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The Impacts of Guerrilla Marketing on Consumers' Buying Behavior: A Case of Beverage Industry of Karachi

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Abstract:

In today's competitive business environment customers always looks forward for the things that they have never observed before and anything which helps to obtain their attention by surprise and leaves a long period impact on their mind. Most of the flourishing businesses recognized the importance of customers lifetime value because customer satisfaction is observed as a key differentiator. Beverage industries tried their best to please their customers' to stay alive in the Market place. Guerrilla Marketing is one of the raising marketing technique which consist a chain of strategies that can be applied with a little budget in the company. Guerrilla marketing is measured as an essential strategy for the survival and victory of Beverage industries across the world. The core purpose of this research paper was to examine the impacts of guerrilla marketing on consumers' buying behavior in the beverage industries of Karachi Pakistan. Guerrilla marketing has been taken as an independent variable were consumer buying behavior as a dependent variable and its sub-variables are loyalty, frequency of buying the same product and demand of buying the same product again and again. This research was quantitative in nature. The sample size was 204 and questionnaires were distributed randomly to get the data on primary level. The responses of the respondents were obtained both electronically and manually. With the help of SPSS frequency tables and pie charts were used to checked the result. On the basis of findings, it has been concluded that guerrilla marketing has a positive significant impacts on consumers' buying behavior in beverage industries. As large number of respondents knows that guerrilla marketing is very effective and creative strategy which has the power to influence the consumer behavior towards any product or services.

Keywords: Guerrilla Marketing, Consumer buying behavior, Customer Satisfaction

1. Introduction

In today's competitive business environment where businesses struggle for customers. Most of the flourishing companies recognized the importance of customers' lifetime value because customer satisfaction is observed as a key differentiator. Advertising is the essential medium of communication which is used as a transformative mean and commercial tool all around the globe. Guerrilla Marketing is one type of communication which contains the power to get the customer concentration quicker than any other kind of advertising. It is greatly involved in the advertising world and providing a message for consumers that is very interactive and this practice has been engaged by many companies such as Nike, beverage industry which refers to the industry that manufactures drinks like coca-cola which is using guerrilla marketing strategies and been consistently flourishing throughout the year. Guerrilla marketing is an essential marketing technique which consists a chain of strategies that can be applied with a little budget in the company.

The spirit of any business accomplishment lies in its marketing. It is the practice with the help of which a product or a service is supported and introduce to the possible customers. The purpose of marketing is to collect and satisfy target customers wants and needs. The present marketing concept creates customers the center phase of organization efforts.

Customer is the blood of any organization and if there is no customer no businesses can exist for that mostly companies spend their lot of time to satisfy their customers by providing a quality product and services. Beverage industries tried their best to pleased their customers' to stay alive in the marketplace with the help of Guerrilla marketing strategy. Customer satisfaction is very important because a satisfied consumer is probably to drive more business back to the company. It also tends to increase the frequency of buying the same product and also increase the product demand, which is an admirable forecaster of customer demand.

Customer Loyalty is a fundamental part of any business. Businesses make strong relationships with their loyal customers, as they buy their goods and services again and again. It can also bring a new customers over the time and the customers which have a good relationship with companies tend to talk about their good experiences and they will attach to a brand because they trust the brand and the firm.

1.1. Problem Statement

In today's competitive business environment, customers always look forward for the things that they have never observed before and anything which helps to obtain their attention by surprise and leaves a long period impact on their mind. Companies should be making efforts to satisfy their customers and influence their behavior towards any product or a service. In Pakistan, the part of guerrilla marketing in beverage industries and its significance to gain customer satisfaction is still unknown which created a need for further research. With the purpose of filling this space in studies, this research will be examined the impacts of guerrilla marketing on consumers' buying behavior in the beverage industry of Karachi Pakistan.

1.2. Research Questions

This research attend to get answers to the following questions:

- To what degree Guerrilla Marketing manipulate consumer behavior?
- why the effects of guerilla marketing is faster and stronger than any other medium?

1.3. Significance of the Study

This study was carried to gather information in an efficient way to recognize the impact of guerrilla marketing on consumer buying behavior. Relatively, just a small number of researches have been done on the impacts of guerrilla marketing on consumers' buying behavior mostly in Karachi, Pakistan. After finishing this research will provide an essential way to identify the stimuli and how the target market respond to it and also what they need. This generates a new approach for companies to be able to support and endorse their product to their particular target markets in a better way, both internationally and locally. Moreover, it will serve as a basis of suggestion for the related future researches.

1.4. Limitations of the Study

Moreover, this research can be done further perfectly and precisely with more sample size because of the shortage of time and loads of burden limited this study to Karachi only. Other cities of Pakistan will also be considered in the near future for obtaining more complete results. In addition, the respondent of this research is the consumers of Beverage Industry only. Indeed, the results of this study is barely globalized to other industry sectors as well.

1.5. Objectives of the Study

The aim this research is to obtain the opinions of different individuals in Karachi city about the impacts of guerrilla marketing on consumers' buying behavior. Therefore, the objectives of this research are:

- To get insight knowledge of the entire concept of Guerrilla Marketing.
- To evaluate and understand the advantages of Guerrilla Marketing.
- To analyze the different practices involved in Guerrilla Marketing.

1.6. Scope of the Study

The Scope of the research is to highlight the study on the beverage industry sector that helps to determine the Impact of Guerrilla Marketing on Consumer Buying Behavior and that will also help to know the Marketing of Beverage products in Karachi City.

2. Literature Review

The Guerrilla Campaign has great effects on brand image, brand attitude and purchase intension. Guerrilla marketing campaign is more credible and more creative than the traditional marketing campaign and perceived more amazing, comical and interest creating. A credible campaign contains a positive effect on brand attitude, as well as brand image and a campaign which creates word-of mouth has a positive effect on purchase intension and brand loyalty. If the campaign perceived as both creative campaign and credible campaign, it will make a positive effect on brand image, brand attitude and as well as buying intension (Jonsson, 2012).

(Ahmad Nawaz, August 2014) examined that Guerrilla advertising has a great impact on consumer buying behavior and it is suitable for all companies and instead of assumption, judgement and experience it should based upon psychology. Guerrilla Advertising is a popular marketing technique which is used in product marketing and that makes the use of unusual of unconventional ways of providing the product to the marketplace. The another growing technique used in Guerrilla Advertising is Stealth Marketing that includes a number of techniques such as celebrity marketing. Usually Celebrity Marketing is used by the Market leaders.

(Bwisa, February 2013) conducted a research in Machakos Country Kenya in which he, considering that there is a relationship exist between guerrilla marketing and business growth. For the success and growth of business shops most of the proprietors used word of mouth marketing. Word of mouth is one of the most effective Marketing technique which play a vital role to easily deliver the message and grape the attention of customers towards any product of services. To develop and retain a strong relationship with customers Marketers used WOM strategy. Experiential Marketing develop a connection in such a way that the customer respond to a result on the support of both rational and emotional feedback. Mostly Opinion leaders used Experiential marketing strategy to enhance the business growth. Internet is also the most powerful tool which is used by lots of the companies to obtain the relevant information and ignorance of this tool may be the reason of organization's backward.

According to (Muhammad Ehsan Malik M. M., 2014) advertisement have a significant impact on the consumer buying behavior as compared to consumer perception. The consumer perception has a positive, but having weak impact on consumer buying behavior.

Advertisement is the most effective tool of Marketing which plays an imperative role in the present age as it outline the perceptions and attitude of individuals and as well as society which usually manipulates the customers buying behavior along with the advertisement. Moreover, creativity and quality Advertisement also play a significant role to enhanced the consumer buying behavior by given awareness about a product or a service and strong marketing strategies can develop a positive consumer perception.

(Mohsin Shakeel, July 2011) analyzed that the celebrity endorsement has a significant positive influence on consumer perception and it gives a positive compensation to company Celebrity endorsement is a type of advertising that employ well-known characters using their fame to grasp a high degree of trust, respect, recognition and awareness among the people regarding any product or a service. According to (Miller, October 1993) In this modern era, everyone is well aware about the manipulation of Marketing Communication in their lives. Guerrilla Marketing can also be judged as Marketing Communication (MC) that has an essential impact on every kind of market. Generally, direct marketing, and advertising through newspapers, TV and radio are used to gain the attention of the customers.

Packaging is an effective Marketing tool which plays an imperative role for portraying information about the product. Product Packaging helps consumer by providing information as outside Packaging contains direction on how to use the product. It often the last impression the customer will have of the product before making the final decision. Packaging is the most powerful and valuable element which influence consumer buying behavior It is also confirmed that the product quality and elements of packaging are the most significant factors while making a purchase decision. Marketers do efforts to grasp the customer's concentration and interest by making the packaging more suitable and eye-catching. This technique makes the people to become more demanding about the product. (Ahmed Rizwan Raheem, April 2014).

According to (Sonkusare, March 2013) television is often the most convenient and flexible advertising media as it consider as the ruler of advertising media and as well as it also consider as the ruler of advertisement expenses. It has confirmed its command to manipulate individual behavior again and again. Television plays a great role to capture the attention and create preference of large audience so because of which most of the companies using television advertising to show their product and service. Television advertising has a significant impact on women customer's buying behavior, which means that it makes them aware about the information which they always gather before buying a product. There are many other factors which having a great impact on women buying behavior and those are word-of-mouth, social and personal factors.

(Mehrdad Mahmooditavana, 2014) said that guerrilla marketing has a great effect on entrepreneurship development. Organizational entrepreneurship is a very important factor for the success and growth of every organization. Establishing individual credibility and innovation are an important tools for the economic progress of developing countries. Guerrilla Marketing is a approach that facilitates the company to develop marketing entrepreneurship and get the maximum output in limited resources. Innovation, creation of job, technological level and technical knowledge are the most significant aspects of entrepreneurship development. To make the position for entrepreneurship development the advisors of apparel industry should concentrate on work flexibility and quickness and as well as employing strong consultants.

According to (Muhammad Ehsan Malik M. M., June 2013) for the success and growth of any organization Advertisement and Brand image play a vital role. A strong Brand image is a commanding asset because in this advance business era organization's Brand image is as much important as the goods and service that the organization produced. An effective brand image always tells a story of the business which may help the customer to understand and analysis that what the company is all about. Brand image and Advertisement has a strong positive relationship with Consumer buying behavior as Brand image help to modify the buying behavior and the other element Advertisement is an effective source which helps to create awareness, convey the message and stay in the mind of customers.

(Farouk, July 2012) conducted a research in Egypt market in which he analyzed that Guerrilla marketing is a cost effective marketing technique which has a significant effect as compared to the traditional marketing. According to the research it is proven that guerrilla marketing is a unique and creative technique in marketing function which is usually used by companies to stimulate the customers towards the product. It is one of the best advertising strategy which can be used to enhance the functional values of the brand and create a competitive position in the present economic condition. While using Guerrilla Marketing its very necessary to consider the ethics of the business and the consumer culture.

According to (Raju, 2013) advertising plays a very efficient role in consumer decision making. Advertising is a type of communication which manipulate the viewers by providing a useful information about the product or a service which helps the customer to make a certain decision. Because, mostly buyers act on the partial information in which they can face unexpected risk. A buying decision can be measured as an optimization procedure which help the buyers to find the brand or a product that yield the maximum satisfaction.

(Hafiz Muhammad Arshad, 2014) said that with the page of time the growth of mobile phone business in Pakistan are increasing day by day as the need for efficient advertising is also increased. Effective advertising helps to create the emotional responses which easily persuade their purchase behavior. The purchasing of mobile phones is raised time by time because advertisement has significantly influenced the consumer purchase behavior through the help of emotional and environmental response. As compared to environmental responses the emotional response has a significant impact because consumer wants to buy those products that fully satisfy them and by which they are emotionally attached.

(Fazal Ur Rehman, July 2014) examined that the Advertising is very necessary and effective strategy to attract the customer towards the product. The Advertising have a positive and significant effects on the purchasing behavior as compared to the factors of rural areas which have a negative but important effect on the buying behavior of the consumer. It is the element of the promotional mix to generate awareness and interest among the target audiences.

According to (Achmad Yanu Alif Fianto, 2014) brand image has a great and positive impact on the purchasing behavior of the consumer as the brand trust has an arbitrating role from the relationship between brand image with purchasing behavior of the consumer. Brand trust is an essential component to developing the brand. Market competition offer functional attributes of the product itself, but also linked with the brand that generate a special image for its customers and this have done especially in the service industry. To create the perception of quality it is very necessary that the gesture should be intrinsic or extrinsic, which helps the brand to become more important and valuable.

(Ghulam Shabbir Khan Niazi, Mar 2012)analyzed that emotional response has a positive relationship with customer buying behavior and on the other hand, there is no relationship among environmental response and consumer purchase behavior. As compared to environmental response mostly customers purchased products by emotional responses. Customers usually purchasing those product or service from which they are emotionally closed, but in environmental response they doing unplanned shopping.

3. Methodology

In this part, the research paper discussed research model, research design, sample size, data collection procedures, statistical techniques and operational measures of variables used in the study.

3.1. Research Model

After discussed the above literature review, we create the following research model for the study.

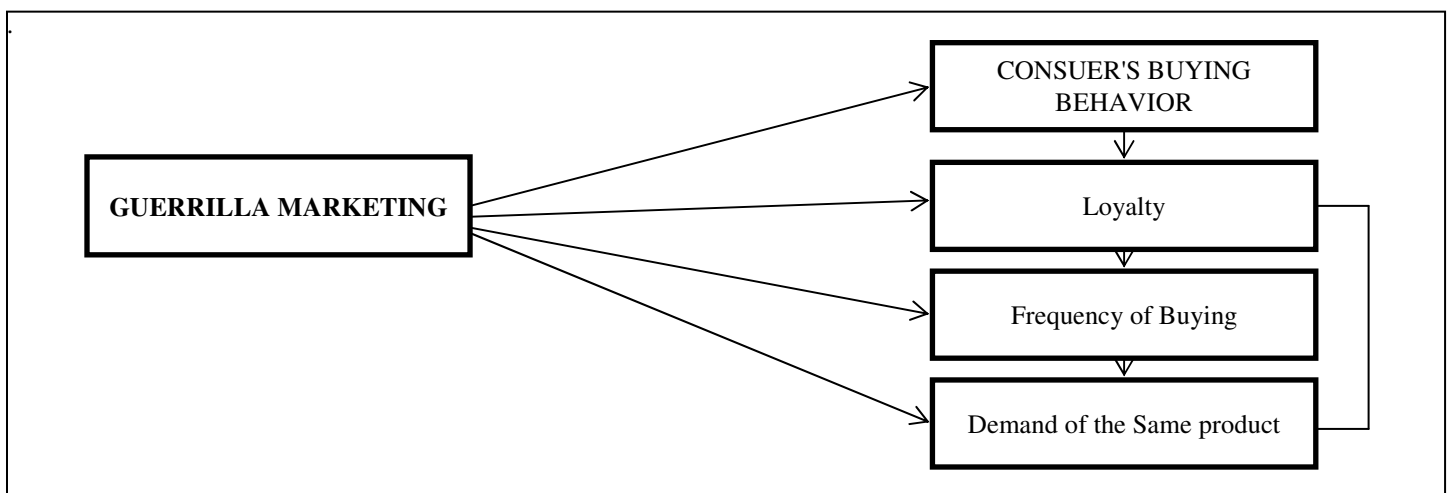


Figure 1

The above model shows that guerrilla marketing as an independent variable and Consumers' buying behavior and its sub-variables Loyalty, frequency of buying the same product and demand of buying the same product again and again areas dependent variables.

3.2. Research Design

The approach which was followed in this research was primary data collection through questionnaire. The sample size was 204. The answers were taken both electronically and manually. From which 20 were collected electronically while 184 were filled manually. The analysis was done on the basis of quantitative research approach. The SPSS software was being used to examine the Impacts of guerrilla marketing on consumers' buying behavior.

3.3. Research Source

The data of this study was based on primary data which is collected through questionnaires. Similarly, secondary data is also been used to obtain a little help through different books and journals.

3.4. Data Type

The data type used in this research was quantitative approach and all the questions in the questionnaire are closed ended. A five point Likert Scale starting from strongly agree to strongly disagree (1 – 5) was utilized for the study, as the major purpose of the study is to find the impacts of guerrilla marketing on consumers' buying behavior.

3.5. Sample Size & Sampling Techniques

The sample size of the research paper was of 204. Questionnaire were used to collect responses from different respondents like Teachers, Students and officers. The answers were obtained both electronically and manually. From which 20 were collected electronically while 184 were filled manually. The questionnaire was consisted of 15 questions which are based on Likert scale and one option will be chosen by the respondent. Respondents were required to answer expeditiously and wisely as achievable.

3.6. Statistical Techniques

For this study the Software SPSS (Statistical Package for Social Science) has been used to analyzing the research data.

3.7. Variables

There are two variables Dependent and Independent variables. The independent variable of the study is Guerrilla Marketing and Dependent variable is Consumer Buying Behavior which is further divided into sub variables which are :

- Loyalty
- Frequency of buying
- Demand of the same product

4. Data Analysis

4.1. Influence of Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
female	162	79.4	79.4	79.4
male	42	20.6	20.6	100.0
Total	204	100.0	100.0	

Table 1

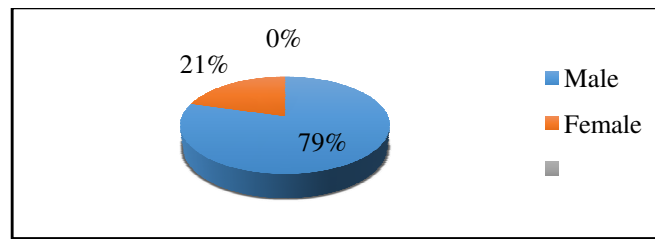


Figure 2: Gender

➤ Interpretation:

The Pie chart representation shows that 204 respondents answered the questionnaire. Out of 204 respondents, 79% of these were females, which are in a very large number and 21% of these were males which are in a very small number.

4.2. Guerrilla Marketing Is Very Effective for the Promotional purpose:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	40	19.6	19.6
	Agree	116	56.9	76.5
	Neutral	38	18.6	95.1
	Disagree	10	4.9	100.0
	Total	204	100.0	100.0

Table 2

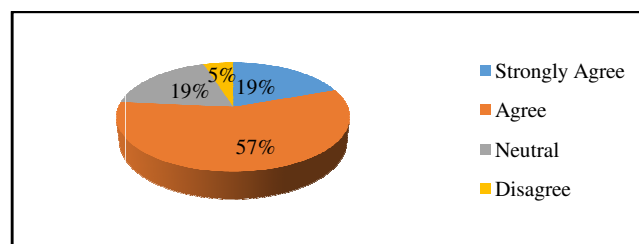


Figure 3: Promotional Effectiveness

➤ Interpretation:

Out of 204 respondents 19% respondents are Strongly Agree, 57% respondents are Agree, 19% respondents are Neutral and only 5% respondents are disagree. The pie chart representation shows that Guerrilla marketing is an effective technique for promotional purpose because promotions helps to increasing customer awareness of a brand or a product, building brand loyalty and making sale. It may have a number reasons depending on the requirements of the organization. It covers a range of practices by which the businesses communicates with their potential customers and it makes ensure that the target audience can recognized and get the messages accurately.

4.3. Guerrilla Marketing Relies on Word of Mouth Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	42	20.6	20.6	20.6
	Agree	86	42.2	42.2	62.7
	Neutral	55	27.0	27.0	89.7
	Disagree	19	9.3	9.3	99.0
	Strongly Disagree	2	1.0	1.0	100.0
	Total	204	100.0	100.0	

Table 3

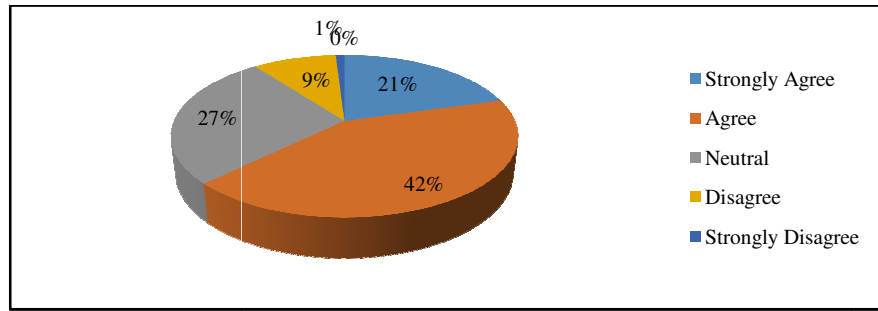


Figure 4: Word Of Mouth Marketing

➤ Interpretation:

Out of 204 respondents 21% respondents are Strongly Agree, 42% respondents are Agree, 27% respondents are Neutral, 9% respondents are disagree and only 1% respondents are Strongly Disagree. This pie chart representation shows that Guerrilla Marketing relies heavily on Word of Mouth Marketing because most of the respondents knows that word of mouth marketing is the most influential type of marketing. Now a day's many companies utilize word of mouth marketing strategy to make their customer base as people constantly talked about their wants, emotions, practices and also talked about product, services and brands.

4.4. Social Media Influence the Usability of Guerrilla Marketing:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	54	26.5	26.5	26.5
	Agree	86	42.2	42.2	68.6
	Neutral	46	22.5	22.5	91.2
	Disagree	17	8.3	8.3	99.5
	Strongly Disagree	1	.5	.5	100.0
	Total	204	100.0	100.0	

Table 4

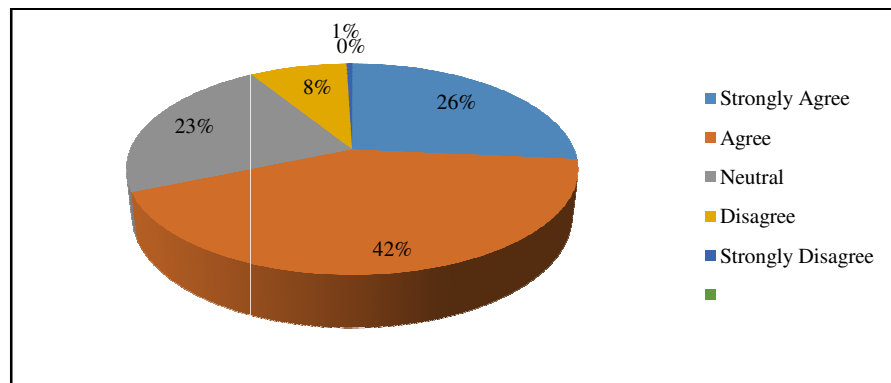


Figure 5: Social Media

➤ Interpretation:

Out of 204 respondents, 26% respondents are Strongly Agree, 42% respondents are Agree, 23% respondents are Neutral, 8% respondents are disagree and only 1% respondents are Strongly Disagree. The pie chart representation shows that social media has become a major part of businesses today. It helps to find out new customers and making efforts to helps target audience more efficiently. As social media influence the usability of Guerrilla marketing because it is very useful for creating significant relationships with the customers and help the companies to increase their brand awareness.

4.5. Trust Has a Positive Influence on Customer Loyalty:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	83	40.7	40.7	40.7
	Agree	95	46.6	46.6	87.3
	Neutral	20	9.8	9.8	97.1
	Disagree	3	1.5	1.5	98.5
	Strongly Disagree	3	1.5	1.5	100.0
	Total	204	100.0	100.0	

Table 5

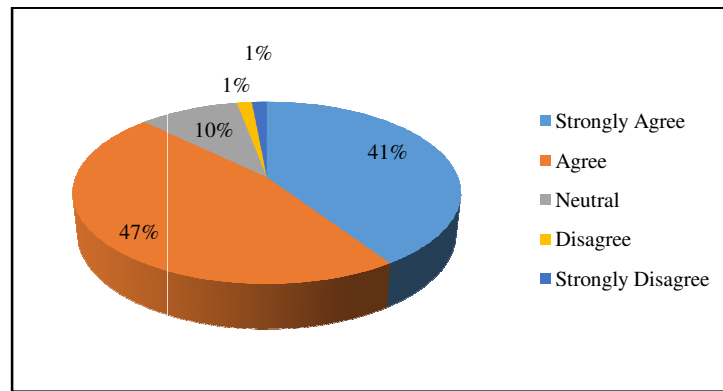


Figure 6: Trust

➤ Interpretation:

Out of 204 respondents, 41% respondents are Strongly Agree, 47% respondents are Agree, 10% respondents are Neutral, 1% respondents are disagree and only 1% are Strongly Disagree. The pie chart representation shows that trust has a positive significant influence on customer loyal customer trust play an important role in the success of businesses. Most of the companies are failed to concentrate on fulfilling the promises that they offered to the customers and because of which customer do not buy the product or services from the company they do not trust. It is true that building trust takes time and needs a lot of hard work. So it is very necessary for the companies to fulfill their promises and making efforts to gain the customer trust.

4.6. Customer Loyalty Leads Frequency of Buying the Same Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	49	24.0	24.0	24.0
	Agree	102	50.0	50.0	74.0
	Neutral	43	21.1	21.1	95.1
	Disagree	10	4.9	4.9	100.0
	Total	204	100.0	100.0	

Table 6

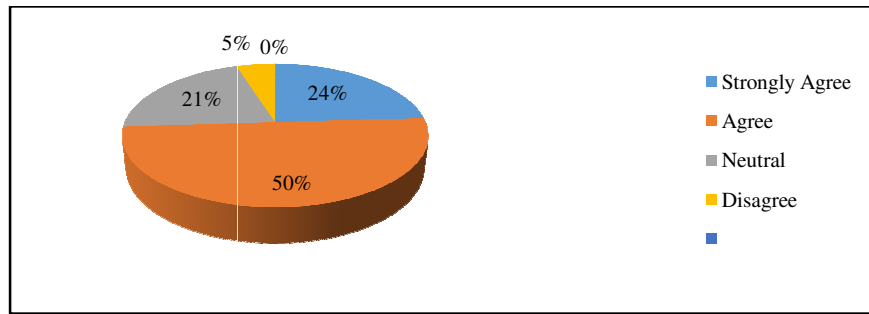


Figure 7: Frequency of Buying

➤ Interpretation:

Out of 204 respondents 24% respondents are Strongly Agree, 50% respondents are Agree, 5% respondents are Neutral and 21% respondents are disagree. This pie chart representation shows that customer loyalty leads the frequency of buying the same product again and again. Customer Loyalty is an fundamental part of any business. Businesses make strong relationships with their loyal customers and it also helps to bring a new customers over the time and the customers which have a good relationships with companies tend to talk about their good experiences and they will attach to a band because they trust the brand.

4.7. Customer Satisfaction as a Marjor Determenent of Loyalty:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	69	33.8	33.8	33.8
	Agree	94	46.1	46.1	79.9
	Neutral	37	18.1	18.1	98.0
	Disagree	4	2.0	2.0	100.0
	Total	204	100.0	100.0	

Table 7

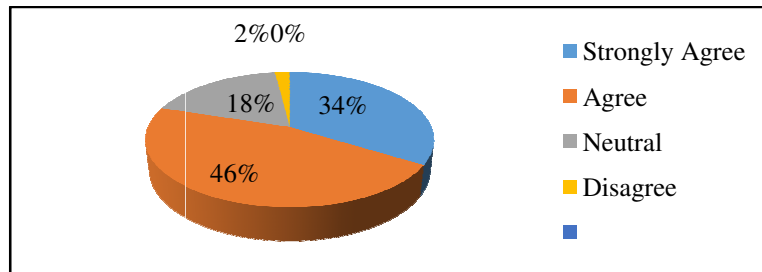


Figure 8: Customer Satisfaction

➤ Interpretation:

Out of 204 respondent, 34% respondents are Strongly Agree, 46% respondents are Agree, 18% respondents are Neutral and only 2% respondents are disagree. The pie chart representation shows that Customer satisfaction is very important because a satisfied consumer is probably to drive more business back to the company. Mostly, companies spend their lot of time to satisfy their customers by providing a quality product and services. Customer satisfaction is considered as a major determinant of loyalty as loyal customers buy the goods and services again and again.

4.8. Influence of Guerrilla Marketing on Consumer Buying Behaviour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	76	37.3	37.3	37.3
	Agree	97	47.5	47.5	84.8
	Neutral	28	13.7	13.7	98.5
	Disagree	3	1.5	1.5	100.0
	Total	204	100.0	100.0	

Table 8

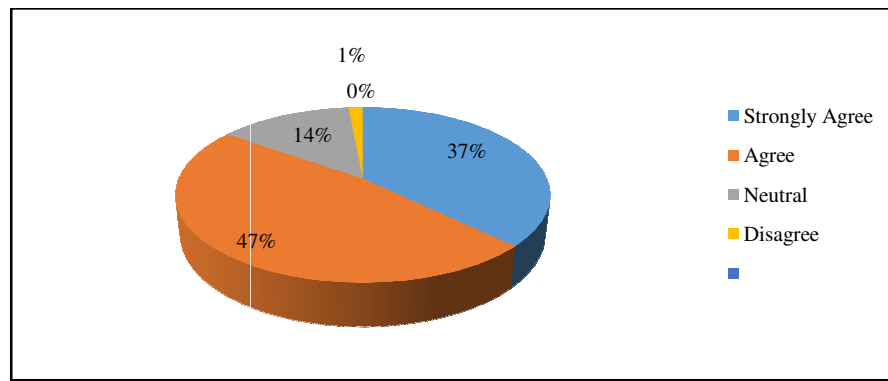


Figure 9: Influence of Guerrilla Marketing

➤ Interpretation:

Out of 204 respondents, 37% respondents are Strongly Agree, 47% respondents are Agree, 14% respondents are Neutral and only 1% respondents are disagree. The pie chart representation of this statement is essential for the study of the research. According to the result the pie chart shows that majority of respondent knows that guerrilla marketing has a significant impact on consumers' buying behavior as most of the respondents knows that guerrilla marketing is a very effective and creative strategy which has the ability to influence the Consumers' behavior towards any product or services. It is measured as an essential strategy for the survival and success of businesses. On the other hand social media and word of mouth marketing are very significant and has influence on the usability of Guerrilla marketing. Moreover the chart also entails that consumer buying behavior can be improved with the rich customer loyalty and innovative advertisements and by making a positive consumer behavior through strong marketing techniques such as guerrilla marketing which play a vital role to influence customers towards any product or a service in a very unique way. Customer always want something different and something creative and this need is fulfilled by guerrilla marketing. Once the customer is satisfied it shows loyalty and buying the same product frequently, in short its demand for the product will be increased.

5. Conclusion

The mission of marketing today is not to disrupt and convince but to connect, satisfy and motivate the customers. Beverage industry need to make people attentive of how they recognized and meet their necessities. The main purpose of this research paper was to examined the impacts of Guerrilla Marketing on consumers' buying behavior. Guerrilla marketing has been taken as a independent variable were consumer buying behavior as a dependent variable and its sub-variables are loyalty, frequency of buying the same product and demand of buying the same product again and again. The quantitative research approach was carried. With the help of SPSS frequencies and pie charts were used to analyzed the result of the questionnaire. On the basis of findings and it is also valid with the help of above literature review, we can conclude that guerrilla marketing has an significant impacts on Consumers' buying behavior as a large number of respondents know that guerrilla marketing is a very effective and creative strategy which has the ability to influence the consumer buying behavior towards any product or services. Moreover, the study also entails that consumer buying behavior can be improved with the rich customer loyalty and innovative advertisements and by making the positive consumer behavior through the help of a strong marketing techniques such as guerrilla marketing. Customer always want something different and something creative and this need is fulfilled by guerrilla marketing. Once the customer is satisfied they shows loyalty and buying the same product frequently, in short its demand for the product will be increased. On the other side the result also shows that now a day's social media and word of mouth marketing is very significant and has influence on the usability of guerrilla marketing. The result also shows that trust has a great influence on customer loyalty as it is the fundamental part of any business. Businesses make strong relationships with their loyal customers as they help to increase the frequency of buying the same product. Secondly, customer satisfaction is also an important aspect which is considered as a major determinant of customer loyalty which help to increases the customer demand for the similar product again and again.

6. Recommendations

Due to the positive impact and increasingly growing Market need, we would like to put ahead the following recommendations:

- Guerrilla Marketing should be modified as a conventional marketing strategy.
- Beverage industry should generate local campaigns planned to meet the culture.
- Campaigns which are unconventional within Guerrilla Marketing should used to build more consciousness.
- Marketers should expand the understanding of Guerrilla Marketing.

This research is performed in Beverage Industry sector of Karachi and can be done more accurately, but the shortage of time limited to Karachi only. Therefore, for generalization of these findings, it is very essential for the future researcher to do this research by using other sectors like food industry and other FMCG companies as well as make sure to keep the other cities of the Pakistan because of in near future they will be more considerable to obtain a comprehensive result.

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