



IMPETUS OF GUERRILLA MARKETING STRATEGY ON PURCHASE BEHAVIOUR OF THE ONLINE CUSTOMERS IN ERODE

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Abstract

Advertisements are a guaranteed method of reaching an audience. Guerrilla advertising is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market. Guerrilla advertising is one of the growing marketing techniques, which are used, in advertising industry. Stealth marketing is also a most popular technique use in the Guerrilla advertising. There are number of techniques used in stealth marketing in which one technique, celebrity marketing is in practice mostly by the market leaders. The increasing trend of online purchase behaviour of customers has attempted the Guerrilla Marketing strategy every moment in e-Marketing portals. For this, the researcher has selected 105 customers who have purchase products through online portals. A well-structured questionnaire has framed and collected the opinion of the customers about Guerrilla Marketing Strategy practiced by the e-Marketing portals in Erode. The collected data were subdued into tables and charts with the help of statistical packages and excel. The results found that most of the e-purchasers are male, belong to age group of 30 to 40 years, qualified college level education and realized from 3 to 5 advertisements continuously as guerrilla marketing strategy.

Keywords: *Guerrilla Marketing Strategy, E-purchase behavior, Customer influence and Unconventional techniques.*

1. Introduction

E-Purchasing represents the process of acquiring and buying of products or services using an automated process or through electronic methods. This acts as a superior alternative to the manualized process of procurement and makes it more efficient and effective. Today's advertisement has developed an integral part of any business and the role of advertising has become mostly an inevitable part of business. It is one aspect of marketing; it involves planning and implementing of product and services and bringing the buyers and sellers together in order to facilitate the transaction. The marketers are not able to convey any information or message about their product or services to their viewers or buyers without Advertisement. All businesses have their Guerrilla marketing strategy and a systematic way of executing their plan in the market for their product, analysis of distribution channels and analysis of the market size etc., for competing in the market. The intention of Guerrilla advertising strategy of a certain product or service is to draw online customer's attention and induce a customer to e-purchase the product whereas they are valuable assets for the firm but their acquiring and retention can be costly. A good Guerrilla advertisement is created with an emotional link with the e-customer due to which the consumer has emotional association with the values and messages.

In the case of marketing, the techniques are designed to create a buzz among customers and consequently turn the advertising into something that is viral. Guerrilla Advertising has numerous types to attract customers to make a purchase. Guerrilla advertising is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market. All companies made use of various marketing techniques in particular Guerrilla marketing technique to entice more customers and lure them to buy the myriad of products offered by the company.



Guerrilla advertising invented from guerrilla warfare operations where the armed group utilized unconventional techniques in fighting the enemy, even to the point that violates the ordinary rules of engagement.

2. Review of Literature

In case of Alrabeeah and Jaramillo (2018) found that there was indeed a connection between the effectiveness of the guerilla marketing strategy and the female consumers in the market. Also, Guerilla marketing were bound to act as an effective way through which to improve consumer engagement with the brand. Moreover, it could be confirmed that an understanding of factors like culture, involvement, consumer attitudes towards guerilla marketing could be a key determinant in the success of a company in the market. Result from Shakeel, M., & Khan, M.M (2021) indicated from the analytic framework that the relationship between guerrilla marketing and consumer perception with respect of celebrity marketing. While considering the impact of Guerrilla Marketing on Consumer Perception, the collectively positive influence on the consumer perception. Recognizing the right celebrity endorser is one of the essential discussions for a brand which is engaged to endorse. A research conducted by Shanthaamani and Usha (2019) observed in their study that word of mouth, poster, SMS were used to stimulate business. This study explored that there was an association between guerilla marketing and consumer behaviour. Also, consumers renowned that guerilla marketing was an operational and efficient tool for promotional activities and it also persuaded the consumer buying behaviour towards a product or service. Furthermore, the word of mouth is reflected as an extremely effective technique of guerrilla marketing. The study of Naeem Akhtar et al. (2016) determined that guerrilla marketing was a significant impact on consumer buying behavior mostly consumers revealed that guerrilla marketing was a creative and effective strategy guerrilla marketing is fulfilled the needs and wants of customers. Further, assessed that today advertising and word of mouth technique was very favorable for marketing.

According to Puneet Walia and Lalit Singla (2017) inferred that Word of Mouth had high impact on guerrilla marketing. In addition, guerrilla marketing strategy helped to promote the smartphone-based products. This study confirmed that social media had high impact on guerrilla marketing and most of the consumers felt that they got influenced by the guerilla marketing methods used in smartphones. From the study of Kajapriya and Sivakumar (2017) assessed that there was an association between guerilla marketing and consumer behaviour. Also, consumers recognized that guerilla marketing was an effective tool for promotional activities and influenced the consumer buying behaviour towards a product or service. They proved that the word of mouth was considered as a highly effectual method of guerilla marketing. The research from Soomro et al. (2021) confirmed that guerrilla marketing affected symbolic and experiential brand image. Further, the results revealed that stealth marketing, graffiti, and click bait advertising were found to be influential on both symbolic and experiential brand images whereas guerrilla marketing techniques were beneficial communication tools in the limited marketing budgets. Furthermore, ambush technique in campaigns had a negative impact on the brand image and clickbait ads had a significantly negative influence on experiential brand image. The authors Iqbal and Lohdi (2015) indicated that social media and word of mouth marketing were very significant and had influence on the usability of guerrilla marketing. They confirmed that guerrilla marketing had a significant impact on consumers' buying behavior as most of consumers aware that guerrilla marketing was a very effective and creative strategy which had the ability to influence the consumer buying behavior towards any product or services.



3. Statement of the Problem

Electronic purchasing (e-purchasing), automates and extends manual buying and selling processes, from the creation of the request through to payment of the dealers. The term e-purchasing includes back-office ordering systems, e-marketplaces and supplier websites. In modern business, a key role is played by Advertisement. It has become a significant tool to promote products or services and for communication purpose as well. Particularly, Guerrilla marketing strategies greatly affects customer e-purchasing behavior and it is appropriate for all organizations and rather than supposition, judgment and experience it should in light of brain research. Guerrilla marketing strategy is a predominant marketing strategy which is utilized as a part of item promoting and that makes the utilization of abnormal of unpredictable methods for giving the item to the commercial center. In this case, it is important for the marketers to realize the influence of guerrilla marketing on the consumer e-purchasing behavior. Hence, the researcher has aimed to examine the influence of Guerrilla marketing strategy on e-purchase behavior of customers in Erode.

4. Objectives of the Study

- To find the demographic profile of the selected e-customers in Erode.
- To examine the influence of Guerrilla marketing strategy on e-purchase behavior of customers in the study area.
- To examine whether there is a positive association on influence of Guerrilla marketing strategy on customers' e-purchase behavior.

5. Research Methodology

This study intended to examine the influence of guerrilla marketing strategy on e-purchase behavior of customers in Erode. The nature of research design is descriptive and survey method. The primary data have been collected by means of developed and distributed self-administered questionnaire through online among the population of this research. In this effort, the primary data have been collected from the sample size of 105 e-purchasers selected by applying random sampling method. The collected data were formed in tabulation and analyzed by using statistical tools like percentage analysis, mean score, ANOVA and Correlation analysis.

6. Results and Discussion

This section has assessed that the influence of Guerrilla marketing strategy on customers' e-purchase behavior among selected customers in Erode. The researcher has gathered the opinion about the influence of Guerrilla marketing strategy on customers' e-purchase behavior with the help of 5 points Likert scale technique.

6.1 Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

The influence of Guerrilla marketing strategy on customers' e-purchase behavior is one of the important activities in ordering products through online. For this, eight statements which identified the influence of Guerrilla marketing strategy on customers' e-purchase behavior among selected e-purchasers in Erode. The Cronbach Alpha value for the statements of influence of Guerrilla marketing strategy on customers' e-purchase behavior is 0.814. This clears that the reliability of the influence of Guerrilla marketing strategy on customers' e-purchase behavior is good and fit for analysis of this study. The mean and standard deviation of the influence of Guerrilla marketing strategy on customers' e-purchase behavior is given below.



Table 1 : Influence of Guerrilla Marketing Strategy on customers’ e-purchase behavior

No.	Factors	Mean Score	SD
1	Consider buying the products through e-shopping	3.79	1.18
2	Look for more information about the products	3.60	1.38
3	Cheaper than other traditional marketing techniques	3.88	1.18
4	Recommend the products to a friend to buy online	3.51	1.26
5	Thoughts is more important than budget in guerrilla marketing	3.79	1.25
6	This ad enables the product to be differentiated	3.51	1.35
7	Many of the strategies are benefits and easy to buy online	3.73	1.20
8	Amazed the first time saw this ad.	4.00	1.22

From the analysis, it could be stated that most of the e-purchasers have amazed when saw this Guerrilla Marketing advertisements with the mean score and standard deviation of 4.00 and 1.22 respectively followed by cheaper than other traditional marketing techniques with the mean score and standard deviation of 3.88 and 1.18 respectively.

6.2 Demographic Profile of the selected Employees

In this section, the researcher has been taken for analysis the demographic profile of the selected customers and their influence of Guerrilla marketing strategy on e-purchase behavior in Erode. The chosen demographic variables are gender, age, educational qualification, monthly family income, frequency of using internet, frequency of advertisement exposure and frequency of buying through strategies have been selected. The details are given below.

Table 2 : Demographic Profile and Influence of Guerrilla Marketing Strategy on customers’ e-purchase behavior

No.	Variables Name	Number of Respondents	Percentage	Mean Score
1	Gender			
	• Male	71	67.6	3.72
	• Female	34	32.4	3.75
	Total	105	100.0	
2	Age			
	• Below 30 years	32	30.5	3.99
	• 30 to 40 years	39	37.1	3.48
	• 41 to 50 years	23	21.9	4.02
	• Above 50 years	11	10.5	3.24
	Total	105	100.0	
3	Educational qualification			
	• School Level	27	25.7	3.78



No.	Variables Name	Number of Respondents	Percentage	Mean Score
	• College Level	40	38.1	3.67
	• Professional	26	24.8	3.79
	• Others	12	11.4	3.69
	Total	105	100.0	
4	Monthly Family Income			
	• Upto Rs.20000	16	15.2	4.21
	• Rs.20001 - 30000	36	34.3	3.42
	• Rs.30001 - 40000	31	29.5	3.92
	• Above Rs.40000	22	21.0	3.62
	Total	105	100.0	
5	Frequency of using Internet			
	• Over 3 hours	13	12.4	3.94
	• From 2 to 3 hours	23	21.9	3.95
	• From 1 to 2 hours	41	39.0	3.85
	• Less than 1 hour	28	26.7	3.27
	Total	105	100.0	
6	Frequency of advertisement exposure			
	• Above 7 ads	21	20.0	3.75
	• From 5 to 7 ads	25	23.8	4.00
	• From 3 to 5 ads	36	34.3	3.67
	• Upto 3 ads	23	21.9	3.51
	Total	105	100.0	
7	Frequency of buying through strategies			
	• Single	49	46.7	3.52
	• Twice	30	28.6	3.99
	• Above twice	26	24.7	3.83
	Total	105	100.0	

It is found from the analysis that as follows:

- From the above analysis, it is showed that 67.6% of the e-purchasers are male and 32.4% of the customers are female.
- It is inferred that 30.5% of the customers are belong to below 30 years of age group, 37.1% of the customers are 30 to 40 years of aged, 21.9% of the college teachers are belong to 41 to 50 years and 10.5% of the college teachers belong to above 50 years of age group.
- It is revealed that 25.7% of the customers are having school level education, 38.1% of the customers are qualified college level, 24.8% of the customers are professionals and 11.4% of the customers are belong to other qualifications.



- It is determined that 15.2% of the customers are having upto Rs.20000 as monthly family income, 34.3% of the customers are making Rs.20001 - 30000 monthly, 29.5% of the customers are as Rs.30001 – 40000 and 21.0% of the customers are having above Rs.40000 as monthly family income.
- From the analysis, it is indicated that 12.4% of the e-purchasers are using internet over 3 hours per day, 21.9% of the e-purchasers are utilizing internet from 2 to 3 hours per day, 39.0% of the e-purchasers are using from 1 to 2 hours and 26.7% of the e-purchasers are employing less than 1 hour.
- The analysis showed that 20.0% of the e-purchasers have gotten above 7 advertisements continuously as guerrilla marketing strategy, 23.8% of the e-purchasers have realized from 5 to 7 ads, 34.3% of the e-purchasers have gotten from 3 to 5 ads and 21.9% of the e-purchasers have realized upto 3 ads continuously.
- It is cleared that 46.7% of the e-purchasers made single purchase through guerrilla marketing strategy, 28.6% of the e-purchasers done purchase twice in a time and 24.7% of the e-purchasers made purchasing above twice through guerrilla marketing strategy.

6.3 Relationship between Demographic Profile and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

This section has clearly explained about the relationship between the demographic variables and influence of guerrilla marketing strategy on customers' e-purchase behavior. In order to examine the relationship between selected independent variables and influence of guerrilla marketing strategy on customers' e-purchase behavior, a hypothesis has been framed and tested by using ANOVA analysis. The following table consists the relationship between the selected variables.

Relationship between Gender and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

H_0 : There is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to gender.

Table 3: Gender and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	0.026	1	0.026	0.072	0.789 ^{NS}
Within Groups	37.894	103	0.368		
Total	37.920	104			

Note: NS - Not Significant

It is indicated from the analysis that the 'p' value is greater than 0.05 accordingly the null hypothesis is accepted. Hence, there is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to gender.

Relationship between Age and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

H_0 : There is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to age.



Table 4: Age and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	9.228	3	3.076	10.828	0.000*
Within Groups	28.692	101	0.284		
Total	37.920	104			

Note : * - Significant at 1% level

It is showed from the analysis that the 'p' value is lesser than 0.05 so the null hypothesis is rejected. Thus, there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to age group of the customers.

Relationship between Educational qualification and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

H₀ : There is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to educational qualification.

Table 5: Educational Qualification and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	0.281	3	0.094	0.251	0.860 ^{NS}
Within Groups	37.639	101	0.373		
Total	37.920	104			

Note : NS - Not Significant

It is confirmed from the analysis that the 'p' value is greater than 0.05 while the null hypothesis is accepted. So, there is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to educational qualification of the customers.

Relationship between Monthly Family Income and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

H₀ : There is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to monthly family income.

Table 6: Monthly Family Income and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	8.525	3	2.842	9.764	0.000*
Within Groups	29.395	101	0.291		
Total	37.920	104			

Note : * - Significant at 1% level

It is evaluated from the analysis that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. Hence, there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to monthly family income of the customers.



Relationship between Frequency of using Internet and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

H₀ : There is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of using internet.

Table 7: Frequency of using Internet and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	8.239	3	2.746	9.346	0.000*
Within Groups	29.681	101	0.294		
Total	37.920	104			

Note : * - Significant at 1% level

It is cleared from the analysis that the 'p' value is lesser than 0.05 so the null hypothesis is rejected. Accordingly, there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of using internet by the customers.

Relationship between Frequency of advertisement exposure and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

H₀ : There is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of advertisement exposure.

Table 8: Frequency of advertisement exposure and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	3.085	3	1.028	2.981	0.035**
Within Groups	34.835	101	0.345		
Total	37.920	104			

Note : ** - Significant at 5% level

It is assessed from the analysis that the 'p' value is lesser than 0.05 thus the null hypothesis is rejected. So, there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of advertisement exposure.

Relationship between Frequency of buying through strategies and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

H₀ : There is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of buying through strategies.

Table 7: Frequency of buying through strategies and Influence of Guerrilla Marketing Strategy on customers' e-purchase behavior

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	4.300	2	2.150	6.523	0.002*
Within Groups	33.620	102	0.330		
Total	37.920	104			

Note : * - Significant at 1% level



It is examined from the analysis that the ‘p’ value is lesser than 0.05 so the null hypothesis is rejected. Hence, there is a significant mean difference in influence of guerrilla marketing strategy on customers’ e-purchase behavior with regard to frequency of buying through strategies.

Degree of Relationship between selected independent variables and Influence of Guerrilla Marketing Strategy on customers’ e-purchase behavior

The Correlation analysis has been employed to examine the relationship between the selected independent variables and Influence of Guerrilla marketing strategy on customers’ e-purchase behavior with the help of null hypothesis developed. For this purpose, the variables have been selected like age, educational qualification, monthly family income, frequency of using internet, frequency of advertisement exposure and frequency of buying through strategies.

H₀ : There is a positive association on influence of Guerrilla marketing strategy on customers’ e-purchase behavior among the selected variables.

Table 9: Degree of Relationship between selected independent variables and Influence of Guerrilla Marketing Strategy on customers’ e-purchase behavior

No.	Independent Variables	‘r’ value	‘p’ value
1	Age	-0.207	0.034**
2	Educational Qualification	-0.020	0.838 ^{NS}
3	Monthly Family Income	0.112	0.257 ^{NS}
4	Frequency of using Internet	0.382	0.000*
5	Frequency of advertisement exposure	0.491	0.000*
6	Frequency of buying through strategies	0.245	0.012**

Note: * - Significant at 1% level; ** - Significant at 5% level; NS - Not Significant

From the correlation analysis, it is concluded that among the six selected variables, three variables namely frequency of using internet, frequency of advertisement exposure and frequency of buying through strategies are having positive correlation with the influence of Guerrilla marketing strategy on customers’ e-purchase behavior. Also, the variable age group is having negative relationship with the influence of Guerrilla marketing strategy on customers’ e-purchase behavior. On the other hand, the variables educational qualification and monthly family income are not associated with the influence of Guerrilla marketing strategy on customers’ e-purchase behavior. This analysis found that whenever frequency of using internet, frequency of advertisement exposure and frequency of buying through strategies increases their influence of Guerrilla marketing strategy on customers’ e-purchase behavior also positively increases. Also, whenever age group increases their influence of Guerrilla marketing strategy on customers’ e-purchase behavior decreases.

7. Findings

- It is observed from study that most of the e-purchasers have amazed when saw this Guerrilla Marketing advertisements with the mean score and standard deviation of 4.00 and 1.22 respectively followed by cheaper than other traditional marketing techniques with the mean score and standard deviation of 3.88 and 1.18 respectively.
- It is found that majority of the e-purchasers are male. Also, high level influence of guerrilla marketing strategy on purchasing behavior is perceived by female customers.



- It is observed that utmost of the e-purchasers are belong to age segment of 30 to 40 years. Further, maximum level influence of guerrilla marketing strategy on purchasing behavior is perceived by the customers of 10 to 50 years.
- It is explored that most of the e-purchasers are having college level education. Additionally, high level influence of guerrilla marketing strategy on purchasing behavior is perceived by customers' qualified professional degree.
- It is proved that most of the e-purchasers are having Rs.20001 - 30000 as monthly family income. In addition, high level influence of guerrilla marketing strategy on purchasing behavior is perceived by customers belong to Rs.30001-40000 as monthly family income.
- It is confirmed that majority of the e-purchasers are utilizing internet from 1 to 2 hours per day. Moreover, high level influence of guerrilla marketing strategy on purchasing behavior is perceived by customers using internet from 2 to 3 hours per day.
- It is evaluated that most of the e-purchasers are realized from 3 to 5 advertisements continuously as guerrilla marketing strategy. Further, maximum level influence of guerrilla marketing strategy on purchasing behavior is perceived by customers using gotten from 5 to 7 ads as guerrilla marketing strategy in online.
- It is indicated that majority of the e-purchasers are made single purchase through guerrilla marketing strategy in a time. In addition, high level influence of guerrilla marketing strategy on purchasing behavior is perceived by customers achieved purchasing twice through strategies.
- From the ANOVA, it is found that there is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to gender.
- The ANOVA revealed that there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to age group of the customers.
- It is revealed from ANOVA that there is no significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to educational qualification of the customers.
- The result of ANOVA showed that there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to monthly family income of the customers.
- It is indicated from ANOVA that there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of using internet by the customers.
- From the ANOVA result, it is observed that there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of advertisement exposure.
- The ANOVA confirmed that there is a significant mean difference in influence of guerrilla marketing strategy on customers' e-purchase behavior with regard to frequency of buying through strategies.
- The Correlation analysis assessed that whenever frequency of using internet, frequency of advertisement exposure and frequency of buying through strategies increases their influence of Guerrilla marketing strategy on customers' e-purchase behavior also positively increases. Also, whenever age group increases their influence of Guerrilla marketing strategy on customers' e-purchase behavior decreases.



Discussion and Conclusion

Guerrilla Advertising is an advertising technique used to launch the business performance products or services in an eccentric way with a slight business expense. In guerrilla marketing, current marketing strategies used to promote the product and it is a rising technique in marketing which used in firms. The most common technique used in guerrilla advertising is confidentiality marketing while many techniques have been utilized. According to the positive impact and increasingly growing marketing requirements, Guerrilla marketing should be modernized and social media have been utilized for reaching the e-customers immediately. Movements which are unconventional within guerrilla marketing should use to build more consciousness also marketers should expand the understanding of guerrilla marketing.

The study stated that most of the respondents are having conscious about the concept of guerrilla marketing. The strategies of guerrilla marketing will be successful providing proper care is taken while planning the advertisements which will not hurt people and their sentimentality, proper measures are to be taken so that it will not be against the culture of the country and within the purview of law. This study suggested that Guerrilla marketing awareness should be bring among all age groups to achieve e-purchase products as they wish. So, all the companies need to bring out this exclusive concept and impress their targeted customers, as they have various options. The researchers revealed that guerrilla marketing methods should be implemented through smartphone companies and identifying the customer e-purchase behavior.

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