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IMPACT OF MOBILE GUERRILLA MARKETING ON CONSUMER PERCEPTION: A CASE STUDY APPROACH

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ABSTRACT:

Mobile has become integral part of everyone's day to day life. Today mobile is more than a connecting people to speak or hear. Its presence ensures the effective reach to the individual/customer. Marketers are effectively using mobile communication for reaching their target customers through various forms such as mobile apps, company sms, whats app, mobile calling/ communication etc.

In this study an attempt is made to find out effectiveness of mobile guerrilla among college girls, aged between 20-25 years.

KEYWORDS:

Guerrilla marketing, Consumer buying behavior; Customer satisfaction

INTRODUCTION :

Guerrilla marketing is an unconventional way to advertising and marketing. It has gained recognition in modern marketing strategies due to cost effective reach. This involves high energy

and imagination focusing on grasping the attention of the public in more personal and memorable level.

Mobile guerilla advertising is marketing/advertising through mobile communication. Which has gained important place in marketing communication due social media network –WhatsApp? Mass usage of the app with its beauty of communication of text/pictures and even video in length attracted marketing communication. Many marketing communication in different forms will get floated into network.

Due to customer involvement the effectiveness will be achieved. When the message is reaching on the mobile phone the probability of reach increases and when customer further forward those messages will lead to his/her mental involvement which increases attention to message and recall.

Literature review-

MattiLeppaniemi and HeikkiKarjaluoto,

with reference to this research article the authors have placed importance of understanding how important the mobile marketing concept is with regard to the accurate growth of the company. The outcome of this study was to emphasize the need of the mobile marketing in the overall marketing communication planning process of the firm. As per the finding it was found out that mobile marketing includes three main promotion tools which consisted of advertising, sales promotion and direct marketing. The suggestion that was given was that a firm should take into consideration of customer relationship management (CRM) as specific communication tool in mobile marketing. The article was mainly proposed to provide a framework with the intention of providing guidelines for further research efforts which mainly focused on marketing activities in mobile media and would help the marketers in achieving marketing success. The main purpose of this study was to examine the mobile marketing strategy development and to propose a solution for addressing the issue that existed in mobile marketing campaign planning and implementation.

Heinonen&Strandvik, (2003),

In his study on impact of mobile marketing showed that mobile channels are found to be more personal than traditional and e mail channels. This creates more expectations for the relevance of

marketing communication messages. A consumer expects messages to be personal and of high interest and this makes the disappointment greater when they get undesired messages. In this they also found that Mobile advertising is even step over the line of discretion and invade consumers' privacy because of the personal nature of the mobile device. Many people are more into direct marketing they feel that they are given importance by the company when they get direct mail, mobile marketing is getting boom but most people follow email marketing where they like to open their mail and find about the companies interest towards their customer, in the research they also found that 80% of responded have positive experience of mail order and 77% have a positive experience of internet.

Smutkupt, Phumisak, 2010,

From the previous couple of years versatile advertising is the new open doors for the organizations to convey and draw in with the objective clients of the firm however there is no much potential as this system is not completely abused as the reason the advertisers does not have much experience on this medium, this study intends to give an appraisal of the potential effect of cell phones on promoting hones by and large. Utilizing the casing work of the four advertising P's (item, value, advancement, place) and for C (purchaser, cost, correspondence and accommodation) the finding says that portable promoting has extraordinary effect over all the component of showcasing blend. The real point of preference of versatile promoting lies in its one of a kind capacity to give data in a customized and intelligent route, with no confinement of time and place. The adequacy of portable advertising relies on upon how the organizations utilizes the components

Barnes stuart, 2004,

The business have got new platform which has created tremendous potential that is nothing but wireless telecommunication, in consumer market the mobile marketing is said to be key growth area. The interactivity and mobility of wireless devices provide novel platform for marketing communication. the personal and unique feature of mobile phones means the interactivity can be done anytime anywhere. However the experience has shown that we should keep consumer in mind mobile marketing permission and its acceptance has become core issue which the marketer has faced. This research provides direction in this area after discussing various factors on this topic and after doing some background check on mobile marketing it conceptualizes key characteristics for mobile marketing communication and acceptance. The papers conclude on prediction of future of mobile marketing.

Jonna Holland (USA), 2010,

This study reviews the factors that make mobile marketing communications a distinctive media choice with marvelous potential for marketers. Given that media planning must be determined by sound business strategy rather than the novel prospective of the technology, this is an important topic of investigation. When and with what kinds of marketing messages should mobile marketing communications be used to contact customers? To begin answering these questions first the definitional issues involving to the terms mobile marketing communications are address. The applicable literature on the unique uniqueness of mobile marketing communications and media planning is then reviewed. Five individuality of mobile marketing communications are recognized as key considerations for decision-making: Ubiquity, Immediacy,

Mobile marketing is defined as “the usage of the cellular medium as a way of advertising conversation” (Karjaluoto, LeppaniemiI, 2005) or “distribution of any form of promotional or advertising messages to client through Wi-Fi networks”. extra mainly, it's far “using interactive Wi-Fi media to offer customers with time and vicinity touchy, customized records that promotes goods, offerings and ideas, thereby producing cost for all stakeholders”. Cell gadgets encompass cell phones, clever phones, and capsules (such as Apple’s iPod and Samsung’s Galaxy Tab). Cellular marketing has modified rather from the past or even some years in the past due to the arrival of recent technologies and improved net infrastructures permitting extra comprehensive

Objectives of study

1. To find the impact of mobile guerrilla on customer buying behavior
2. To find out role of humor in mobile guerrilla
3. To study the advertisement recall

Research methodology-

This is an empirical paper. Primary data is collected from 2001 smart phone users from age group of 18 years and above, of which 114 are male and 87 are female. One poster advertisement Ducati bike and MTR rava idly mix audio visual advertisement has selected and has been sent through whatsapp mobile network, the response was collected through questionnaire.

Simple percentage method is used to analyze the data. Tabular presentation is made for easy understanding.

Research finding-

1 . Do you receive SMS discounts of Companies like (Wednesday pizza hut offer or 10% discount rate).

Respondents Age group	Do you receive SMS discounts of Companies like (Wednesday pizza hut offer or 10% discount rate).		Total
	Yes	No	
>18	10	10	20
18-24	58	39	97
24-30	39	35	74
above30	6	4	10
Total	113	88	201

In the above table we can see that the SMS are received between the age group of 18-30 who are more likely to get attracted to such advertisements because they tend to occasionally make use of such discounts. It is very visible that 58 people out of 97 received the SMS between the age group of 18-24 and 39 out of 74 people get the SMS between the age group of 24-30.

2. Do you receive any promotional message of Company?

	Do you receive any promotional message of Company?	Total

Respondents Age group	yes	No	
>18	11	9	20
18-24	55	42	97
24-30	53	21	74
above30	6	4	10
Total	125	76	201

The above table shows that the 125 people out of 201 have shown that they receive the promotional messages from the Companies which means that the companies are promoting themselves in the most feasible and the most effective way to reach out to the people and make the people know about the promotional offers happening in their respective companies.

3 .How do you respond to promotional messages of company.

Respondents Age group	How do you respond to Such Messages?					Total
	Are you happy as you have got information about the promotion	Do you delete the message	Do you visit shops to avail promotional benefits	Do you call up and find out how long the promotion can be availed	Will you inform your friends about promotional strategies of the companies	

>18	3	9	4	4	0	20
18-24	25	8	22	24	18	97
24-30	8	14	17	24	11	74
Above30	0	6	2	0	2	10
Total	36	37	45	52	31	201

The above table reveals

that the response to promotional mobile advertising is high. The reach of message has registered effective reach.

The receiver of the message found reacting to the promotional messages. 18 percent of the respondents found happy to receive rational addressed message almost equal percent has been recorded for those who delete the message. 22.38 percent of respondents found utilizing the promotional benefits.

11. Have you seen the Rama and Ravana video on Whats App Message?

Respondents Age group	Have you seen the Rama and Ravana video on Whats App Message?		Total
	Yes	No	
>18	16	4	20
18-24	54	43	97
24-30	45	29	74
Above 30	6	4	10
Total	121	80	201

4 .If Yes.....

Respondents Age group	If Yes.....					Total
	Entertaining	humorous	stupid	boring	Creative	
>18	12	0	6	0	2	20
18-24	6	20	24	30	17	97
24-30	12	6	14	15	27	74
above30	2	0	0	4	4	10
Total	32	26	44	49	50	201

The sample audio visual advertisement which was put into WhatsApp network was viewed by 60.5 percent of respondents. 16 percent of the respondents have found it entertaining, 12percent found it humourous.but 46.2 percent of the respondents has recorded the negative response.

25percent of respondents found it creative.

Importance of the topic:

Perfect mobility and connectivity to internet has made mobile marketing effective. Studies have reported of effective reach of mobile marketing communication. Guerrilla Mobile marketing drivers such as surprise, participation and diffusion can be effectively used to segment, target and effective reach of customers/audience. This study focused on effectiveness of M-Guerrilla advertising in customer perception.

Need for the Study:

Marketplace is fast turning into e-marketplace. Consumers are found spending more time with their mobile. The smart phone and technology advancement (3G, 4G etc) has

further strengthened the marketing communication effectiveness. The result is m-guerrilla emerged as important component in the companies' promotional mix. Cost effective component also has greater role to play in cut through competitive environment. With the growing tech savvy consumer volume it is require to study how the impact m-guerrilla marketing communication on consumer perception. This study, focuses on the methods of mobile-guerrilla weapon and its impact on consumer perception.

Statement of the problem :

Mass marketing is replaced by niche marketing, the smaller consumer segment is targeted .M-guerrilla has emerged as stronger promotional techniques to attract the attention and encourage viewers involvement. M-guerrilla has several drivers like Surprise ,Participation Involvement ,Shock ,Creativity & Diffusion has a greater potential to make marketing communication effective .These drivers need to deploy effectively for greater effectiveness. It is required to study how these factors actually help in building the consumer perception

The project has been titled as “**A Study on M-guerilla advertising impact on customer perception**”. This study attempts to analyze and determine the various marketing strategies that attract the attention of the consumers and how well the consumers behave and observe, identify and perceive various guerrilla marketing advertisements and react to the same.