

## The impact of guerrilla marketing campaign on consumer behavior of the young women in Saudi Arabia

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**Abstract:** Purpose: Guerilla marketing has gained a lot of popularity over the years as a marketing strategy for most businesses globally. Guerrilla marketing is the marketing strategy that incorporates creativity to produce standard advertisement messages to influence the behavior and the attitude of the consumer at lower prices. The aim of this paper is to determine the impact of guerrilla marketing campaign on consumer behavior of young women in Saudi Arabia. Methodology: Quantitative measures will be used in the study. The researcher will use an online survey through constructing a questionnaire that is associated with the stated topic using Google form. The constructed questionnaire will then be sent to the target group for them to answer the several questions. Findings: Findings from the study revealed that guerrilla marketing did have an effect on the young women in Saudi Arabia and their buying behaviors.

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### Chapter One: Introduction

#### 1. Introduction

The introductory chapter provides a background of guerrilla marketing as generally used in promoting and advertising goods. It introduces the impacts of a guerrilla marketing campaign on women within cultural dynamics. Besides the background, the chapter covers the rationale and purpose of the study, a statement of the problem, research aims and objectives, an overview of the methodology, and a structure of the dissertation. The chapter basically gives the direction of the entire dissertation.

#### 1.1 Background of the Study

Guerilla marketing is a common strategy used in marketing and advertisement of products and brands. Marketers are always looking for the effective ways of reaching out and appealing to their customers. The trend has resulted in an increased level of creativity and innovativeness. Competition has also led to the need to cut on the cost of marketing. Small businesses are now seeking ways of cutting down the cost while remaining relevant in the market. While this is a challenge, there is a potential solution in applying Guerilla marketing strategy (Bigat 2012). The method allows businesses to market their brands at a low cost using innovative but unconventional means. Marketers still manage to offer marketing that is out of the ordinary and instrumental in strategically placing their brands in the minds of their customers.

The method of marketing has emanated out of the need for businesses to market their products and

services in an unconventional way. The marketing modes involve high energy and imagination but takes less budget. It has become commonly used with the emergence of the new media, which allows high levels of innovation. Evidently, the tactics are well-suited for small companies because of the relatively small marketing budget (Bigat 2012). While they have become too common, it is critical to comprehend how they are perceived and their impact on young consumers. The knowledge acquisition is the most effective ways for companies to align their marketing activities to the needs of the customers.

#### 1.2 Research Background

The study will be carried out on the millennial shoppers. The young customers, especially women are prone to making purchases using the new media. In fact, they are the largest population of shoppers across the world. Therefore, it is important that marketers try to reach and appeal to them differently. The millennial shoppers have an entirely different shopping experienced than the baby boomers and other previous generations. Their level of excitement is also very high, which is a factor that marketers should take advantage of. The elements of surprise and “ambush” are very appealing to them (Hæreid 2015). Therefore, this is the most effective group to research on in relation to the use of guerilla marketing.

Use of guerilla marketing is revealed to be effective in appealing to the millennial consumers. It is critical for such businesses struggling to gain returns on their investment to seek the most effective

strategies. The methods can be used to increase awareness and demand. However, the businesses should understand the most effective way of using the tactics in an appealing way. Given that the consumers are always bombarded with thousands of adverts through conventional and digital media, it will help to know how each method affects their perception and attitudes towards a product or service. Therefore, research is critical towards achieving this end in marketing. Therefore, the research population is in Saudi Arabia. The researcher will seek to establish the impact of guerrilla marketing on shoppers, especially millennial female customers.

### **1.3 Rationale for the Chosen Topic**

The study is critical to inform marketers seeking to use guerilla marketing on the potential impact of their tactics on young female shoppers in Saudi Arabia. It is important to avoid implementing marketing strategies without understanding how the decision will affect the target market segment. Marketers will always spend finances and other resources in marketing. Creating the ads and using the media to send the message to the customers is a resource-intensive activity. Therefore, they should be aware of the impact of their decisions on the customers. They should avoid situations where they develop marketing campaigns that do not appeal to their customers. The results of the study will improve their targeting actions and reach the relevant consumers with an influential message. Therefore, the results of the study will allow marketers to cut on the marketing cost, achieve a competitive advantage, and remain productive by using an informed decision-making process.

### **1.4 Purpose of Undertaking the Research**

The purpose of this study is to understand the impact of guerrilla marketing on the consumer behavior of the young women in Saudi Arabia. The social and cultural factors relating to their shopping behaviors will be identified in the course of this study. Marketers should realize the shopping behaviors that are unique to cultures and generations of the shoppers. The study will also focus on the shopping attitudes of the millennial in order to target them. When marketers create their marketing campaigns, they desire to reach and appeal to specific groups of consumers. Consequently, it is important to determine whether the campaign has positive or negative effects. The results of the study will help in creating effective guerilla marketing campaigns.

### **1.5 Statement of the Problem and Research Question**

Young shoppers have unique shopping behaviors that might differ from those of older consumers. They can easily discern the content that is worth their time and attention. They spend a lot of time on social

media, but not necessarily looking for adverts. However, marketers can take advantage of this reality to implement guerilla marketing strategies. In this case, it is important for the marketers to realize the impact of guerrilla marketing on the consumer behavior of female students in Saudi Arabia, who represent the millennial generation. The population is a very important group for marketers because of their high tendency to shop. There are some important social and cultural factors that affect the attitudes of consumers. The factors play a huge role in the way they perceive, comprehend, and use the marketing message. One of these factors is the age of the consumers. Besides the age, the culture within which the message is consumed also affects the way it is received and processed. Therefore, it is important to research on some of the factors that influence the attitude of female students towards guerilla marketing.

### **1.6 Research Aims & Objectives**

1. To understand the effects of guerrilla marketing towards the young women in Saudi Arabia.
2. To identify the primary factors influencing the attitudes towards guerrilla marketing.
3. To establish the effectiveness of guerrilla marketing in appealing to young women in Saudi Arabia.

### **1.7 Research Methodology**

The research will apply quantitative approach, seeking to establish the impact of guerilla advertisements on participants. The method is used to describe a phenomenon within cultural space. The research will be carried out on a population of female students in Saudi Arabia to find out how guerilla marketing tactics affect their attitudes towards a product and the possibility of buying. The quantitative method will be used because of the potential for generalization of findings. The sample size was 199 female respondents between the age of 17 and 35 years. The focus population was on the Millennial generation (Eastman et al. 2013). Data was collected using an online questionnaire distributed through the emails of the participants (Järvinen and Taiminen 2016). Data was analyzed quantitatively using SPSS, which is a statistical method for analyzing numerical data.

### **1.8 Structure of the Dissertation**

The dissertation will include the sections necessary for setting up the pace, identifying gaps in research, preparing to collect data, the actual data collection process, analysis of data and presentation of findings, and discussions, conclusions, and recommendations. The following is the detailed structure of the dissertation in seven chapters:

Chapter One: Introduction

Chapter Two: Literature Review

Chapter Three: Conceptual framework

Chapter Four: Methodology

Chapter Five: Findings

Chapter Six: Discussion

Chapter Seven: Conclusion and

Recommendations

### Conclusion

The chapter is the introduction to the study. It has the background information on the topic and the research background. The chapter also contains the rationale, significance and the statement of the problem, as well as aims and objectives. It connects this section with the review of the literature to establish what is already done on the topic and the gaps that will be filled in the current study.

## Chapter Two: Literature Review

### Introduction

This chapter will discuss all the related literature towards marketing communication specifically how it pertains to guerilla marketing and how the concept of hierarchy of needs and culture affects it. Marketing is a necessary strategy that companies must do in order to engage their customers and sell their products. It occurs via communication between the company and its customers through advertising such as those shown in the TV, heard on radio, seen on social media, or through guerilla tactics. Of these various forms, guerilla marketing is the most interesting because it is different from other marketing strategies due to its innovative and interesting concepts. Additionally, it is commonly used by small business owners because it is a relatively cheap way to advertise while still providing the benefits of more expensive advertising. Since marketing deals with companies communicating their products with customers, a discussion of Maslow's hierarchy of needs is necessary. This is because it shows the different consumer needs and how companies should create their advertisements based on it. Culture is then discussed because consumer's needs vary depending on the type of culture they have.

### 2.1 Marketing Communication

Marketing is now considered as one of the important factors for the success of a business or organization. By definition, marketing is considered as the procedure that allows the companies to have stronger customer relationship and create value for them in return for the value from the customers as well. In this sense, two kinds of values are important for marketing: the value that companies create and the value that customers have that they give, eventually to companies in exchange of its value as well. The basic idea in marketing is the relationship between the company and the customer and how values are

exchanged within the said relationship. (Holbrook 1999)

In order to build a good relationship, and in order for the exchange of values happen, there is a need for effective marketing communications. Accordingly, marketing communications is considered as an organizational procedure wherein the organization involves with its different audiences. Organizations look to develop and present messages understanding the audience's communications setting. (Fill 2014) Through marketing communications, the value that companies offer are being described and made appealing for the customers or audiences. Therefore, it is important for any business or organization to know effective marketing communications because it is by conveying significant messages will they be able to encourage the audiences to offer positive response to what they are marketing to them.

Blending of different marketing communication tools, concepts and ideas is what marketing mix is all about. There have been a lot of scholars in the field that mixed and combined different elements in order to have a good set of marketing mix. One of these is the most commonly known 4Ps or Product, Price, Place and Promotion. Each of these elements helps in marketing communication and in producing the response that organizations want from the target market. Organizations that would want to have effective marketing communication should consider these four elements of marketing or marketing mix for that matter (Fill 2014).

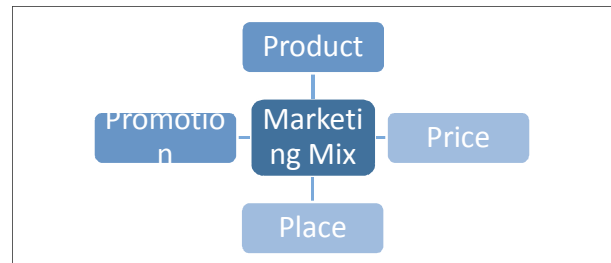


Figure 2.1: The Marketing Mix

Product is considered as the whatever that can be presented to a market for consideration, attainment, usage, or consumption that might content a want or need (Kotler et al.1991). Basically, a product is just what the company or organization offers and is considered as the first and key element of marketing because marketing cannot happen without a product. There are certain decisions to be considered for the development of the product: its quality, branding, packaging and labeling, product support services and product line.

Price is often given through monetary value and is simply the amount of money that consumers or

customers has to pay in exchange for the products or services that he or she has acquired. There are three objective for pricing: for profit, sales-oriented, and status quo oriented. There are three major strategies as well for effective pricing such as customer value-based pricing that puts emphasis on the needs and value perceptions of the customer; cost-based pricing, on the other hand considers the different costs in running the business like the production, distribution, and others; lastly, the competition-based pricing that focuses on its competitors, adjusting their prices depending on the activities and prices of the competitors as well. Aside from these, there are also some product mix pricing strategies and also, price adjustment strategies to consider to apply for the organization or company (Kotler et al.1991).

Place as the third element simply refers to the procedure of moving products from manufacturers to the planned consumer. This is accompanied with a marketing channel that is composed of interdependent organizations that allows products and services to be available to more consumers to be consumed. Things to consider here are types of distribution channel, intermediaries, and channel design (Kotler et al.1991).

Lastly, Promotion as the last tool in 4Ps is where the marketing communication really comes in as organizations communicate the whole value of the Product to the customers. The main objectives of promotion is to make known to customers that there is a new product and then persuade them to purchase it from a certain company and not from the other. Promotion mix is therefore marketing mix' communication aspect. Thus it is considered as one of the important marketing mix tools (Frolova 2014).



Figure2.2: Promotion Mix

There are different promotion mix tools, some of which have been mentioned earlier as well, like: Advertising or a paid form of promoting any product or services through mass media that reaches a lot of individuals like the newspaper, magazines, posters, and digital media like in the Web, Television, and the through the Internet; Sales promotion are incentives like coupons, discounts and the likes in order to

encourage customers to buy; Personal selling has the purpose to make sales and build relationships with the customer through person to person communication; Public relation on the other hand is also for creating good relations with the consumers, but then it is usually done through gaining favorable publicity, creating excellent corporate image, and effectively handling any unfavorable issues or events. Lastly, direct marketing which focuses on smaller groups of people or customers that has the aim to acquire the instant response and promoting customer relationships (Cho et al. 2006).

### 2.1.1 Advertising

One of the effective tools of marketing communication is advertising. By definition, Frolova (2014) noted that this is a no personal relaying of information about products, services or ideas via the different media, very persuasive, and are paid by specific persons or sponsors. Basically, it has the same purpose or goal for marketing communication and promotion, as one of the 4Ps marketing mix; to communicate the products and services of an organization or business to the target audiences. Like any other concept, there are various definitions for advertising, but most of them have seven general elements.

The first one is that it is usually a paid form of communication, basically advertising is not for free. Second characteristic is that there is always an identified sponsor or the one that initiated or paid for the advertisement. Third element is how the information was distributed or the media used for distributing the information. Next is the specified audience or target audience for the advertisement. Then there is also that lack of information that would only be given once the product or services has been seen or visited or availed. Lastly, there is always that call for an action that makes advertisement a persuasive tool by nature. (Frolova 2014)

Advertising is considered as an asset in the future of a business. And, like any asset, it is significant to find out as much information before making a decision. It is not really a question of not having the money or budget to conduct an advertisement, rather it is a question of whether the company or the business would want to succeed. Even the famous Coca-Cola Company still invest as much as they could in their advertising and continuously improve for they know that this is a key for their continued success.

Traditional advertising is one of the ways to advertise like newspaper advertising, magazine advertising, radio advertising, television advertising, cable advertising, and even through yellow pages. Digital advertising, which is most commonly used in this generation is done through the Internet, the web,

social networking sites, and the likes. There are also different types of advertising that are being communicated through the mentioned ways, either traditionally or digitally.

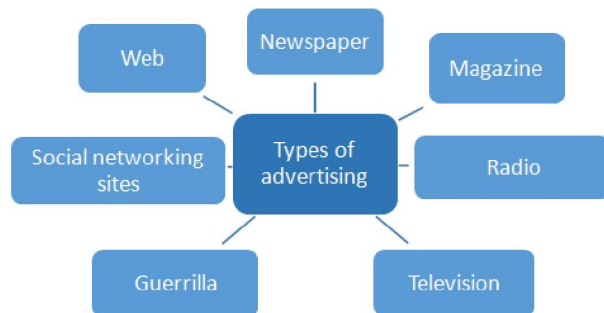


Figure 2.1: Types of advertising

Advertising can be categorized in eight different categories such as: by target market segmentation, target impact, distribution area, way of transmission, method implementation, method of impact, method of addressing, and method of payment, even though free advertising is very rare. (Frolova 2014)

Frolova (2014) discussed seven types of advertising starting with Brand Advertising that is usually contains images and texts and uses known brands. Commerce and retail advertising is another type that focuses on production and product sales. Political advertising is for politicians, while corporate advertising is for persuading people to agree with the corporate. Advertising with feedback is also another type that considers what customers would say. Public or social advertising, on the other hand is target oriented which means it is for a specific group only. Lastly, the business advertising is professionally oriented which is 'for distribution among groups formed by their belonging to a particular occupation. (Frolova 2014).'

Basically, the purpose of advertising is to gain popularity among target audiences and to communicate their product, services and even ideas among the said audiences. One type of marketing that have been discovered lately is the guerilla marketing. This is also considered as one of the ways of advertisement that promotes products and services in a very attractive manner. The guerilla marketing is not that popular, therefore knowing about this is a good start to consider applying it in the future.

#### 2.1.1.1 Guerilla Marketing

This section describe the guerilla marketing definition, origins, media type, characteristics, benefits, ethical concern, measuring advertisement effectiveness, consumer's attitudes, and the postmodern consumer.

##### 2.1.1.1.1 Definition

Defining guerrilla marketing can be based on its historical context as the concept kept on changing beginning from the first time it was discovered and up until now. Nevertheless, the most up-to-date definition that can be derived is that everything that is considered as innovative and interesting are under the guerilla marketing. It was even noted that, 'guerilla marketing is described as being fancy, atypical, unusual, original, provoking, flexible, dynamic, innovative, and creative (Hutter 2011).'

This means that all existing or being made advertisements that are very creative and surprising in nature is considered as a guerrilla marketing. Moreover, one characteristic of guerrilla marketing is that it is suitable for Small Businesses which means it is very applicable for those with less budget for advertisements.

But then, soon enough, it is not only small businesses that uses this kind of marketing. Belic (2012) noted that, guerrilla marketing was very widespread within the small enterprises because it gives big results even though the marketing investment is cheap. Nowadays, guerilla marketing are becoming a trend among large companies. With very eye-catching concepts, guerilla marketing is gaining more recognition. It creates a feeling of attraction to the company causing in customers to keep coming to the company, instead of the company continually trying to get the their attention. This then proves how effective guerilla marketing can be not just for small businesses but also for larger companies. Additionally, this also means that the more attractive marketing is, the more people would be attracted to it.

One way to explain why this happens or why guerrilla marketing is effective is that it elicits emotion and as Holbrook (1987) have long found out, emotions is a mediator for consumer responses and advertising. This means that emotions play a significant role on how consumer would respond to an advertisement. (Holbrook 1987)

##### 2.1.1.1.2 Origins

Guerrilla marketing started to become known in the United States, specifically for small businesses after the Vietnamese. It was noted that, it was after the Vietnam War in 1960s that advertisers started to question if guerilla strategy is possible for marketing and asked, 'Can we market our products by adopting those tactics?' (Bigat 2012). Even though this must be a very surprising origin for how guerrilla marketing was conceived, it is still really the start of a new type of marketing. Moreover, this happened because of the pressure that small businesses in the United States were encouraged or urged to look for more innovative ways to advertise their products using only a minimal amount of marketing budgets in order to compete with bigger companies.

As noted, they even tried to match their size-related difficulties parallel to large companies through the use of eccentric ways of advertising, to which they have accustomed to in a fast and flexibly manner as according to the changing market conditions (Hutter 2011). It was a success for the small businesses but the popularity of guerrilla marketing can be attributed to Jay Conrad Levinson who 'in 1984 with the book *Easy and Inexpensive Strategies for Making Big Profits for your Small Business* (Bigat 2012)' discussed about guerrilla marketing. The new strategy as proven effective by small businesses continued to be developed. Later on, the competitor oriented strategy became a customer oriented one as the purpose became not to just to become competitive in the marketplace but to attract customers and meet their innovative needs as well.

Because of these historical contexts, it was noted by Hutter (2011) that 'guerrilla marketing is mainly defined by the vague objective of gaining big results at low expenses and an enumerative list of instruments.' Even though the origin of the approach came from the Vietnam War and its tactics, the marketing scholars were able to apply it positively in the concept of marketing and advertising.

#### 2.1.1.1.3 Media Type

There are different ways or techniques to apply guerrilla marketing. As mentioned in the definition part, guerrilla marketing is highly innovative and attractive which means that different ways to advertise are also used in order to achieve its purpose. Nevertheless, there are two major media types for guerrilla marketing: nontraditional media and traditional media. Under nontraditional media are buzz marketing, viral marketing, ambient marketing and ambush marketing. On the other hand traditional media type has television, billboards, and leaflets. Each of these has their own characteristics and each can be effective depending on how the company portrays or use it for their advantage.

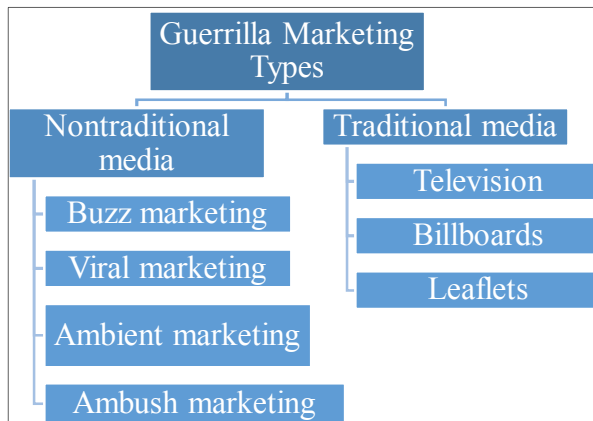


Figure 2.2: Guerrilla Marketing Types

Buzz marketing is one of the first types of nontraditional media types for guerrilla marketing. Before, this kind of marketing is done orally, now different social media platforms are being used. As noted, the buzz needs a dissimilar way of perceiving the brands. To build a buzz, businesses use diverse tactics like by using celebrities in dissimilar promotions and presentation. 'Some places where the buzz can come from are public relations, event marketing, sports marketing and online marketing' (Belić 2012). Buzz marketing can also be done through family members whom consumers trust more. Viral marketing is also now very common through social media sites while ambient marketing needs high creativity and timing to be effective.

The traditional media can be more costly now than nontraditional media types. Accordingly, naturally the prices of the advertising campaigns are great and not inexpensive for small enterprise owners. Moreover, traditional media have a propensity to get to the general audience and being firm to target at a specific target group. (Zujewska 2014) This means that even though guerrilla marketing can be applied through traditional media types, nontraditional ones are more recommended for the small businesses.

#### 2.1.1.1.4 Characteristics

Significantly, guerrilla marketing has its own characteristics that sets it apart from the rest of the marketing strategies and types of advertisement (Hutter 2011). The first one is that it has the surprise effect. As noted, 'The surprise effect is necessary to trigger the desire and action to distribute the marketing message. Surprise implies that perceptions exceed expectations' (Hæreid 2015). More scholars like Levinson, the promoter of guerrilla marketing, agree that this marketing has this kind of element because of its creativity. They justify that guerrilla marketing is much unexpected because of its uniqueness, therefore, follows that it has the surprise effect as one of its characteristics.

The second characteristic of this marketing is the diffusion effect. Hæreid (2015) noted that this 'refers to the spreading of the message, and Hutter and Hoffmann (2011) explain that this can be done through recipients of the message.' Even though the guerrilla marketing's first impression is that it promotes a surprising event, in the long run, the message would be spread to many people, creating a diffusion effect. In addition, Guerrilla marketing works consistently and eventually. It hardly ever works immediately. It is this diffusion of the marketing message that gives value back to the company (Hæreid 2015).

The diffusion effect, therefore, as a characteristic of guerrilla marketing is one of the benefits that companies receive from it.

Lastly, the third characteristic of guerrilla marketing is the low-cost effect (Hutter 2011). As mentioned earlier, this marketing type is meant for small businesses because this is the one that they can afford and still would give them a competitive advantage against larger companies. Moreover, Hæreid (2015) agrees that guerrilla marketing is one that is “cheap”, in fact, an advertisement should be cheap and not very expensive in order to be classified or noted as a guerrilla marketing or advertisement.

#### **2.1.1.1.5 Benefits**

As noted earlier, small businesses were the ones that started using guerrilla marketing, however, when found effective large companies started to use it as well. This means that guerrilla marketing gives a lot of benefits for organizations that applies it as a marketing strategy. One of these benefits is that it can have a big effect without costing too much (Bigat 2012). This is because this kind of marketing is cheaper than the ones that bigger companies are using like advertisements through television and billboards. Another benefit is that it has the word-of-mouth effect that allows products, services, and ideas become more popular, and with the fast and innovative technology in this generation, one guerrilla marketing method can lead to a company’s or organization’s popularity.

Another benefit or advantage of applying this type of marketing is that it makes the marketing memorable, as noted, ‘One of the most important features of guerrilla marketing is to make the marketing action stick out and therefore be unforgettable’ (Zujewska 2014) This then means that guerrilla marketing helps organizations to stand out from the rest of its competitors.

Guerrilla marketing, aside from being memorable, can also be fun, both for the organization or business and more to the consumers. The more consumers enjoy or become curious and provoked by the advertisement, the more they would likely come back, may it be not for the product or service itself but for the experience that they had with the organization or with the business itself. Lastly, the most obvious benefit is that it is worth it, because it has been proven effective both by small and large companies.

#### **2.1.1.1.6 Ethical Concern**

In a study, Ay (2010) discussed the Guerrilla Marketing Communication tools and the Ethical Problems of Guerrilla Advertising. Even though there are less articles that talks about the ethical problems or concerns regarding this type of marketing, Zujewska (2014) agrees that just like other marketing strategies, this marketing type also have its disadvantages. According to this author, there are three concerns regarding guerrilla marketing: public opinion, time investment, and creative skills. It was noted that guerrilla marketing campaigns are

frequently debatable... necessitate extraordinary time sacrifices, and surely, creativity is not the strength of all business owner as well ‘which is a major obstacle in creating a successful guerrilla campaign’ (Zujewska 2014). These may be simple disadvantages but it can lead to ethical concerns as well. (Ay 2010)

As mentioned earlier, what makes guerrilla marketing successful is that it evokes emotions but when these emotions are not properly placed, it can be controversial. Accordingly, emotion moving advertisements that grounds a group of spectators to feel tremendously nervous, antagonistic toward others or feel a cost of self-esteem as psychoactive advertisements. ‘The planning of advertising without taking into consideration such facts may lead to certain ethical problems’ (Ay 2010). There are organizations that makes their advertisements in order to provoke feelings of fear, disturbed, or angry, and at times, because of the intensity of these emotion-arousing ads, it becomes controversial and therefore affects the image of the company.

In addition, it was also concluded by Ay (2010) that guerrilla marketing may contain some risks. Like when advertisements are located in the mid of the road it may disturb the drivers, thus may cause some accidents. Moreover when these ads are placed on ‘public buses, cabs, or private vehicles, both because of their content and their design carry the risk of traffic accidents by jeopardizing the traffic flow.’ These are real ethical concerns that needs to be addressed and considered when applying guerrilla marketing or any other marketing strategy for that matter (Mazis 2001).

#### **2.1.1.1.7 Measuring Advertisement Effectiveness**

Measuring the effectiveness of an advertisement includes analyzing, researching, and evaluating the whole advertisement as well as its parts. There are two categories in doing this. The first one focuses on how the advertisement was put up in order to differentiate the ‘effects of the messages from other factors influencing customer’s decision making’ (Scutaru 2010). The second category refers to the elements in the advertisement and how it was used to attract audiences. In order to measure the effectiveness of an advertisement, application of these two categories are often suggested or recommended by companies.

#### **2.1.1.1.8 Consumer’s Attitudes**

Consumer’s attitudes is related to consumer behavior or the various and changing perspective of consumers on the products and services that they need, want and acquire. In this generation, consumers are changing and are becoming more ‘dystopian and alienating... seeking compensation through the consumption signs and the superficial’ (Goulding 2003). Basically, consumer’s attitudes are defined by them being “fragmented” and seeking something

“more” from the products and services that they acquire, especially the fact that technologies are allowing people to think more “dystopian” like never before, that anything good and modern is possible. This consumer attitude is the main target of guerilla marketing to make their advertisements successful.

#### 2.1.1.1.9 The Postmodern Consumer

Governed by the principles of postmodernism that focuses on the imaginative rather than the reality (Firat 1993), postmodern consumers are now buying products and services with regards to the experience that it offers. This change then affects the postmodern marketing to draw their strategies towards the postmodern culture defined by ‘hyperreality, fragmentation, reversal of consumption and production, decentering of the subject, and paradoxical juxtapositions of opposites’ (Shultz 1997). The postmodern consumer is viewed to be governed or engaged in this kind of culture, therefore, capturing these conditions will increase the effectiveness of marketing.

- **2.2 Hierarchy of Needs**

When it comes to the discussion of Hierarchy of Needs, the theory of Maslow is the most commonly referenced. The hierarchy of needs of Maslow is not just for the field of psychology but also for marketing. Marketing and Advertising are all persuasive in nature, and in order to persuade any individual, there is a need to know what interests a person and the effective messages that can motivate them to create the choice that the company wanted like purchasing the product and the likes. This is where psychology or Maslow’s hierarchy of needs comes in (Lee 2015).

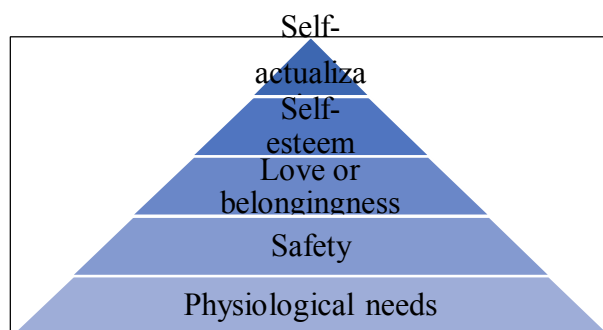


Figure 2.3: Hierarchy of Needs

Basically, there are five levels of psychological needs which are: physiological needs, safety, love or belongingness, self-esteem, and self-actualization. This hierarchy means that if the first level is not met, the others cannot be met as well according to Maslow. The physiological needs are the basic human needs for food, shelter, water, and clothes that if not met people would basically fail and die without reaching the next stage which is the safety needs. Accordingly, safety

needs are the second level in the hierarchy, and include the needs like ‘personal/financial security, health/well-being, as well as needing safety nets against accidents, illness, or breaches in security’ (Lee 2015).

The next one is love and belongingness which basically having healthy interpersonal relationships with other people like family, partners, and friends. Esteem, the second to the last pertains to the ‘need for status, recognition, strength, attention, or mastery/competence of something’ (Lee 2015). This need motivates people to strive harder in life. The last level is Self-Actualization which, as Maslow noted, “What a man can be and what he must be”. This is the level wherein the individual has come to know and realize his or her own potential as a human being.

Martin (2007) discussed in their book that there are two additional needs that has to be met first before really achieving the self-actualization level. These are: need to know and understand, and the aesthetic needs. Accordingly, the need to know and understand represents just the literal need of a person to know and to be understood which is the focus of education (Martin 2007). On the other hand, the aesthetic need is the need of people for beauty and creativity and to express themselves through these ways; only after meeting the other needs would a person feel this need for aesthetic.

Nevertheless, studies have been conducted on how this hierarchy of needs affects the business field and marketing as well. On one study, the Maslow’s theory have been applied to organizational culture, human resource, and employee’s performance. These are important business contexts and for organizational structure, the author found out that the theory is capable of suggesting how managers can lead their subordinates to develop self-actualization. The idea suggests the double role of the theory: first to establishments and second to the personnel on the foundation that both the business and the workers must agree on the presentation of their business, and that when personnel give their best in the service of the business, the culture and human resource practice should also guarantee that the ‘employees’ level of needs are reflected in the values the organization holds with high esteem ‘(Jerome 2013).

This means that as the organization, in order to be successful should know as well what their employees need, especially for their growth and development in order to motivate them to work positively and thus affect the productivity of the organization. Speaking of culture, the Consumer Culture Theory suggests that consumer actions are related to the marketplace and its cultural meanings, which is the same with employees (acts as consumers)



and the organization (as the marketplace) and its positive relationship (Arnould 2005).

Basically, the hierarchy does not only speak with organizations and its culture but also for what makes people motivated to buy or avail of a service or product. This means that marketers, in order to understand the consumer behavior, needs to understand first what they need first, especially when it comes to the target market that it wants to meet or attract.

Moreover, it is also important to note the importance of asking the questions of whether the product or advertising would be memorable, how would the people or target market perceive it based on their current needs, and lastly, if they would avail the said product or service as based, highly, on their current need as well.

### **2.3 Culture**

This part describe the culture definition, consumer behaviors and cultures, advertisement across cultures, Hofstede's dimensions of national culture and advertising, and the female culture.

#### **2.3.1 Defining Culture**

There are a lot of definitions to culture, but the first one to actually state a meaning to it is Sir Edward Burnett Taylor in 1871. He noted that culture is 'Complex whole which includes knowledge, beliefs, art, morals, law, Customs and any other capabilities and habits acquired by man as member of society' (Majid 2013). All other definitions that came after this had similar factors or concepts like the one given by Hofstede who noted that culture is a collective programming of the mind that allows a group to be distinguished or unique from the others. Just like the first definition, culture is noted to be the set of human beliefs and many more that make his or her group different from the others as they have acquired these in their own society.

#### **2.3.2 Consumer Behaviors and Cultures**

Consumer behavior is a process or study process involved 'when people select, purchase, use, dispose of products, services, ideas or experiences to satisfy needs and desires' (Majid 2013). Consumer behavior is highly influenced by the culture of an individual or group of people. The way they select, purchase, use and even dispose products and services are all based on how they perceive in according to their specific cultures which, as noted earlier, includes their beliefs, values, and even knowledge. Cultural values, as they play important roles on the conception of the consumer to the "self", also plays important role in the behavior of the consumer and, thus, culture also defines marketing strategies in one way or the other to capture the different self-concept of the consumers.

#### **2.3.3 Advertisement across Cultures**

Cross-cultural consumer behavior framework considers culture as part of the overall perspective on consumer behavior, thus also affecting marketing and advertisement. Different studies have been conducted with regards to the advertisements across different cultures. One of these is the study of Mooij (2011), who noted that advertisements across cultures vary with regards to the consumer behavior of that particular culture or location. Based on the discussion in this study, it was argued that there are different factors that are being considered when advertisements consider the cultural factors of a certain group of people or location like: personality, self-concept, identity, image, attitude, lifestyle, social processes, motivation, emotion, mental processes, cognition, learning, language, communication, and even decision making (Mooij 2011). All of these factors are what defines and shapes advertisements across different cultures.

#### **2.3.4 Hofstede's Dimensions of National Culture and Advertising**

Hofstede's five dimensions of national culture is one of the widest research when it comes to defining national culture. According to Hofstede, each country has its own level with regards to the five dimensions of national culture. These dimensions are power distance which is defined by the distribution of power in the nation; individualism/collectivism on the other hand is defined by how dependent or independent the people are in the society; another is the masculinity/femininity which is defined by the values related to masculine values like achievement and success while feminine values includes caring and quality of life; uncertainty avoidance is defined by the level of feeling threatened by uncertain situations; lastly, the long and short term orientation is defined by how the society is future oriented or has a conventional outlook (Mooij 2011).

##### **2.3.4.1 Saudi Culture**

According to the official Hofstede's insights for country's scores in the five dimensions as described in the long term study of Hofstede, here are the scores of Saudi Arabia:

For power distance, it has scored 95 which is considered as very high. This then means that the nation is very much particular with hierarchical order and that power is distributed according to this order. For Individualism, Saudi Arabia scored 25 which is relatively low and this means that they value dependency especially for the family and extended families. Masculinity as the next dimension, Saudi Arabia scored 60 which is considered as above average. This then means that masculine values like success and achievement are practiced across the nation more than feminine values like care and quality of life. The score of the nation in uncertainty

avoidance is 80 which means that the country has a preference to avoid uncertainties that may happen. Lastly, for long term orientation, the nation scored 36 which is quite low which means that they are more on the conventional side or has a more traditional way of perception. (Hofstede 2017)

### 2.3.5 Female Culture

The female culture is governed by the feminist theory that believes in 'social, economic as well as political equality of the two genders' (Alhareth 2015). Unlike what other people think, female culture is not about the domination of the female over the males, rather, it is about equality and the desire of the female population to be free from male supremacy that has been present for so many years already as based on the history of patriarchy.

#### 2.3.5.1 Female Culture in Saudi Arabia

In a conventional culture and a masculine one as well, the female culture of Saudi Arabia is often criticized. Even though the power imbalance between men and women of the society is not written on the law of the land, it was noted to have been 'embedded in the social and government structures and practices' (Alhareth 2015). And this affects the whole female culture of Saudi Arabia; the way women are treated and the privileges that they receive as compared to the male in the society.

### Conclusion

In summary, marketing is a required aspect of any business which is done through communication between the organization and the consumers. It relies on a marketing mix consisting of product, price, place, and promotion in order to succeed. One of the most important ways to carry out marketing communication is through advertising which comes in different forms: online, newspaper, TV, social media, radio, and guerrilla marketing. Of these various forms, guerrilla marketing is considered one of the most useful and effective ways to advertise because it provides vast benefits while costing much less than other forms of advertising. Furthermore, guerrilla marketing makes use of both traditional and nontraditional types of media making it very versatile. However, one issue that people have with guerrilla marketing is that it can raise ethical questions since it caters to people's emotions. This might lead to advertisements which promote fear or anger. In order to better understand guerrilla marketing as well as other forms of advertising, it is necessary to learn about the hierarchy of needs as defined and discussed by Maslow. According to him, there are five levels of needs which are: physiological needs, safety, love or belongingness, self-esteem, and self-actualization. The first level, physiological needs, should be satisfied before any of the other levels can be satisfied, and so on and so forth. Understanding of the

relationship between these levels as well as how customers perceive them is necessary for organizations to produce effective marketing. Lastly, each level in this hierarchy is affected by the consumer's culture since culture defines the beliefs, customs, and laws of each country. According to Hofstede, there are five dimensions of culture which can be used to have a better idea of the type of culture a country has. These dimensions are power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long and short term orientation. A good example of how culture observed through these five dimensions affects advertising can be seen in Saudi Arabia. In this country, there is a lot of focus placed on status, the family, males, minimization of risks, and strict upholding of traditional values which is reflected in the advertising observed in the country.

## Chapter Three: Conceptual Framework

### Introduction

The present chapter discusses the Conceptual Framework of the study. This chapter presents the variables of the study. The conceptual framework serves as the blueprint or the outline of the study and how the study has been conducted in terms of the concepts or variables that is included in the study.

This chapter discusses the hierarchy of effects and serves as a reference point to visualize concepts in marketing communications, specifically, in advertising and how they connect to guerrilla marketing. It also discusses the effectiveness of advertisement and how it is measured. The overall conceptual framework with the individual and execution factors is also discussed. Finally, summary of the hypotheses of the study is presented. To conclude, chapter three gives an overview of the key concepts that guide the thesis and serve as a basis to understand behavior towards guerrilla marketing in Saudi Arabia.

### 3.1 Hierarchy of Effects Model

The Hierarchy of Effects Model was created in order to define how audiences of advertising and other marketing communications respond to their messages. The most cited hierarchy model was the one presented by Lavidge and Steiner in 1961 (Barry and Howard 1990). Significantly, these two scholars questioned the functions of advertising and its results (Jaramillo 2017). Basically, the purpose of the proposed hierarchy of Lavidge and Steiner is to measure as well the effectiveness of advertisements. Because advertising does not give immediate results based on sales, the model that they proposed is based on the three major advertising functions together with the three related behavioral dimensions (Jaramillo 2017)

The Hierarchy of Effects Model describes how an audience process advertisements, and according to this model audiences respond to advertising 'in a very ordered way: cognitively first (thinking), effectively second (feeling), and cognitively third (doing)' (Barry and Howard 1990). Even though there were other variations in this model, these three are always present. This model argues that audiences would eventually react to advertisements in this orderly way or manner, this then means that advertisers should consider the hierarchy of effects in order to make their advertisements more appealing to the audiences.

Through the study of Lavidge and Steiner on this model they have 'acknowledged that consumers clearly do not switch from completely unaware to loyal customers in one step, but instead have to go through a series of steps that change their perception towards products (Jaramillo 2017).

Basically, this means that audiences goes into a process of appreciating and taking in of advertisements before it can generate change in consumer behavior and would eventually create a visible effect on the organization like increase of sales. Moreover, Lavidge and Steiner also noted that advertising campaigns are also aimed at a single measurable objective and not always on creating a long term change on consumer behavior through the cognitive, affective and conative results.

### 3.2 Advertisement Effectiveness

Advertising effectiveness has been discussed by a vast body of literature. Authors have presented key theories and models to understand how effective an advertisement is. The leading frameworks used to conceptualise advertisement effectiveness are the Stimulus-Organism-Response (Mehrabian and Russell 1974), the hierarchy of effects model of Lavidge and Steiner in 1961 (Barry and Howard 1990), and the Elaboration Likelihood Model (Petty and Cacioppo 1986).

The Stimulus-Organism-Response model presented by Mehrabian and Russell (Jurca 2015) refers to (Mehrabian and Russell 1974). The hierarchy of effects model as described earlier. The third stream is led by the elaboration likelihood model that 'explains the change of attitudes along two main routes, that is, the central route in case of high information processing capacity and the peripheral route when information processing capacities are low (Jurca 2015).

The Stimulus-Organism-Response model states that 'a stimulus impacts individuals' internal affective evaluations (organism) that result in a behavior (response) which can either be an approach (positive) or avoidance (negative) response (Mehrabian and Russell 1974).

There is really nothing wrong with this theory that describes advertisement effectiveness, rather as one of the most commonly used, it is one of the frameworks that focuses on the stimulus, the organism, and its response, which are vital aspects of advertisements as well. On the other hand, the elaboration likelihood model is not really centered on the effectiveness of the advertisement but on the attitude changes of the consumers or viewers of the said advertisement (Petty and Cacioppo 1986).

Other frameworks to measure advertisement effectiveness are the Attitude toward ad-model of MacKenzie, Lutz, and Belch in 1986. Unlike the Hierarchy of Effects of Lavidge and Steiner (1961) in (Barry and Howard 1990), the Attitude toward Ad Model focuses on the attitude level rather than the behaviour level (Hutter 2015).

Measuring the effectiveness of the advertisement can also be applied to sales and the communication effect of the advertisement, which is one of the most direct ways of measuring advertising effectiveness (Huang 2011). This is mainly because communication effects are highly measurable. Moreover, 'communication effects investigate the potential impacts of specific advertisement messages on consumers' cognition and preferences, evaluating the communication between the messages and the clients (Huang 2011)' making a direct relationship between advertisement effectiveness and communication effects as well. Communication effects have been used as well by different scholars in measuring advertisement effectiveness like Friedman in 1979, Mowen in 1981 and Chen in 2001 (Friedman 1979). Therefore, these scholars justifies why communication effects is a direct way of measuring advertising effectiveness. Accordingly, the most applicable measurement is the Hierarchy of Effects model (see Figure 3.2).

Significantly, this model shows the three major advertising functions or steps: information or ideas, attitudes toward the product, and the action to be taken by the consumer or audiences. On the other side, the three psychological or behavioral components or dimensions are presented as well: cognitive, affective, and conative components. As shown in this model or figure, the hierarchy of effects model measures the advertising effectiveness by measuring each stages of advertisement and how this affects the consumer behavior in the short to long term time frame.

### 3.3 Conceptual Framework

As noted in Chapter one, the purpose of this study is to understand the impact of guerrilla marketing on the consumer behavior of the young women in Saudi Arabia. Also, the research will highlight some of the causes of the practice of these

young women. Moreover, the research objectives are as follows:

1. To understand the effects of guerrilla marketing in the young women in Saudi Arabia.
2. To identify the primary factors influencing the attitudes towards guerrilla marketing.

The conceptual framework of the study includes executional and individual factors. Executional factors refers to those concerning to the way an advertisement is designed. Individual factors explore how personal characteristics influence attitudes.

In turn, executional and individual factors affect the processing depth leading to different cognitive outcomes. These outcomes reflect how effective guerrilla marketing is among young women in Saudi Arabia.

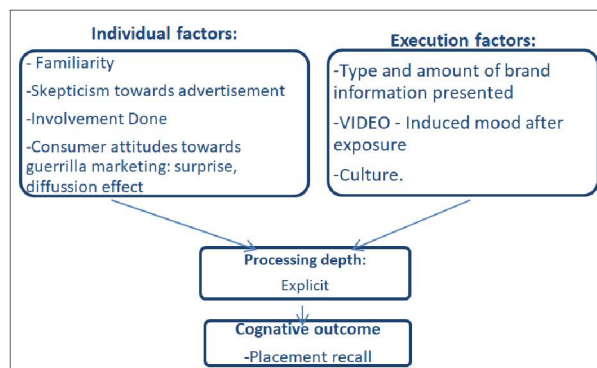


Figure 3.2: Conceptual model of the present study

The individual factors influencing the consumer behavior of these the young women towards the guerrilla marketing techniques are: previous familiarity with the advertisement, skepticism towards advertising, involvement, culture, and attitudes towards guerilla marketing.

The execution factors include the type and amount of brand information presented, the induced mood after the exposure of the video advertisement. Both, individual and executional factors affect the processing depth. Processing depth can be at an explicit or implicit level. As a result of how the combination of executional and individual factors affect processing depth, the cognitive, affective and cognitive outcomes are strengthened. Specifically, this study focuses on understanding the effects on cognitive outcomes, e.g. recall.

Basically, these factors (individual and execution) would be used in the questionnaire for this research in order to identify primary factors influencing the consumer behavior of these young women towards the guerrilla marketing techniques, and also to understand the effects of guerrilla marketing on the consumer behavior of the young

women in Saudi Arabia as the objectives of this research.

### 3.4 Hypothesis of the Study

Based on the conceptual framework of the study, the following hypotheses are proposed:

H1: The impact of guerrilla marketing on the behavior of young women in Saudi Arabia is positive, specifically, it has a positive effect on the cognitive, and affective outcomes.

H2: The individual and executional factors of a guerrilla marketing campaign have a positive effect on the cognitive outcomes, specifically recall.

### Conclusion

The conceptual framework serves as the blueprint or the outline of the study or how the study would be conducted in terms of the concepts or variables that is included in the study. The model used in this research is the Hierarchy of Effects Model to measure advertisement effectiveness.

The Hierarchy of Effects Model describes how an audience processes advertisements, and how do they respond to advertising as measured by cognitive (thinking), affective (feeling), and conative (doing) outcomes as proposed by Barry and Howard (1990). Though there are various ways of measuring advertising effectiveness, the Hierarchy of Effects model is a model of choice in extant literature. Different literatures have been conducted in relation and in use of this model. The partial evaluation done by Palda (1966) on Hierarchy of Effects on advertising proves that the model has good dimensions on the cognitive, affective, and conative factors of the consuming behavior of the audiences of different advertisements (Palda 1966).

Moreover, hierarchy of effects was used in order to analyze effectiveness of Web Commercials and Advertising, and the researchers have found this model useful for their research to generate positive results (Kumar 2000). In addition, in assessing the effects of animation in online banner advertising, the same model was used and the researchers were also convinced that this model is effective in analyzing advertising effectiveness (Yoo 2004).

With this, the research hypothesize that the impact of guerrilla marketing on the consumer behavior of the young women in Saudi Arabia is positive which means that guerrilla marketing affects the cognitive, affective, and conative factors of the consuming behavior of the young women, this then can be explained further through the Hierarchy of Effects model which is applied to this research. Moreover, as an addition to the hypothesis, the research claims that the Factors that influence the behavior of the young women towards guerrilla marketing are determined by both individual and execution variables.

## **Chapter Four: Methodology**

### **Introduction**

This chapter presents the overview of the methodological approach and research design used to examine the research questions defined in the previous chapter. It aims to discuss seven sections including the research design, research strategy, research procedure, the sampling method, questionnaire development, research reliability and Validity, and the research limitation.

#### **4.1 Research Design**

The researcher used the descriptive method as the appropriate procedure that can be significantly used to determine the impact of guerilla advertisements on the young women in Saudi Arabia. The descriptive method is commonly used in social sciences, both cross-section and one shot ones. This design is best suited to the present study aimed at determining the prevalence of a situation, phenomenon, problem, attitude or issue by taking the cross-section of the population of female students. A significant characteristic of the descriptive method relates to the fact that while descriptive method can employ many variables, only one variable is needed in order to conduct a descriptive study. Accordingly, there are three main purposes of descriptive studies and this includes describing, explaining, and validating the research findings. (Dudovskiy 2017)

The descriptive study design is useful for simply defining the desired characteristics of the sample that will be studied, and this is the main reasons why this design was selected for the current study (Omair 2016).

#### **4.2 Research Strategy**

The researcher used the quantitative research method for this current study, which is somehow different to the qualitative research method. The quantitative approach, with the presence of proper sampling, enables for the measurement of numerous subjects' reactions to a group of questions. Because every question carries a limited set of answers, the results can then be matched and analyzed statistically and can also be generalized to a bigger population within the known parameters of error. (SEEP-AIMS 2000) Quantitative analysis is focused on gathering information that focuses on describing a phenomenon across a bigger number of respondents thus providing the possibility of summarizing features across relationships or groups. Qualitative analysis, on the other hand, is considered as an examination of phenomenon or variable in a deep extensive manner (Sinaga 2014).

The researcher chose quantitative methods for this current study because of how its findings are possible to be generalized to an entire population considering that it involves the larger sample that is randomly selected, mainly describing the number of

participants and the length of time given in conducting this study. One of the methods to collect data in a quantitative research includes survey, and the specific strategy used for this study is the mail-focus group of questionnaires. The mail questionnaires are those that can be sent to a large number of participants and is a focused approach because of how it is personally sent to the identified participants of the study. Here, people are also observed to be more truthful when responding to the questionnaires especially when it comes to answering controversial issues. This method also offers the participants to answer at their leisure and in a more convenient way.

The researcher chose the survey method after comparing it to 12 quantitative study because of how it offers the mentioned advantages both for the researcher and the participants or respondents. In line with conducting an advertising study, it is important to take note that quantitative method gives significant amount of help in providing the most valid and relevant results. For instance, a study stated that quantitative empirical methodologies made up the bulk of scholarly methods in the advertising literature. Moreover, surveys and experiments were most predominantly used study approaches and systematic reviews or summaries of events. (Kim et al. 2014) This will also be the method used in this study, thus providing a more relevant result of the current study ( see table 4.1).

#### **4.3 Research Procedure**

Before conducting the study, the researcher gathered 11 studies that were compared and analyzed on how the survey design or the research procedure of the studies offers successful results that will possibly be the outcome of the findings of the current study ( see table 4.2).

The 11 studies ranged from studies that were conducted from 1998 to 2016. The first study by Prendergas et al. (2009) used a structured questionnaire and conducted personal interviews with a factor analysis as its survey design. The second study by Ding and Mai (2016) has used mail survey through a questionnaire, which used a principal component analysis with varimax rotation and has used guerilla ads as its stimulus. The third study by Mughari (2011) has used mail survey with two types of questionnaires with the use of independent and dependent variables to define its survey design. Its independent variables include new methods of advertisement, innovation and problem solving techniques, new communicating technologies, and marketing budget. Its dependent variable includes productivity of organizational marketing and with the existence of guerilla marketing and traditional marketing as its participants. Another study, by Elliot and Speck (1998), has used mail survey in conducting

its study with a 4-page questionnaire and has used six media tools as its stimulus including TV, radio, magazines, newspaper yellow pages and direct mail. Another study observed included the study of Shakeel and Khan (2011), which used a questionnaire using Likert 5-point scale with guerilla marketing as its stimulus as well. The dependent variable of this study is the perception of the consumers, while its independent variable is the celebrity marketing. This particular study showed a small similarity with the current study. In line with the mail surveys, the study of Jayawarna et al. (2014) used postal and web surveys, which shows a partial similarity of the previous study discussed. In this study, the researchers assigned 600 entrepreneurs to answer their sent copies of questionnaires through mail. After one year, a second survey was conducted to a national sample of entrepreneurs.

In the current study, the researcher will use an online survey through constructing a questionnaire that is associated with the stated topic using Google form. The constructed questionnaire will then be sent to the target group for them to answer the several questions. After sending the questionnaire to the target group, the demographic questions will also be given to them and will then ask the respondents to watch a video. After watching the video, the respondents will then answer several questions sent by the researcher in order to identify the external and individual factors. After answering the questionnaires, the respondents will then send back their answers, thus resulting to the gathering of the results needed to analyze the findings for the current study

#### **4.4 Sampling**

The researcher selected 199 respondents, all female Saudi Arabian respondents and were aged between 17 and 35. The researcher decided to focus on the Millennial generation, who were known to be specifically born from the year 1983 to 2002 (Howe 2009).

After sending the online survey questionnaires, the collection of the data took place from March 13 to March 27, 2018. The Millennial generation, also known as Millennials, are considered to be unlike any other young generation. They are considered to be 'more numerous, more affluent, better educated, and more ethnically diverse. More important, they are beginning to manifest a wide array of positive social habits that older Americans no longer associate with youth, including a new focus on teamwork, achievement, modesty, and good conduct (Howe and Strauss 2009).

There were 14 studies samples used in this section and were compared, both qualitative and quantitative studies ( see table 4.3).

From the 14 studies assessed, there were some studies that used students as a target or participants, thus providing a similar approach to the current study. Based on the study samples observed, the present study also targets female students particularly from the millennial generation. The sample age ranges from 17 to 35 years old and is composed by undergraduate and postgraduate students at DCU, and some staff members. The participants were recruited purposively, in which students were invited to attend and participate in a study through an intranet invitation posted on Loop and sent by email.

From the 14 study samples, 12 studies were quantitative studies and this proves how the collected studies offered relevant and valid discussions that can be used as a support for this study. From the 12 study samples, a study by Dinh and Mai (2016) used Gen Y, or the generation after the millennials, as its sample for the study. Another study chosen adult aged 18 years and older who regular magazine readers from more than 30 and are geographically dispersed markets nationwide. From another study, the researcher used 234 consumers from aged 18 to 58 years old. Another study selected graduates and post graduate students of universities and colleges in Islamabad, thus showing a greater possibility of providing stronger support and proof of the reliability and relationship with the expected findings for the current study.

#### **4.5 Research Ethics**

The research was carried out among students and some staff members. A questionnaire was created and distributed online through the email. They were informed about the voluntary nature of the research; they could choose to complete the questionnaire or fail to do so. They were also free to leave the study if they wanted to without any repercussion. The participants were aware of the study topic, and the researcher name and the research supervisor. They were required to answer all the questions confidentially without using any identifying information such as name or address. They were informed that the information would only be used for the study and academic purposes. No information would be shared with a third party for any other purpose. Participants' confidentiality and identity protection are of the greatest importance in the study (McDaniel and Gates 2013). Since the researcher agreed to send the questionnaires to the participants through their emails, their addresses will also be kept confidential.

#### **4.6 Questionnaire development**

Based on the insight developed from chapter three, which majorly touches on the conceptual framework used, the questionnaire will be developed using five main sections. These sections include data

concerning the demographics of the targeted market, the user behavior of the targeted market from a general point of view, and the stimulus exposure. In addition to that, the sections that will be discussed includes data that is associated with both individual and executional factors, as well as the induced mood after exposure.

These factors are important to the research based on the fact that they can be combined in a measurement instrument with the aim of identifying the impact of guerilla marketing campaign on consumer behavior, particularly, laying focus on the young women in Saudi Arabia.

#### **4.6.1 Demographics**

Demographics mainly deal with statistical data that relate to the targeted population as well as particular groups that exist within the population. In relation to this, the demographic factors that will be useful in this research include the gender of the targeted group, their level of education, and their age. In addition to that, the demographic factors that will be useful in this research include the employment status of the targeted market segment, their current marital status, and the locations where they come from. In relation to this, the demographics were collected with the aim of achieving an overall understanding of the targeted market segment, which is the women in Saudi Arabia.

Additionally, as far as the demographics are concerned, there is development of the aspect of the general user behavior, which also forms a section in its own. The focus will be laid on Coca-Cola with the aim of addressing the preferences associated with the targeted group concerning the soft drink genre and how much the targeted group like the product. Additionally, factors such as the frequency in which they consume the product and the time in which they consume it also form part of important questions to be asked before the ad video stimulus.

#### **4.6.2 Executional Factors**

This section discusses the factors that are in consistency with the conceptual framework of the study. The factors that will be discussed in this section includes the induced mood after exposure and the type and amount of brand information that will be presented to the targeted group.

##### **4.6.2.1 Induced Mood after Exposure**

The purpose of this section, is to measure the mood that the targeted group will develop after viewing the ad video (Shapiro et al. 2002). They will be required to give feedback concerning their agreements with the statements from the ad video in order to determine if they would develop a cheerful mood, an irritable mood, or a good mood in general. In relation to this, the (5)- point Likert scale will be used. The scale will range from (1) to (5), where (1)

means that they strongly disagree with the content of the ad video, (2) means that they disagree, (3) means neutral, (4) means they agree, and (5) means they strongly agree.

The scale has been chosen for the research in order to determine the level of satisfaction that the targeted group will get from the ad video in order to determine the mood that they would develop. The advantages associated with using this scale, involve being able to determine the reaction of the targeted group concerning the ad video in order to adjust it appropriately so that their needs can be met. This will play a major role in influencing the consumer behavior of the targeted group (Hadjimarcou et al. 1996).

##### **4.6.2.2 Type and Amount of Brand Information Presented**

The purpose of this section, as discussed by Puto and Wells (1984), is to determine the nature of the presented brand information with regards to its type and amount. In relation to this, the 5- point Likert scale will be used. The scale will range from (1) to (5), where (1) means that they strongly disagree with the content of the ad video, (2) means that they disagree, (3) means neutral, (4) means they agree, and (5) means they strongly agree. The researcher chose this scale in order to determine the point of view of the targeted group concerning the type of brand information that is presented in the ad video. It will be measured by assessing the data obtained from the targeted group concerning what they feel about the nature of brand information presented. The advantages of using this scale majorly revolves around getting sufficient insight from the targeted group concerning their point of view of the brand information presented. This will help in making appropriate changes that will, in turn, change the consumer behavior of the targeted group positively.

#### **4.6.3 Individual Factors**

The individual factors that will be discussed in this section, as well as their corresponding measurements, include familiarity of the targeted group towards the ad video campaign, skepticism towards advertisement, involvement, and the overall consumer attitude towards guerilla marketing.

##### **4.6.3.1 Familiarity**

The purpose of this section is to determine the extent to which the targeted group are conversant with the product being advertised. This is useful because it helps in determining brand placement as far as the mode of presentation is concerned (Brennan and Babin 2004). In relation to this, the 5- point Likert scale will be used. The scale will range from (1) to (5), where (1) 'I am not familiar' and (5) means 'I am very familiar.'

The researcher chose this scale in order to determine the popularity of the brand among the targeted group. It will be measured based on the nature of feedback received from the customers, which will also be an advantage because it will help to determine the extent to which the brand is popular among the market segment in order to determine the most appropriate marketing strategy that is in line with the results obtained.

#### **4.6.3.2 Skepticism Towards Advertising**

This section will majorly cover the perception that the targeted group has concerning the truthfulness of the advertisement. It will be used to determine whether the targeted group are in agreement with the content of the ad video or not. The 5-point Likert scale will also be used in this section, where (1) will mean 'I strongly agree' while (5) will mean 'I strongly disagree.' The researcher chose this scale in order to determine the belief that the targeted group has towards the ad video. The advantages of using the scale, as far as skepticism is concerned, revolves around determining the point of view of the consumers towards the developed ad video. This would help the brand in devising appropriate measures that would help it to create a sense of belief from the consumers.

#### **4.6.3.3 Involvement**

According to Zaichkowsky (1994), involvement majorly deals with the degree of importance that a consumer attaches to a product before purchasing it. This means that it deals with issues associated with the meaning and relevance of the product, as well as the appeal that it has towards the consumers. In relation to this, questions that would be asked in the questionnaire include: 'Is the ad relevant to my needs; Is the ad appealing to me, among others.' In this case the scale that I would use is the 5-point Likert scale, where (1) would mean 'I strongly agree,' whereas (5) would mean 'I strongly disagree.'

#### **4.6.3.4 Consumer Attitude Towards Guerilla Marketing**

This section majorly covers the perception of the consumers towards the campaign, particularly, with regards to the ad video in general, the campaign, the nature of the advertisement, and its credibility. In addition to that, other factors that can be considered include the perception of the consumers towards the brand in general and the products that the brand offers. The attitude towards the brand was measured using the 5-point Likert scale, where (1) meant 'extremely lovable' whereas (5) meant 'extremely not lovable.'

The advantage associated with this majorly deals with getting knowledge of the perception of the consumers towards the brand in general for necessary action.

#### **4.6.3.5 Culture**

The purpose of this section is to determine whether the campaign would be relevant to the needs of the consumers in Saudi Arabia. This helps to determine if it would be effective since it majorly touches on the way of life of the targeted market group. The developed culture, as far as the brand is concerned, was measured using the 5-point Likert scale, where (1) meant 'culturally acceptable' whereas (5) meant culturally unacceptable.' The advantages associated with this revolves around determining the way of life of the Saudi culture in order to develop products that are in correspondence with the culture.

#### **4.7 Research Reliability and Validity**

Cronbach's test is used to assess the reliability of the items and its internal validity. Items with Cronbach's alpha greater than 0.7 (see table 4.4).

#### **4.8 Limitations**

The limitations to the research majorly revolved around the lack of randomness of the targeted population. This is based on the fact that I focused on the young women of Saudi Arabia to represent the entire consumers of the product, which means that there is a likelihood that the findings of the research would not be a representation of the entire market base. In addition to that, the research was conducted within a sample of a population that may have been insufficient in terms of reliability and validity. This is based on the fact that it is not guaranteed that they use the product in question (MacKenzie et al. 1986).

#### **Conclusion**

This chapter presented the methodology of the study wherein the researcher used the descriptive method as the appropriate procedure that can determine the impact of guerilla advertisements on the young women in Saudi Arabia. This quantitative research used a survey method after comparing it to 12 quantitative studies.

In conducting the survey method, the researcher used an online survey through constructing a questionnaire that is associated with the topic. The selected respondents included 199 respondents in which all were female Saudi Arabian respondents aged between 17 and 35.

In order to follow research ethics, all participants know the researcher name at the beginning and clarifies that the information will be secret and used for this study.

In order to assess the reliability of the items and its internal validity, Cronbach's test was used wherein items with Cronbach's alpha is greater than 0.7. The limitation of the research majorly revolved around the lack of randomness of the targeted population, considering how the current study focused on the young women of Saudi Arabia to represent the whole consumers of the product.



## Chapter Five: Findings

### Introduction

The section or chapter presents the finding of the study, and they are grouped into factors, including subsection on executional and individual elements. In the executional subsection, factors related to Induced-mood after exposure and type and amount of brand information presented. The individual factors include familiarity, involvement, consumer attitudes towards guerrilla marketing, skepticism towards advertising, and culture. The results of Cronbach's test of internal consistency and Corrected Item-Total Correlation are discussed.

### 5.1 Demographics

The analysis obtained a frequency demographic which presented the descriptive statistics of the respondents in this research. All the 199 responses recorded were female from Saudi Arabia. Those aged between 21-25 years registered the majority of these responses (46.7 per cent). The table shows that majority of them (153) out of 199 were from Riyadh (76.9 per cent). Melina recorded 3 female respondents representing only 1.5 per cent. in terms of marital status, we can see that majority of them were single (53.8 per cent) with the rest being married with one or two children. With the level of education, majority were postgraduate students indicating a frequency of 65 out of 199. Both school students and college students had the least frequency of one. The study also aimed to know the type of employment whereby majority of them said they were not working. With regard to the frequency of soft drink consumption, majority (45.2 per cent) said they consumed it once in a month while 15.1 per cent consumed daily and 39.7 per cent consumed once in a week. In terms of brand of soft drinks, most of them preferred Coca-Cola (17.5 per cent).

### 5.2 Executional factors

The executional factors consists of two points, Induced- mood after exposure and type and amount of brand information presented.

#### 5.2.1 Induced- mood after exposure

The four questions on induce mood were recorded into IM1, IM2, IM3, and IM4 variables. The recorded variables represent questions 13 to 16 of the research instrument. The computed scoring scale is saved as IMTOTAL.

Table (5.1) shows that the items violate the requirement for validity due to negative Cronbach's alpha. The negative covariances do not have any association with the coding of the variables.

#### 5.2.2 Type and amount of brand information presented

The four items on brand information were recorded into BI5, BI6, BI7, and BI8 variables. The computed scoring scale is saved as BITOTAL.

Cronbach's alpha in Table (5.5) as well those in Table (5.7) shows that items failed to meet the reliability requirement. Cronbach's alphas are less than 0.7.

### 5.3 Individual factors

The individual factors consists of five points, familiarity, skepticism towards advertising, involvement, consumer attitudes towards guerrilla marketing and culture.

#### 5.3.1 Familiarity

The two items on familiarity were recorded into F1 and F2 variables. The computed scoring scale is saved as FTOTAL.

Cronbach's alpha in Table (5.9) shows although the items failed to meet the reliability requirement. They have strong tendencies towards model reliability requirement.

#### 5.3.2 Skepticism towards advertising

The three items on skepticism towards advertising were recorded into A1, SA2, and SA3 variables. The computed scoring scale is saved as SATOTAL.

Cronbach's alpha in Table (5.13) as well those in Table (5.15) shows that items met the reliability requirement since Cronbach's alphas is greater 0.7.

#### 5.3.3 Involvement

The six items on involvement were recorded into I1, I2, I3, I4, I5, and I6 variables. The computed scoring scale is saved as ITOTAL.

Cronbach's alpha in Tables (5.17) and (5.19) shows although the items failed to meet the reliability requirement. They have strong tendencies towards model reliability requirement.

#### 5.3.4 Consumer attitudes towards guerrilla marketing

The eleven items on consumer attitudes towards guerrilla marketing were recorded into CA1, CA2, CA3, CA4, CA5, CA6, CA7, CA8, CA9, CA10, and CA11 variables. The computed scoring scale is saved as CATOTAL.

Cronbach's alpha in Table (5.21) as well those in Table (5.23) shows that items met the reliability requirement since Cronbach's alphas is greater 0.7.

#### 5.3.5 Culture

The three items on culture were recorded into C1, C2, and C3 variables. The computed scoring scale is saved as CTOTAL.

Cronbach's alpha in Table (5.25) as well those in Table (5.27) shows that items met the reliability requirement since Cronbach's alphas is greater 0.7.

### Conclusion

The cultural, consumer attitude, and skepticism towards advertisement factors meet the requirements (Cronbach's alphas > 0.7) for reliability although involvement, familiarity, and brand information factors failed to meet the reliability requirement

(Cronbach's alphas  $< 0.7$ ). Induced-mood exposure factor violates the reliability requirement.

## **Chapter Six: Discussion**

### **Introduction**

This chapter of the dissertation aims to discuss the findings from chapter five in relation to the previous research that has been conducted on the topic presented in the literature review section of the paper. The section will be structured based on the objectives as they have been developed in the methodology section. It will be divided into eight main sections which include demographics, executional factors, induced-mood exposure, type and amount of brand information provided, individual factors, familiarity, skepticism towards advertising, involvement, consumer attitudes towards guerilla marketing and culture.

#### **6.1 Demographics**

The research aimed to determine how demographics could impact on the attitudes of the consumers towards guerilla marketing. Based on the findings from the study, it is evident that demographics significantly impacted on consumer attitude towards guerilla marketing in Saudi Arabia (Levinson 2009). The focus of the study was on the young women in Saudi Arabia and all of them were thus women. The other different aspects of demography were thus analyzed in trying to understand the impact that it has on the attitudes of the consumers towards the guerilla marketing and in turn their buying behavior (Egan 2007).

46.5 per cent of the responses were from women aged 21-25, 45.5 per cent were not working and 54 per cent were single. This comes with the implication that they did not have that much economic power in their homes especially in relation to the consumer behavior. In relation to the educational attainment of the students, it was evident that more than half of them were doing their postgraduate, and thus it would be anticipated that most of them are capable of making informed decisions when it comes to their consumption choices and attitude towards guerilla marketing (Volkman et al. 2012). The findings in assessing the soft drink consumption found that 45.2 per cent of the population consumed soft drinks once a month, 39.7 per cent consumed it once a week while 15.1 per cent of the female population in the country consumed soft drink daily.

#### **6.2 Executional factors**

It includes two factors:

##### **6.2.1 Mood after exposure**

This aimed to determine the mood that the participants had after watching the video advertisement and the impact that this could have on the buying behavior of the consumers. The score for the Cronbach's Alpha was  $-0.02$ , which is unacceptable.

Overall, the implication of this is the fact that there was no impact of the induced-mood after exposure and the overall attitude that consumers have towards guerilla marketing.

Participants in the study felt that irrespective of the fact that the video advertisement may have elicited different emotions among them, this not in any way impact on their view of the guerilla marketing. In trying to come up with video ads for the products, it would be important to understand that watching the videos does not impact on changing the attitude of the young women in Saudi Arabia towards guerilla marketing.

#### **6.2.2 Type and amount of brand information presented**

The score for this particular concept in relation to the impact that it had on the attitudes of the young women in Saudi Arabia towards guerilla marketing and the impact that this would have on their consumer buying behavior. This is another concept which scored rather low in Cronbach's Alpha of  $-0.02$ , and thus highly unreliable and unacceptable. What this means for the study is that this is a factor which does not have significant impact on the attitudes of the young Saudi Arabian women towards the concept of guerilla marketing. Irrespective of the views that most of them may have, it would be important to note that this does not in any way relate to the type and amount of information that was provided during the study (Levinson et al. 2008).

#### **6.3 Individual factors**

it includes five factors:

##### **6.3.1 Familiarity**

This is a concept which aimed to determine the extent to which knowledge regarding the availability of the brand in the market impacted on the consumer behavior among young girls in Saudi Arabia. The findings from the study shows that the section recorded a Cronbach's alpha  $0.65$ , which is unacceptable or rather questionable in terms of its reliability. The main implication of this is that this is a factor which has little significance in trying to understand the impact that guerilla marketing could have on the buying behavior of young women in Saudi Arabia. Research over the years however show that familiarity with a brand is a key determinant in the decision-making process by the consumer on whether or not they would purchase a product. This is one of the key factors which could be attributed to the overall failure of most of the new products in the market which consumers may not be aware of their existence in the market. However, in this particular case it would be imperative to consider the fact that the findings were not consistent with past research, and there are a number of factors which could be attributed to this (Kurtz and Boone 2010).

### 6.3.2 Skepticism towards advertising

Cronbach's Alpha for this particular factor was found to be 0.943, which is excellent and thus highly reliable. This finding would thus imply that skepticism towards advertising would impact on the attitude of the consumer towards guerilla marketing, and in the long run this could impact on their buying behavior. It would be important to not the fact that over the years, most of the consumers in the market have become aware of the fact that most of the companies in the market use marketing as a way of influencing their buying decisions. In addition, the overall skepticism towards marketing in general among most of the consumers could be associated with the fact that in most cases, the marketing will be exaggerated and once the consumer purchases the product it will likely fail to meet their expectation.

The main implication of this when it comes to guerilla marketing is that their overall skepticism towards guerilla marketing would imply that in most instances most of the numbers will opt to purchase the product altogether as a result of the aggressive marketing that the product may be associated with in the market (Information Resources Management Association 2015).

### 6.3.3 Involvement

This is a factor which primarily relates to the overall value that the consumer places on a product before purchasing it. Thus, it could be argued that this is a factor which related to the meaning that the consumers attach to a particular product as well as the overall appeal of the product, which in the long run will impact on their buying decision in the market. When it comes to involvement, the Cronbach's Alpha which was low at 0.639, which is too low and thus considered to be unreliable and thus a clear indication of the fact that there was no notable relationship between the factor and the attitudes of the consumers in the market towards guerilla marketing. The main implication of this is that this is a factor which had minimal or no relation with the overall attitude that the consumers in the market developed towards the products in the market.

### 6.3.4 Consumer attitudes towards guerrilla marketing

This aimed to determine the attitude of the majority of the female consumers in the market had towards the campaign, specifically towards the ad video used in the study, the nature of the advertisement and its overall credibility in the market. In addition, the other factors that ought to be considered included the overall characteristics of the product in general in the market and the implications that this could have on the buying behavior of the consumers in the market.

The Cronbach's Alpha for this particular factor was 0.925 which could be considered to be rather high. This could be interpreted to imply that the attitudes and the perceptions of the consumers towards guerilla marketing had a high impact on the overall attitudes of the consumers and in the long run impacted on the buying behavior of the consumers.

### 6.3.5 Culture

Culture is also another factor which scored a rather high Cronbach's Alpha of 0.934, which is excellent and thus reliable. This implies that culture impacted on the attitudes of the consumers on guerilla marketing which in turn meant that it impacted on the consumer buying behavior among the young women in Saudi Arabia. Culture has always been found to have an effect on consumer behavior, and this is one of the key factors which may have contributed to the growth of cross cultural marketing over the years. The key is understanding some of nature of the culture in relation to Hofstede's model, and by understanding the scores of the country on the various different levels of the model, it would be anticipated that one can effectively failure that marketing to meet the needs and expectation of the consumers in the market. Over the years, there has been growing literature which show the significance of culture on understanding consumer behavior. There are a number of factors which are often considered when it comes to marketing across cultures. These include the personality, identity, social, processes, lifestyle, motivation, emotion, self-concept, image and cognition just to mention a few. All of these are the different aspects of culture which could have a direct influence on the buying decision of the consumer (Serazio 2013).

### Conclusion

This finding would thus imply that skepticism towards advertising would impact on the attitude of the consumer towards guerilla marketing, and in the long run this could impact on their buying behavior. Over the years, there has been growing literature which show the significance of culture on understanding consumer behavior. In addition, research over the years however show that familiarity with a brand is a key determinant in the decision-making process by the consumer on whether or not they would purchase a product. This is one of the key factors which could be attributed to the overall failure of most of the new products in the market which consumers may not be aware of their existence in the market.

## Chapter Seven: Conclusion And Recommendations

### 7.1 Conclusion

One of the main objectives of the study was to determine the impact of guerilla marketing on the women consumers in the Saudi Arabian market.

Findings from the study revealed that there was indeed a connection between the effectiveness of the guerilla marketing strategy and the female consumers in the market. Guerilla marketing were bound to act as an effective way through which to improve consumer engagement with the brand. In the long run, this is bound to come with the implication of an overall improvement in the company sales in the market. Understanding all of these factors would be critical in understanding measures that could be taken to ensure that the guerilla marketing strategy employed in the market is gender specific.

Second, the research also aimed to determine some of the key factors which impacted on the attitudes of the participants towards guerilla marketing. These include culture, involvement, consumer attitudes towards guerilla marketing, and demographics. From the findings of the research it can be concluded that an understanding of these factors could be a key determinant in the success of a company in the market, given that it would come with the implication that the business would tailor its guerilla marketing strategies employed. Findings from this study could prove to be especially beneficial to companies that may be operating in the Saudi Arabian market and the female population may be part of their strategy market in the area. It plays an important role in improving the overall understanding of the Market enough to a guarantee that it can be effectively implemented within the firm.

## 7.2 Recommendations

### 7.2.1 For the Company

Based on the finding from the study, it is evident that there are certain key factors which companies need to focus on in coming up with the guerilla marketing strategy for the company which in the long run would ensure good results for the firm. These include culture, involvement, consumer attitudes towards guerilla marketing, and demographics. An understanding of these factors would go a long way in

ensuring that the company can effectively tailor their guerilla marketing campaign strategy in the market.

### 7.2.2 For Future Research

One key recommendation for future research would be to conduct a study which aims to determine whether over exposure could ultimately result in over dilution of the effects of the guerilla marketing strategies. There is the likelihood that the only reason that the consumers did not mind the advertisements was because this is not something that they had grown accustomed to over the years (Levinson et al. 2007).

Given that the most of the participants in the research were mainly aged between 21-25, it would be important to ensure that future research conducted on the subject consider different age group with the key aim of ensuring that it could improve the understanding on where the findings were consistent across all ages.

Despite the fact that most of the participants in the study showed an overall preference for the brand, it would be important for future research to consider the idea of determining where consumers were likely to purchase the product without any need for the use of guerilla marketing in the company's marketing efforts with the key aim of ensuring that the company could effectively improve their sales and competitive edge in the market.

### Competing and Conflicting Interests

The authors declare that there is no competing and/or conflict of interest related to this research work.

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**Table 4.1: Comparison of Different Method to collect data in quantitative and qualitative research**

No	Study	Sample	Type of Study	Survey Setting
1	Prendergast et al (2009)	Third passers-by in Hong Kong malls	Qualitative	Mall intercept survey (in-person)
2	Dinh and Mai (2016)	Gen Y	Quantitative and Qualitative	Mail survey
3	Mehta (2000)	Adult (18+ years of age) regular magazine readers from over 30 geographically dispersed markets nationwide	Quantitative	Phone interview
4	Mughari (2011)	Iranian enterprises	Quantitative	Mail survey
5	Elliot and Speck (1998)	National Family Opinion's national consumer panel (1500 households)	Quantitative	Mail survey
6	Nawaz et al (2014)	Random samples in Bahria University and different malls	Quantitative	Floated questionnaires
7	Dahlen et al (2009)	Business students	Quantitative	Subjects were randomly assigned to cells

No	Study	Sample	Type of Study	Survey Setting
8	Hutter (2015)	234 consumers, 18 to 58 years of age	Quantitative	Online experiment
9	Jayawarna et al (2014)	Entrepreneurs in the early stages of business creation	Quantitative	Postal and web surveys
10	Shakeel and Khan (2011)	Graduates and post graduate students of universities and colleges in Islamabad	Quantitative	Mail survey
11	Wu et al (2016)	Study 1: Indian consumers Study 2: advertising and marketing professors and advertising professionals Study 3: 164 respondents from the USA and 94 respondents from India	Quantitative	Study 1: Online survey using survey monkey Study 2: recorded phone interviews Study 3: intercept survey
12	Cheema and Kaikati (2009)	Undergraduate Students	Quantitative	In person survey

Table 4.2: Comparison of Different Survey Designs

No	Study	Stimulus	Survey Setting	Procedure	Survey Design
1	Prendergast et al (2009)	1. Product and service ads 2. 10 Media	Mail intercept survey (in-person)	1. Structured questionnaire 2. Personal interviews	Factor analysis
2	Dinh and Mai (2016)	2. Guerilla ads	Mail survey	Questionnaire	Principal component analysis with varimax rotation
3	Mughari (2011)	Guerilla marketing and traditional marketing	Mail survey	2 types of questionnaires	Independent variables: new methods of advertisement, innovation and problem solving techniques, new communicating technologies, marketing budget Dependent variable: productivity of organizational marketing
4	Elliot and Speck (1998)	Six media: TV, radio, magazines, newspaper, Yellow Pages and direct mail	Mail survey	4-page questionnaire	Independent variable: advertising clutter Dependent variable: consumer attitudinal and behavioral response
5	Nawaz et al (2014)	Guerilla ads	Floated questionnaires	Questionnaire using 5-point Likert scale	Dependent variable: buying behavior Independent variable: guerilla advertising
6	Dahlen et al (2009)	Real non-traditional media campaigns	Subjects were randomly assigned to cells	1. Brief written scenario to simulate real-life situation 2. Questionnaire	Full factorial design: 2 (traditional media/non-traditional media) x 2 (high/low reputation) x 2 (high/low expense)
7	Jayawarna et al (2014)	Marketing practice	Postal and web surveys	1. 600 entrepreneurs were first sent copies of questionnaire thru mail 2. After a week, all respondents with email addresses were emailed a link to the web survey 3. After a year, a second survey was conducted to a national sample of entrepreneurs	Exploratory and confirmatory factor analyses
8	Shakeel and Khan (2011)	Guerilla marketing	Mail survey	1. Questionnaire using Likert 5-point scale	Dependent variable: consumer perception Independent variable: celebrity marketing
9	Wu et al (2016)	Ambient advertising	Study 1: Online survey using survey monkey Study 2: recorded phone interviews Study 3: intercept survey	Study 1: 1. Respondents were given a brief scenario of ambient ads 2. After viewing the ad, respondents were asked to rate attitudes towards ambient ad Study 2: 1. respondents were asked questions about the defining elements and indicators of ambient advertising Study 3: 1. Trained interviewers administered	Study 1: within-subjects factorial experimental design Study 2: Content analysis of recorded interviews Study 3: One-factor test

No	Study	Stimulus	Survey Setting	Procedure	Survey Design
				the survey explaining to the respondents that the investigation addressed consumer responses to ambient advertising 2. Participants examined the same five ads as in Study 2	
10	Cheema and Kaikati (2009)	Product description and word of mouth	In person survey	1. Participants read about a new product and read a scenario. 2. The product was manipulated between subjects. 3. Half the people read about a publicly consumed product (laptop) while the rest read about a privately consumed product (mattress). 4. All participants then read that they had been thinking of buying the product. 5. In order to frame discretionary purchase, participants read while the product was not absolutely necessary 6. Participants also read that while talking to a friend they find out that the friend had recently bought the product	ANOVA was performed with the participants' purchase likelihood as the dependent measure and the product (private, public) and the participant's uniqueness (high, low) as predictors
11	Lee et al (2017)	Video	In-person	Students were asked to complete a six-item survey following the completion of the exercise	Descriptive statistics

Table 4.3: Comparison of Studies samples

No	Study	Sample	Type of Study
1	Prendergast et al (2009)	Third passers-by in Hong Kong malls	Qualitative
2	Dinh and Mai (2016)	Gen Y	Quantitative and Qualitative
3	Mehta (2000)	Adult (18+ years of age) regular magazine readers from over 30 geographically dispersed markets nationwide	Quantitative
4	Mughari (2011)	Iranian enterprises	Quantitative
5	Elliot and Speck (1998)	National Family Opinion's national consumer panel (1500 households)	Quantitative
6	Nawaz et al (2014)	Random samples in Bahria University and different malls	Quantitative
7	Dahlen et al (2009)	Business students	Quantitative
8	Hutter (2015)	234 consumers, 18 to 58 years of age	Quantitative
9	Jayawarna et al (2014)	Entrepreneurs in the early stages of business creation	Quantitative
10	Shakeel and Khan (2011)	Graduates and post graduate students of universities and colleges in Islamabad	Quantitative
11	Wu et al (2016)	Study 1: Indian consumers Study 2: advertising and marketing professors and advertising professionals Study 3: 164 respondents from the USA and 94 respondents from India	Quantitative
12	Cheema and Kaikati (2009)	Undergraduate Students	Quantitative
13	Damar-Ladkoo (2016)	1. Marketers of 5 major wholesale and retail outlets in Mauritius 2. Consumers in retail and wholesale outlets in Mauritius 3. 5 farmers engaged in direct marketing	Qualitative
14	Lee et al (2017)	Junior and senior undergraduate students	Qualitative

Table 4.4: Validity Test Using Corrected Item-Total Correlation

Validity Test Using Corrected Item-Total Correlation				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IM1 Q13	118.09	310.537	0.585	0.907
IM2 Q14	118.14	309.566	0.546	0.907
IM3 Q15	119.88	338.022	-0.207	0.918
IM4 Q16	120.13	340.064	-0.26	0.919
BI5 Q17	119.09	332.129	-0.064	0.917
BI6 Q18	118.03	306.085	0.581	0.907
BI7 Q19	119.61	334.733	-0.12	0.918
BI8 Q20	118.41	305.688	0.64	0.906
F1 Q21	117.7	311.785	0.564	0.907
F2 Q22	120.91	332.038	-0.096	0.913
SA1 Q23	118.48	301.372	0.628	0.906

<b>Validity Test Using Corrected Item-Total Correlation</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SA2 Q24	118.44	298.742	0.704	0.905
SA3 Q25	118.56	300.257	0.65	0.905
I1 Q26	118.01	301.086	0.744	0.904
I2 Q27	118.15	300.573	0.735	0.904
I3 Q28	118.24	301.575	0.696	0.905
I4 Q29	118.93	325.833	0.075	0.915
I5 Q30	118.67	321.667	0.153	0.914
I6 Q31	118.78	321.049	0.193	0.913
CA1 Q32	117.81	308.182	0.739	0.906
CA2 Q33	117.77	308.257	0.758	0.905
CA3 Q34	117.79	305.854	0.751	0.905
CA4 Q35	117.88	307.224	0.693	0.906
CA5 Q36	118.17	315.102	0.342	0.911
CA6 Q37	118.44	308.824	0.523	0.908
CA7 Q38	118.61	308.623	0.503	0.908
CA8 Q39	117.79	305.316	0.746	0.905
CA9 Q40	117.94	307.598	0.623	0.906
CA10 Q41	117.84	301.95	0.752	0.904
CA11 Q42	117.85	303.533	0.742	0.905
C1 Q43	117.84	306.974	0.688	0.906
C2 Q44	117.97	306.312	0.689	0.906
C3 Q45	118.05	306.074	0.655	0.906
<b>Overall Internal Reliability Statistics</b>				
Cronbach's Alpha	N of Items			
0.91110359	33			

**Table 5.1: Induced- mood after Exposure Reliability Statistics**

<b>Induced- mood after Exposure Reliability Statistics</b>	
Cronbach's Alpha <sup>a</sup>	N of Items
-.002	4
a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions.	

**Table 5.2: Induced- mood after Exposure Item Statistics**

<b>Induced- mood after Exposure Item Statistics</b>			
	Mean	Std. Deviation	N
IM1 Q13	4.04	.939	199
IM2 Q14	3.98	1.047	199
IM3 Q15	2.24	1.116	199
IM4 Q16	1.99	1.094	199

**Table 5.3: Induced- mood after Exposure Item-Total Statistics**

<b>Induced- mood after Exposure Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IM1 Q13	8.22	3.466	.019	-.031 <sup>a</sup>
IM2 Q14	8.27	3.148	.046	-.084 <sup>a</sup>
IM3 Q15	10.02	3.197	-.007	.010
IM4 Q16	10.26	3.436	-.054	.093
a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions.				

**Table 5.4: Induced- mood after Exposure Scale Statistics**

<b>Induced- mood after Exposure Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
12.26	4.414	2.101	4

**Table 5.5: Brand Information Reliability Statistics**

<b>Brand Information Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.012	4

**Table 5.6: Brand Information Item Statistics**

<b>Brand Information Item Statistics</b>			
	Mean	Std. Deviation	N
BI5 Q17	3.04	1.218	199
BI6 Q18	4.10	1.150	199
BI7 Q19	2.51	1.263	199
BI8 Q20	3.71	1.070	199

**Table 5.7: Brand Information Item-Total Statistics**

<b>Brand Information Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI5 Q17	10.33	4.665	-.105	0.194
BI6 Q18	9.27	3.530	.172	-.294a
BI7 Q19	10.85	5.438	-.244	.410
BI8 Q20	9.65	3.106	.357	-.625a

**Table 5.8: Brand Information Scale Statistics**

<b>Brand Information Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
13.37	5.597	2.366	4

**Table 5.9: Familiarity Reliability Statistics**

<b>Familiarity Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.064	2

**Table 5.10: Familiarity Item Statistics**

<b>Familiarity Item Statistics</b>			
	Mean	Std. Deviation	N
F1 Q21	4.42	.912	199
F2 Q22	1.21	0.409	199

**Table 5.11: Familiarity Item-Total Statistics**

<b>Familiarity Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
F1 Q21	1.21	0.167	.044	0
F2 Q22	4.42	0.831	.044	0

**Table 5.12: Familiarity Scale Statistics**

<b>Familiarity Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
5.63	1.031	1.016	2

**Table 5.13: Skepticism Towards Advertising Reliability Statistics**

<b>Skepticism Towards Advertising Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.943	3

**Table 5.14: Skepticism Towards Advertising Item Statistics**

<b>Skepticism Towards Advertising Item Statistics</b>			
	Mean	Std. Deviation	N
SA1 Q23	3.65	1.274	199
SA2 Q24	3.69	1.253	199
SA3 Q25	3.56	1.281	199

**Table 5.15: Skepticism Towards Advertising Item-Total Statistics**

<b>Skepticism Towards Advertising Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SA1 Q23	7.25	5.937	.880	0.918
SA2 Q24	7.21	5.965	.897	0.906
SA3 Q25	7.34	5.952	.868	.927

**Table 5.16: Skepticism Towards Advertising Scale Statistics**



<i>Skepticism Towards Advertising Scale Statistics</i>			
Mean	Variance	Std. Deviation	N of Items
10.90	13.020	3.608	3

**Table 5.17: Involvement Reliability Statistics**

<i>Involvement Reliability Statistics</i>	
Cronbach's Alpha	N of Items
0.639	6

**Table 5.18: Involvement Item Statistics**

<i>Involvement Item Statistics</i>			
	Mean	Std. Deviation	N
I1 Q26	4.12	1.103	199
I2 Q27	3.97	1.135	199
I3 Q28	3.89	1.154	199
I4 Q29	3.20	1.250	199
I5 Q30	3.46	1.336	199
I6 Q31	3.34	1.199	199

**Table 5.19: Involvement Item-Total Statistics**

<i>Involvement Item-Total Statistics</i>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1 Q26	17.86	13.758	.424	0.577
I2 Q27	18.01	12.944	.516	0.542
I3 Q28	18.09	13.810	.385	0.59
I4 Q29	18.78	14.837	.212	0.655
I5 Q30	18.52	13.635	.307	.623
I6 Q31	18.64	13.414	.409	.581

**Table 5.20: Involvement Scale Statistics**

<i>Involvement Scale Statistics</i>			
Mean	Variance	Std. Deviation	N of Items
21.98	18.444	4.295	6

**Table 5.21: Consumer Attitudes Reliability Statistics**

<i>Consumer Attitudes Reliability Statistics</i>	
Cronbach's Alpha	N of Items
0.925	11

**Table 5.22: Consumer Attitude Item Statistics**

<i>Consumer Attitude Item Statistics</i>			
	Mean	Std. Deviation	N
CA1 Q32	4.31	0.843	199
CA2 Q33	4.35	0.821	199
CA3 Q34	4.34	0.917	199
CA4 Q35	4.24	0.933	199
CA5 Q36	3.95	1.178	199
CA6 Q37	3.68	1.126	199
CA7 Q38	3.52	1.176	199
CA8 Q39	4.33	.943	199
CA9 Q40	4.18	1.014	199
CA10 Q41	4.28	1.059	199
CA11 Q42	4.28	1.015	199

**Table 5.23: Consumer Attitudes Item-Total Statistics**

<i>Consumer Attitudes Item-Total Statistics</i>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CA1 Q32	41.16	60.274	0.716	0.918
CA2 Q33	41.12	60.214	0.744	0.917
CA3 Q34	41.13	58.953	0.751	0.916
CA4 Q35	41.23	58.711	0.754	0.916
CA5 Q36	41.51	59.655	0.512	0.928
CA6 Q37	41.78	58.231	.632	0.922

<b>Consumer Attitudes Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CA7 Q38	41.95	58.169	.603	0.924
CA8 Q39	41.14	58.370	.770	0.915
CA9 Q40	41.29	57.761	.751	0.915
CA10 Q41	41.19	56.718	.785	.914
CA11 Q42	41.19	57.398	.776	.914

**Table 5.24: Customer Attitudes Scale Statistics**

<b>Customer Attitudes Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
45.47	70.361	8.388	11

**Table 5.25: Culture Reliability Statistics**

<b>Culture Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.931	3

**Table 5.26: Culture Item Statistics**

<b>Culture Item Statistics</b>			
	Mean	Std. Deviation	N
C1 Q43	4.29	0.95	199
C2 Q44	4.16	0.975	199
C3 Q45	4.08	1.032	199

**Table 5.27: Culture Item-Total Statistics**

<b>Culture Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1 Q43	8.24	3.696	0.848	0.91
C2 Q44	8.37	3.486	0.895	0.872
C3 Q45	8.44	3.43	0.838	0.92

**Table 5.28: Consumer Scale Statistics**

<b>Consumer Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
12.52	7.695	2.774	3

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