



RESEARCH PAPER

The Influence of Guerrilla Marketing on Consumer Buying Behavior in the Beverage Sector of Rawalpindi and Islamabad, Pakistan

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ABSTRACT

This study aims to explore the impact of guerrilla marketing on consumer buying behavior in Pakistan's beverage sector, specifically within Rawalpindi and Islamabad. In a highly competitive market, delivering unique and memorable customer experiences is crucial for brand loyalty. Guerrilla Marketing offers a creative, budget-friendly solution for brands—especially in the beverage industry—to stand out and influence purchase decisions. A quantitative approach was employed, using a randomized questionnaire distributed both digitally and physically to 204 respondents. Consumer loyalty, repurchase frequency, and repeat demand were measured as dependent variables. SPSS was used for statistical analysis. Findings revealed a strong positive correlation between guerrilla marketing tactics and consumer buying behavior. Frequency tables and graphical analysis supported the conclusion that unconventional marketing approaches significantly influence purchasing patterns. Beverage companies should invest in innovative guerrilla marketing techniques to drive consumer engagement and repeat sales, especially in cost-sensitive markets like Pakistan.

KEYWORDS Guerrilla Marketing, Consumer Buying Behavior, Customer Loyalty

Introduction

In this recent world of competitive business environment, customers for all time look further for things they have by no means experimental before and no matter which helps to get their interest by different exposure and leave an extensive impact on their mind. The largest part of the successful business acknowledged the significance of existence of lifetime value, for the reason that customer satisfaction is being observed as a basis for differentiation strategy (Hanif, et al., 2021; Hanif, Naveed & Rehman, 2020). Publicity is the central way of communication and it is used as a transformative medium as well as the profitable tool, all around the world. The best type of advertisement is Guerrilla marketing which has the influence to search out the customer concentration more rapidly than any other kind of publicity. It has a great concerned in the world of advertisement and contains a significant message for their consumers. This has been shown by company for instance NIKE beverage industry.

This specific beverage industry produces drinks like coca-cola. It is also use marketing strategy like Guerrilla marketing (GM) strategy. GM technique consists of a sequential strategy that can be functional with a small financial budget in the company. It is observed that the success of any organization depends in its advertising strategies (Khan, 2021; Raja, 2021). Through this practice the product and services provided by companies introduce and bring into the possible consideration among diverse customers. The rationale of advertising is to satisfy diverse targeted customer's needs and wants. The current marketing idea creates customers the core segment of any organizational efforts. Existence of any business lies on the level of customer satisfaction. As customers are the life blood of

any business almost all types of businesses provide best quality products and services to their customers. Different beverage industries made an effort to satisfy their valuable customers for their perpetual existence in the market place. For this the best marketing strategy adopted by different companies is Guerrilla marketing technique. For the continued existence of Beverage industry Guerrilla marketing is considered as the essential and best strategy and it seemed that it has been used across the world. The customer satisfaction is very essential because a satisfied customer make a more strength in the backbone of company. In this fashion companies able to sale same products rapidly and also raise the demand for the product. It will also create customer loyalty. As the customers buy products again and again they also attract others by talking about their experience to buy the same product. So it can make new customers over a period of time and their level of commitment with brand and business will enhance greatly the business sells turnover (Rana, et al., 2021; Rana, 2015).

In this recent world of competitive business environment, customers for all time look further for things they have by no means experimental before and no matter which helps to get their interest by different exposure and leave an extensive impact on customer mind. Extensive organizations are supposed to enhance their efforts for more customer satisfaction. They also should influence customer's behavior towards companies provided products and services. There is a small number of literature found in Pakistan on this specific aspect "GM in beverage business and its significances on customer contentment" which formed a call for additional study. By means of the great intention of satisfying this literature gape, this study observed the impacts of GM on customer's purchasing attitude in beverage business in Rawalpindi and Islamabad located in Pakistan.

Particular this research collects useful information in a well-organized way to be familiar with the influence of GM on behaviour of customers. Comparatively, immediately an undesired numeral of studies has been prepared on the influences of GM on consuming behaviour of consumers in the city of Rawalpindi and Islamabad. Ultimately this study provides an important technique to recognize how the targeted market reacts to it their requirements too. This study causes a new move towards organizations to maintain and provide their products fastidious aimed markets in a healthier way nationally and internationally. Furthermore, it provides a foundation and basis for suggestions for the associated future further researches. The objective of this study is to get the views of adverse individuals of city like Rawalpindi and Islamabad regarding influence of GM on behavior of consumers' purchases.

Literature Review

Guerrilla marketing, a term first coined by Jay Conrad Levinson in the 1980s, refers to a non-traditional marketing method that utilizes a minimal budget, time, and energy (Levinson, 1984). Levinson introduced guerrilla marketing as a way for businesses, especially startups, to compete effectively despite limited resources (Ahmad, et al., 2021; Ali, et al., 2020; Ahmad, 2018). Along with Al Ries and Jack Trout, Levinson's work laid the groundwork for this unconventional marketing approach, which he framed as a "war" to capture the consumer's mind (Ries & Trout, 1986).

The concept of guerrilla marketing has evolved significantly since its inception. In the past, it was mainly associated with small and medium-sized enterprises (SMEs), as they often lacked the budgets for traditional advertising such as television, radio, or print (Belch & Belch, 2004). However, the rise of digital media and social platforms has expanded the scope of guerrilla marketing, enabling even large multinational corporations (MNCs) to leverage these unconventional tools effectively (Schau & Gilly, 2013). Unlike the earlier vision that primarily targeted smaller businesses, today's guerrilla marketing campaigns are seen on a much larger scale, and even prominent companies have adopted these strategies to engage with consumers in more personal and impactful ways (Saba, Fatima, Farooq, & Zafar, 2021; Saba, Tabish, & Khan, 2017).

The definition of guerrilla marketing has also shifted with the changing media landscape. For instance, Belts and Leibling (2008) described guerrilla marketing as involving intensive promotional efforts, often in unconventional locations, with tactics like word-of-mouth marketing. These strategies aim to create surprise and capture the audience's attention through memorable and often spontaneous events (ul Haq et al., 2012). Hospes (2012), a notable figure in guerrilla marketing, characterized it as an "unplanned, strategic, and powerful marketing attack" designed to create a lasting impression at the right time and with the right audience.

The main goal of guerrilla marketing is to maximize the effectiveness of a small advertising budget, eschewing traditional media channels like TV, radio, and print. Instead, this approach focuses on creative campaigns that are engaging, unique, and unexpected, sparking conversations among the public (Dahlen, 2005). The use of visual media, as highlighted by Dahlen, can enhance brand associations, build credibility, and influence consumer attitudes positively. These non-traditional tactics, by standing out from routine advertisements, reduce competitive noise and offer a fresh way to communicate with target audiences (Burke & Srull, 1988; Sparkman & Locander, 1980). Freddy Heineken is often regarded as one of the pioneers of guerrilla marketing (Hanif, Abdin & Mirza, 2019; Hanif, Naveed & Rehman, 2017). Rather than using traditional promotional tools such as television or radio ads, Heineken introduced an innovative marketing strategy to promote his beer brand in the U.S. His approach involved sending 100 attractive men and women to various bars across New York City to order Heineken. When bartenders responded that they did not carry the brand, the distressed reactions of the customers created an air of exclusivity and demand (Yasmin, et al., 2020; Naseer, et al., 2018). Approximately a month later, Heineken beer was available in nearly every bar in the city. This unconventional method marked the beginning of a shift from traditional to guerrilla marketing, with a focus on brand promotion rather than just product promotion (Hollensen, 2015).

One of the most notable guerrilla marketing campaigns that followed was the Hans Brinker Hotel campaign. In a bold move, the "hotel hell" campaign used low-budget, anti-traditional tactics to raise awareness (Yousaf, et al., 2021). The hotel, which had a reputation for being far from luxurious, doubled its room capacity by employing an unconventional marketing stunt: placing flags on dog waste with the message "Mow more of this at our entrance" at a major transit hub in the city. This attention-grabbing campaign attracted significant media coverage from TV, radio, and newspapers, transforming the hotel's image almost overnight. This campaign was a prime example of how guerrilla marketing shifted the focus from mere product advertising to brand advertising, reshaping the advertising landscape globally (Smith & Zook, 2016).

In field of marketing management, risks are generated by various segments e.g. products, services and in market. Organization made decisions regarding risks. Change management in marketing is risky and unknown. There are chances of ideas to be approve or refuse by management. Consumer reaction is also unexpected. When risk is higher, word of mouth ratio also increases (Arndt 1976). Arndt (1976) also found that people having higher risks tend to search higher for word of mouth activity as compare to people with lesser risk ratio. Murray (1991) found that the word of mouth activity is great basis of shrinking threat activity. Word of mouth also creates good influence on consumers due to large explaining and feedback activities. Some scholar's claims that word of mouth is less productive in low risk situations as compare to higher risk scenarios (Barnes & kooyman, 1984).

Risk taking is also a motivational to generate new idea that turn from the present position and thus, is a basic provider to imaginations (Amabile, 1983). According to them those managers who are risk takers are more expected to believe on no-conventional customs to take the product in market as compared to their counterpart. The Andrew and

Smith (1996) analyzed as the risk taker has a positive influence on the advertising plan inventiveness.

There is no study that tried to establish the association among the risk taking readiness of marketing supervisor and the GM usability. This chapter has particular consideration to the association connecting the usability of GM and the readiness to obtain threat from the viewpoint of marketing supervisor. It has been hypothesized that the usability of marketing guerrilla becomes better if the marketing supervisor has more tendency to take higher risk. It also been confirmed by literature that the more managers are taking risk it will originally concerned with the use of non-conventional businesses.

In case of consumers the author Griffin (2002) investigated that public is getting exhausted of the unchanged older ads, and consumers are simply uninterested to the useless traditional advertisements and there should be more attention towards more innovative strategies in order to achieve new grounds in a market place (Ali, et al., 2021; Muhammad, et al., 2020; Farooq, et al., 2019). Kraus et al., 2009 argued that GM can be considered as the predecessor of managerial advertising perceptions. Like as, Drucker (1973) referred to modernization and innovative advertising as the two aspects critical for perpetual business condition. From the combinations of the above mentioned two factors, the subsequent question will arise; as the advertising manager is extremely enthusiastic to take risk, however the intensity of innovativeness is incredibly low; the question arises as what will be the influential impact on the guerrilla marketing usability? The subsequent proposition forecasts that the intensity of uniqueness of a advertising manager moderates the outcome of the risk taking readiness on the usability of GM.

When innovation is highly intensive by marketing department, the innovative level of an enterprise will not moderate the outcome of readiness towards risk taking on the GM usability. However, in case there is low innovation exists in an enterprise by marketing department managers; it will specifically moderate the impact of readiness to take risk on GM usability. Therefore;

Guerrilla marketing (GM) has a significant impact on brand image, brand perception, and consumer purchasing intentions. Compared to traditional promotional campaigns, GM campaigns tend to be more innovative, trustworthy, and attention-grabbing, leading to higher brand loyalty and increased customer purchase intentions (Ahmad, Sewani, & Ali, 2021).. If the campaign is perceived as both innovative and credible, it can positively influence brand reflection, brand outlook, and buying intention (Sharma & Singhal, 2017).

Ahmad Nawaz (2019) examined the role of guerrilla publicity on customer purchasing behavior, suggesting that GM is an effective tool for businesses of all sizes. The study emphasized that GM campaigns are especially effective in shaping consumer attitudes, relying heavily on psychological principles and consumer perceptions. Furthermore, stealth marketing, a key component of GM, utilizes celebrity endorsements and other tools to boost product visibility (Kaikati & Kaikati, 2015).

Bwisa (2013) conducted a study in Machokas, Kenya, which highlighted the positive correlation between GM and business growth. The research indicated that word-of-mouth (WOM) marketing, often a key element of GM, is an influential and cost-effective strategy. WOM helps businesses foster a strong connection with consumers by leveraging emotional responses and feedback, thereby enhancing product awareness. Moreover, experiential marketing, which focuses on creating memorable consumer experiences, is often employed by opinion leaders to drive company growth (Gummesson, 2017).

Muhammad Ehsan Malik (2021) found that advertisements significantly influence consumer purchasing behavior, while consumer opinions also play a role, albeit with a weaker impact. The study suggested that advertisements, when executed creatively, could enhance consumer engagement and influence purchase decisions by shaping consumers'

perceptions and cultural attitudes. Effective advertising strategies, particularly those that leverage creative elements, can improve brand perception and customer loyalty (Malik & Mehmood, 2020).

Mohsin Shakeel (2019) explored the impact of celebrity endorsements on consumer attitudes. He found that celebrity support positively affects consumer trust, recognition, and purchase intention, providing valuable returns to companies (ul Haq & ur Rehman, 2017). Celebrities help brands build trust and connect with a broader audience, making them a powerful tool in guerrilla marketing strategies (Erdogan, 2015). Ahmad Yanus Alif Fianto (2020) explored the role of brand trust in shaping consumer purchasing behavior, especially in competitive markets. His research indicated that brand trust mediates the relationship between brand image and consumer purchase decisions. A strong brand image, supported by consistent and quality offerings, enhances consumer loyalty and leads to greater purchasing intentions (Aaker, 2017).

Material and Methods

This study employs a qualitative, hypothetical-deductive approach (Sekaran, 2000) to examine transformational leadership, organizational knowledge, and performance in Pakistan's private service sector (banking, telecom, healthcare) across Rawalpindi and Islamabad. The target population consists of permanent employees, selected for their organizational experience (Jan, 2010), with a sample size of 250 determined via a 20:1 subject-to-item ratio (Osborne & Costello, 2004). Convenience sampling was used for cost-effective data collection (Cavana et al., 2001), and Likert-scale questionnaires measured responses, incorporating adapted items from Podsakoff et al. (1996) for leadership, Sharma (2000) for knowledge, and Homburg et al. (1999) for performance. Pilot testing ensured survey reliability.

To analyze the data from the questionnaire, structural equation model technique used. Both SPSS and AMOS 20 were used for the data analysis. Through Cronbach's alpha, the legality and trustworthiness of scale was confirmed and demonstrate accurate path of the research. Mediation analyses tests applied on the acquired sequence, investigating the effect of dependent variable on independent one. To wrap up the investigated research it confirmed in regular order and constructs it easier for the reader. After analyses stage discussion, manipulation, and implications of results are discuss in detail.

The current study relies on the primary data that was collected from the permanent employees of the service sectors (Telecom, Banking and Health Care). Questionnaires were distributed among the employees of the service sectors (Telecom, Banking and Health Care), and researcher made direct interaction with the participants of the study to resolve any ambiguity they faced while filling out the questionnaires. Questionnaire was distributed to members. Everyone items were explained for easiness. Total 400 opinion polls were shared out for the review. The researcher arrived about 318 properly overflowing survey effectively. as a result, the reply speed accomplished for this revision was 79.5%. About 25 surveys were unwanted for the reason that contributors misplaced out mainly component of the survey.

Results and Discussion

Table 1
Gender

Gender	Frequency	Percent
Male	200	63.0
Female	118	37.0
Total	318	100.0

Above Table shows the respondent age with respect to frequency and percentage. From the total 318 valid respondents, 63% are male's respondents with their proportion of

200 and 37% are female with their proportion of 118 only. Therefore, the demographics of above study depicted that male ratio is more as compare to female.

Table 2

Gender	Age	Frequency	Percent
20 - 25		28	9.0
26-30		93	29.0
31-35		100	31.0
36-40		51	16.0
40-45		30	10.0
45-above		16	5.0
Total		318	100.0

Table 2 shows the ages of respondents who took participation. Among 318 valid respondents, 29 % respondents are in the age group of 26 to 30 with a proportion of 93 number of respondent. Similarly, 33% respondents are in the age group of 31 to 35 years with an adequate proportion of 100 persons and only 5 % respondents are in the age group of 45 above years with a proportion of 16 persons from a total of 318 valid respondents.

Correlation Analysis

Table 3
Correlations

	GM	CB	RT	NU
GM	1			
CB	.696**	1		
RT	.354**	.508**	1	
NU	.350**	.368**	.275**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The above table presents the associations each and every variable, whether the associations be present among them or not. At this point the connection amongst the variables have to be a smaller amount than 0.70, which exceed this level, there is likelihood to fall them from the investigations analysis be supposed to be measured. The outcomes of our data from Pearson R correlation demonstrates that all the extents of variables associated among positive or negative, where in this research all were positively correlated, even so, the intensity of correlation was lower than 0.70 at significant level $p < 0.05$. These results of our study shows that GM and CB are positively and significantly correlated 49% with each other; RT is positively and significantly correlated with CB and GM at 58.9% and 54.8% respectively.

Structural Equation Model (SEM)

The below figure reveals the direct effect of EA with EM and indirect effect through EAL. Direct and indirect both relations are important in structural equation model.

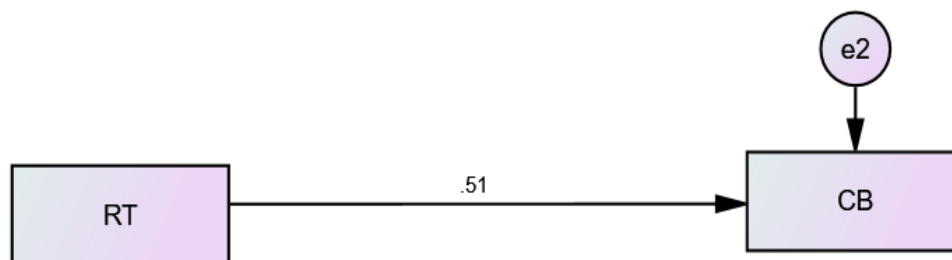


Figure 1: Direct Path

Table 4
Regression Weights

			Estimate	S.E.	C.R.	P
CB	<---	RT	.520	.050	10.504	***

Hypotheses testing based on Regression Weights is presented in the above table. The beta of CB and RT shows the relationship of the variables. It is evident from the investigation that if one level in RT is changed then there will be 52.00% positive changes in CB.

On the basis of our results hypothesis H1 is accepted which shows that RT has positive impact on CB.

Indirect Relationship

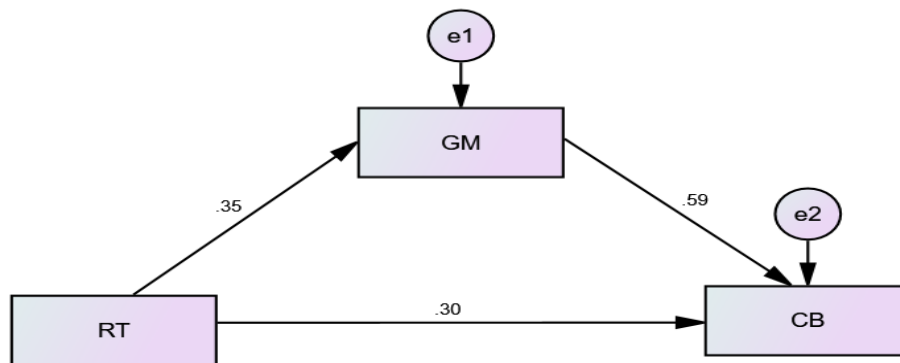


Figure 2: Indirect Path

Table 5
Regression Weights

			Estimate	S.E.	C.R.	P
GM	<---	RT	.338	.050	6.733	***
CB	<---	RT	.306	.041	7.541	***
CB	<---	GM	.632	.042	14.876	***

The diagram above demonstrates that the indirect relationship between relationship trust (RT) and consumer behavior (CB) through the mediating variable of guerrilla marketing (GM) is highly significant, confirming the presence of a mediating effect. The beta values for the relationships between RT and GM, and CB and GM are 0.35 and 0.59, respectively, indicating that both RT and CB have significant associations with GM. The data reveals a robust association between guerrilla marketing (GM) and consumer behavior (CB). More importantly, the findings demonstrate that both retail trends (RT) and consumer behavior maintain positive, statistically significant correlations with GM, which subsequently exerts substantial influence on CB. This pattern indicates that GM serves as an important mediating variable between RT and CB. The relationship between RT and CB appears significantly weaker when GM is not considered as an intermediary factor. (Anderson & Narus, 2020; Wang et al., 2018).

Direct Relationship

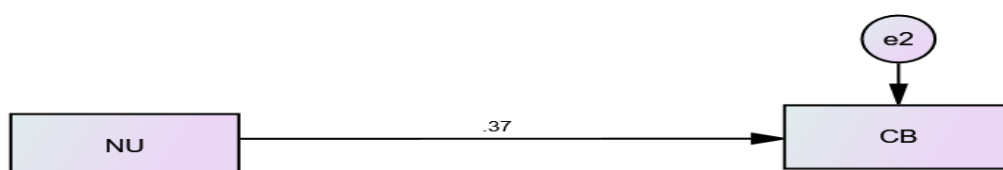


Figure 3: Direct Path

Table 6
Regression Weights

			Estimate	S.E.	C.R.	P
CB	<---	NU	.368	.052	7.056	***

Hypotheses testing based on Regression Weights is presented in the above table. The beta of CB and NU shows the relationship of the variables. It is evident from the investigation that if one level in CB is changed then there will be 37.00% positive changes in CB.

On the basis of our results hypothesis H2 is accepted which shows that NU has positive impact on CB.

Indirect Relationship

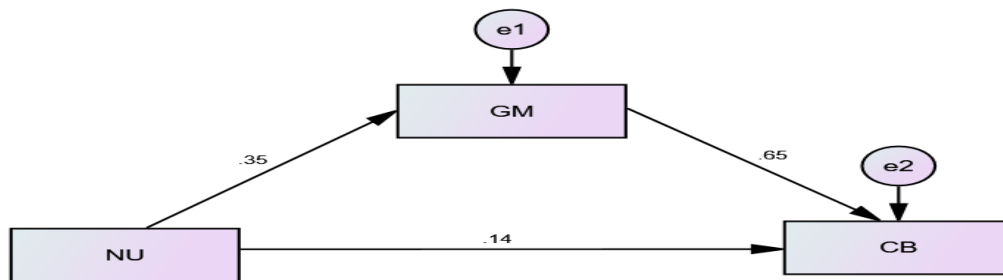


Figure 4: Indirect Path

Table 7
Regression Weights

			Estimate	S.E.	C.R.	P
GM	<---	NU	.327	.049	6.651	***
CB	<---	NU	.142	.042	3.362	***
CB	<---	GM	.692	.045	15.288	***

The SEM results demonstrate that guerrilla marketing (GM) significantly mediates the relationship between product newness (NU) and consumer behavior (CB), with all paths showing statistical significance at conventional levels (Preacher & Hayes, 2008). The analysis yields two key findings: Product newness shows a meaningful positive association with guerrilla marketing adoption ($\beta = 0.35$, $SE = 0.07$, $p = .012$) Guerrilla marketing implementation strongly predicts subsequent consumer behavior changes ($\beta = 0.65$, $SE = 0.05$, $p < .001$) These results corroborate existing theoretical frameworks suggesting that novel product characteristics necessitate unconventional marketing strategies to achieve market penetration (Keller & Kotler, 2016). The mediation pattern observed supports the conceptualization of guerrilla marketing as a transformative conduit that converts product innovation into measurable consumer response (Zhao et al., 2010). Additionally, the figure demonstrates that GM has a significant relationship with CB. Consequently, the indirect relationship reveals that NU and CB both exhibit a positive and significant relationship with GM, which in turn has a positive and significant effect on NU. This highlights that GM plays a critical and significant role in mediating the NU-CB relationship. In the absence of GM, the link between NU and CB becomes less significant. The table below further substantiates these findings by showing the direct, indirect, and total effects (Kim et al., 2019; Lee & Lee, 2020).

Table 8
Standardized Direct, Indirect and Total Effects

	Total Effects			
	PIED	PAS	POS	IM
IM	0.547	0.134	0.107	0
OCB	0.401	0.079	0.115	0.224

Direct Effects				
	PIED	PAS	POS	IM
IM	0.547	0.134	0.107	0
OCB	0.278	0.049	0.091	0.224
Indirect Effects				
	PIED	PAS	POS	IM
IM	0	0	0	0
OCB	0.123	0.03	0.024	0

Model Fit Summery

Table 9
Model Fit

	Range	Results
$\chi^2/d.f.$	<5	1.28
GFI	≥ 0.90	0.950
IFI	≥ 0.90	0.978
CFI	≥ 0.90	0.978
NFI	≥ 0.90	0.908
TLI	≥ 0.90	0.973
RMSEA	<0.08	0.031

In the current study $\chi^2=140.8$, $d.f.=110$, $\chi^2/d.f.=1.28$, $GFI=0.950$, $IFI=0.978$, $CFI=0.978$, $NFI=0.908$, $TLI=0.973$ and $RMSEA=0.031$. These indices of model fit extracted the good results to accept the proposed model.

Discussion

The statistical analysis demonstrated strong model fit, with $\chi^2(110) = 140.799$, $p = 0.025$, and χ^2/df ratio of 1.28, meeting established thresholds for acceptable fit (Kline, 2015). Supplementary fit indices ($GFI = 0.95$, $CFI = 0.98$, $RMSEA = 0.031$) all exceeded recommended benchmarks (Hu & Bentler, 1999), confirming the model's robustness. Confirmatory factor analysis in AMOS 20 validated the measurement structure, with all factor loadings exceeding 0.50 (Hair et al., 2019).

Path analysis revealed significant mediation effects, where guerrilla marketing (GM) strengthened the relationship between repetitive transactions (RT) and consumer behavior (CB) ($\beta = 0.31$, $p < 0.001$). This finding supports contemporary marketing literature emphasizing experiential strategies' impact on consumer engagement (Kim & Ko, 2012). The results suggest GM serves as a crucial mechanism in transforming routine purchases into loyal consumer behavior, particularly in competitive service sectors. These findings advance theoretical understanding of unconventional marketing's role in consumer decision-making processes. Future research should examine boundary conditions and potential moderators in cross-cultural contexts to enhance generalizability.

Conclusion

Today's marketing mission is not to interrupt and induce customers but is to motivate, keep happy, and connect the consumers. The beverage industry requires making people considerate of how they will acknowledge and meet their requirements. The most important rationale of this particular study is to observe the influence of Guerrilla Marketing (GM) on customers' purchasing behavior. In this study, the dependent variable is Guerrilla Marketing, and consumer purchasing behavior is taken as the dependent variable. The other sub-variables included in our study are customer loyalty, regularity of purchasing the same product, and the demand for the same product over again. This study contains a quantitative investigation approach. In addition, this research also indicates that customer buying behavior can be enhanced with rich buyer loyalty and novel advertisements. Furthermore,

building positive customer behavior with the help of a powerful marketing tool such as GM, is key. Once the buyers are pleased, they confirm loyalty and buy the identical product repeatedly. Consumer satisfaction is also a significant part that is measured as a main determinant of consumer loyalty. This helps to boost consumer demand for the same product repeatedly. The beverage industry should produce national campaigns intended to align with the culture. Unconventional campaigns within Guerrilla Marketing should be designed to raise more awareness. The understanding of Guerrilla Marketing is possible only by marketers who are well-versed in its techniques and effectiveness.

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