakım önemli bulgular ortaya koymuştur.

Bulgular, çalışmaya konu olan değişkenler doğrultusunda ayrı ayrı yorumlanmak ile birlikte, ilk olarak gerilla reklamlamanın, tüketicilerin reklam

tutumları, daha sonra reklamların tüketiciler tarafından beğenilirliği ve en son olarak da tüketicilerin satın alma niyetleri üzerinde etkisi gösterilecektir. Ek olarak, örnek çalışma dahilinde, marka gücünün tüm bu süreçte olan etkisi keşfedilecektir.

Genel anlamda ve her bir marka özelinde katılımcılar, gerilla reklamlara, geleneksel reklamlara göre daha olumlu tutum sergilemişlerdir. Gerilla reklam görselleri, en çok Nike özelinde olumlu bir fark gösterirken, IKEA’ da bu fark en az seviyededir. Dahlén ve Edenius (2007)’ un da belirttiği gibi, geleneksel ortamlar yerine asansörler veya sokaklar gibi gerilla ortamlar ile reklamların tüketiciler ile bulunduğu noktalarda tüketicilerin reklama olan tutumları olumlu etkilenmektedir. Ek olarak, gerilla reklamlar, müşteriler tarafından şaşırtıcı, esprili ve buna benzer etkilere sahip olduğundan, bu durum müşterilerin reklamlara karşı daha olumlu tutumlar gösterilmesine de destek olmaktadır (Ang ve Low, 2000; Tam ve Khuong, 2016).

Genel anlamda ve Nike hariç diğer markalarda da görüleceği üzere, katılımcılar, gerilla reklamlara geleneksel reklamlara göre daha olumsuz tutum da sergilemişlerdir. Bu etki en fazla IKEA reklamlarına ait iken, en az etki de Coca Cola reklamlarına gözlemlenmiştir. Nike’ ın gerilla reklam görseli, aynı zamanda bir ürününü tanıtmak yerine sosyal sorumluluk içerdiğinden, katılımcıların olumsuz tutumlarını frenleyen bir faktör olarak algılanabilir. Jankovska (2015) çalışmasında da belirttiği gibi, gerilla reklam mesajları bazen, müşterilerin reklamlara ve markalara karşı olumsuz tutumları sergilemesine sebebiyet verecek derecede sinir bozucu olarak algılanabilir. Bir başka deyişle, bazı gerilla taktikleri şok edici, korku barındıran, etik olmayan veya bu tarzda tüketicilerde endişe, stres veya rahatsızlık yaratacak içerikler içerdiğinden olumsuz tutum sergilenmeye de açıktır (Kaenging ve Yazdanifard, 2013; Ay vd., 2010; Hyman ve Tansey, 1990; Yıldız, 2017).

Lavidge ve Steiner (1961)’ in ve Biel ve Carol (1990)’ unda çalışmalarında bahsedildiği üzere, beğenilen reklamların, tüketicilerin hem reklama hem de markaya olan tutumlarını etkilemekle birlikte, tüketicilerde olumlu hislerin ve reklama karşı olan olumlu tutumun da artmasına vesile olmaktadır. Bu doğrultuda

katılımcılar hem her bir marka özelinde hem de genel olarak, gerilla reklamları geleneksel reklamlara göre daha çok beğenmişlerdir.

Hipotez/Denence 3' te de test edilip doğrulandığı ve Yıldız (2011) ve Nawaz vd. (2014)' in çalışmalarını destekler nitelikte, gerilla reklamların geleneksel reklamlara göre tüketicilerin satın alma niyetlerini daha çok harekete geçirmektedir. Ancak, IKEA haricindeki diğer markaların gerilla reklamlarının tüketicilerin satın alma niyetlerini artı yönünde etkilediği görülürken, bu durum IKEA' da olumsuz bir etki olarak karşımıza çıkmaktadır. Satış promosyonları, fiyat içermeyen reklamlardan farklı olarak tüketicileri firmanın ürünlerini satın almaya sevk eden tekniklerden biridir (Asghar vd, 2015). Bu yüzden, anket sisteminde kullanılan geleneksel reklam görselinin direkt olarak fiyatta indirim içermesinden ötürü müşterinin satın alma davranışını gerilla etkisine nazaran daha çok tetiklemiş olabilmektedir. Reklamlara karşı olan tutumun tüketicilerin satın alma niyetlerini etkilediği açıktır (Mackenzie vd., 1986). Bu yüzden, anket sisteminde ölçülmüş çok bilinen bu markalar hakkında tüketicilerin hali hazırda satın alma davranışları mevcuttur. Buna rağmen Coca Cola' daki küçük etki dışında, diğer markalarda gerilla reklamların tüketicilerin satın alma niyetleri üzerinde dikkate değer etkisinin olduğu gözlemlenmiştir. Bu yüzden, eğer bir reklam gerilla unsurları ile servis edilmiş ise, bunun tüketicilerin satın alma niyetlerini de etkileyeceği aşikardır (Eisen vd., 2014; Tam ve Khuong, 2016; Ang ve Low, 2000). Coca Cola' nın geleneksel reklam örneğinin, diğer markaların geleneksel reklam örneklerinden farklı olarak net bir şekilde ürün görseli içermesi, katılımcılar tarafından oylanırken çekici bulunmuş olabileceğinden bu geleneksel reklam örneğinin de tüketicilerde satın alma niyetini net bir şekilde etkilemesi mümkündür.

Çalışma denenceleri arasında yer almasa da, çalışma dahilinde, marka gücünün gerilla reklamlama üzerine etkisi de keşfedilmiştir. Satın alma niyeti dahilinde, güçlü markalarda gerilla reklamlama belirleyici bir etki yaratmazken zayıf markalarda gerilla reklamlamanın belirleyici bir etki yaratması, önemli bir bulgu olarak ortaya konulmuştur. Bu çerçevede, yazında da belirtildiği üzere, güçlü markaların reklamlarının her koşulda fark edilebilir olduğu görüşü desteklenmiştir (Dahlén ve Lange, 2005; Machleit ve Wilson, 1988; Rice ve Bennett, 1998).

Bu çalışma, hakkında yazında sınırlı araştırmaya sahip gerilla reklamlamanın tüketici davranışı üzerine etkilerini nicel yöntemler kullanarak ortaya koyan ve marka gücünü de araştıran Türkiye bağlamındaki ilk çalışmadır. Çalışma sonuçları, gerilla reklamlamanın, yöneticiler tarafından değerlendirilmesi gereken önemli bir pazarlama aracı olduğuna işaret etmektedir. Çalışmada tanınırlığı ve bilinirliği yüksek markalar kullanılmıştır. Çalışmanın kısıtları arasında, çalışmanın bilinen markalarla yapılmış olması, katılımcılara hem geleneksel hem de gerilla reklamlama örneklerinin aynı anda sunulması, gerilla reklam örneklerinin kağıt üzerinde sunulmuş olması sıralanabilir. Gelecekteki araştırmalarda, gerilla reklamlamanın özellikle küçük ve bilinirliği az markalarca kullanımının etkisinin araştırılabilmesi adına, çalışma farklı markalar kullanılarak yenilenebilir. Ayrıca, gerilla reklamlamanın etkilerinin tam olarak ortaya konabilmesi adına, çalışma, kağıt üzerindeki reklamlardan ziyade, açık alanda ve katılımcıların gerilla reklamlamanın dinamiklerini daha iyi tecrübe etmelerine imkan kılan şekilde tasarlanabilir.

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