

Guerrilla Advertising Concept and Further Research Possibilities

¹Chaitali Bajaj, ²Keshav Jalan, ³Vishakha Agrawal

Christ University in Bangalore, Karnataka, India

Abstract: In this paper we have tried to examine the present condition of hypothetical learning about guerrilla advertising and show essential ideas and contemplations in this specific field. Also, it proposes ways for the future examination. This could give significant material to both the promoting researchers also, showcasing chiefs or administrators.

Keywords: Guerrilla Advertising, Essential Ideas and Contemplations, Hypothetical Learning.

1. INTRODUCTION

Guerrilla Advertising is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. Guerrilla advertising is a commercial system idea intended for organizations to advance their items or administrations in a flighty route with little spending plans to spend. This includes high vitality and creative ability concentrating on getting a handle on the consideration of people in general in more individual and noteworthy level. Some extensive organizations use eccentric commercial strategies, broadcasting to be guerrilla promoting however those organizations will have bigger spending plan and the brand is as of now unmistakable.

Guerrilla advertising is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla advertising campaigns aim to strike the consumer at a more personal and memorable level.

Dissimilar to commonplace open showcasing effort that use announcements, guerrilla advertising includes the use of numerous strategies and practices so as to build up direct contact with the customers. One of the objectives of this cooperation is to bring about an enthusiastic response in the customers and the last objective of promoting is to motivate individuals to recall brands differently than they are utilized to. The system includes from flyer conveyance in broad daylight spaces to making an operation at real occasion or celebration generally without specifically associating with the occasion however utilizing the open door. The test with any guerrilla promoting effort is to locate the right place and time to do the operation without getting included in legitimate issues.

2. RESEARCH REVIEW

This article discusses how Guerrilla Marketing is a way to increase greatest presentation through negligible expense to the organization. While there is a reasonable beneficial outcome on all that really matters, the net impact on the brand's value as saw by the buyer had yet to be completely dissected. The creator battles that the impact will depend not just on how the customers will see how they are being showcased to, through Guerrilla Marketing, additionally relies on upon the medium utilized by the crusade. The creator contends that the impacts on brand value can be either positive, negative or unbiased. Being based on the component of amazement, Guerrilla Marketing strategies can regularly be adulated for their creativity, or rebuked for being an annoyance, or a peril to nearby groups. (Prevot, 2009)

In this article we perceive how in nowadays of enlightening over-burden the significance of viable correspondence from organization to customer is crucial. Yet numerous organizations barely locate a legitimate approach to venture out from enlightening haze. There are some abnormal devices for advertising administrators as online networking promoting, viral

showcasing, buzzmarketing, neuromarketing et cetera, which offer chances to separate. Guerrilla promoting, as one of them, tragically endures of hypothetical vagueness. This paper has two principle goals. Firstly, it plans to give an investigation of the present condition of hypothetical information about guerrilla advertising and show essential ideas and musings in this specific field. Also, in light of past examination, it concentrates on selecting crevices in the ebb and flow information and proposes ways for the future exploration. This could give pertinent material to both the showcasing researchers and promoting chiefs or administrators. (Klepek, 2014)

3. RESEARCH DESIGN

In this paper, we have done conceptual research. We have tried to understand the meaning of guerrilla marketing. We have reviewed existing articles and understood what the previous researchers are stating. In todays time the average attention span of consumers is 7 seconds. So, interesting and creative ideas are required constantly to engage them.

4. RESEARCH OUTCOME:

We realised that there are many techniques in the market for advertising. Due to the flexibility and the spontaneity needed for guerrilla advertising, it is doubtful whether marketers can feasibly plan and control the diffusion of a guerrilla campaign. Further research should analyse how and when guerrilla activities develop an own dynamic once implemented. guerrilla campaigns are presumably most effective if they reasonably fit to the company, the product and the target group.

5. CONCLUSION

Guerrilla Marketing is cheap. At the high end, you may end up investing a few hundred dollars in promotional items or a major, centralized piece that you can build a number of different campaigns around. At the low end, it's free - and you can't beat free!

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