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Brand Positioning By Guerrilla Marketing- An Inside Out Idea Generation

Mallik D. M. Arvind

Assistant Professor, PGDMS & RC, PESITM, Shivamogga, Karnataka State. India

ABSTRACT

To create a distinctive among competitors we seldom fail to understand the importance of reaching out customers informally which can eventually draw to create public awareness towards functionality of selling ideas/products/services ingeniously. In today's world of innumerable brand options available for satisfying customer's expectation. undoubtedly at times marketers finds in a petrified situation to position their brand and fails to draw consumers attention. Guerrilla marketing is an unconventional and low cost marketing strategy that can achieve significant and distinctive effects compared with traditional marketing strategies. Considering the fact which is an important, creative, innovative technique and low cost in marketing process which can create everlasting impressions on costumer buying habits. This Conceptual paper makes an attempt in explaining how guerrilla marketing can be the best marketing and advertising strategies that can be used to position a brand which can enrich the aesthetic and functional values and construct a distinctive competitive position

KEYWORDS: *Guerrilla Marketing, brand Positioning, Marketing Strategies, Value Addition, Promotion*

***Corresponding author**

Dr(Hc). D. M. Arvind Mallik

Assistant Professor,

PGDMS & RC, PESITM, Shivamogga, Karnataka State. India

Email: aravind.mallik@gmail.co

INTRODUCTION

Nowadays, companies have more instruments to do effective marketing communication than ever before. Unfortunately, at the same time there are more threats which make this effort a highly sophisticated problem. One of the biggest threats is informational overload, customer conscious attention - either to product or company itself, low brand loyalty and diminishing effectiveness of classical advertising techniques¹. In today's competitive business environment where businesses struggle for customers. Most of the flourishing companies recognized the importance of customer's 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 gets 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 consist a chain of strategies that can be applied with a little budget in the company². Guerrilla Marketing to be a well-known marketing approach that applies more alternative methods changing the ways in which conventional marketing media such as advertising, direct marketing, PR and others alike executed³ Under Guerilla Marketing approach known as Undercover marketing are stealth marketing is used as performed on face to face basis and does not appear to be a marketing too⁴ The existing the Undercover Marketing (UCM) is not as spread are as accepted throughout the world, therefore it is largely unknown how public as well as marketer / advertiser react when faced with these methods and how application of UCM would practically function⁴

MEANING

Guerrilla a term instituted by Jay Conrad Levinson in his book, "Guerrilla Marketing," in 1983. Guerrilla showcasing utilizes unpredictable and innovative methodologies and strategies to advance and administrations for negligible expense and most extreme return. The name "Guerilla" initially portrays a gathering that uses a vicious way to deal with accomplish the execution of their convictions and belief system. Their rivals are frequently a huge power comprising of more individuals and even of more assets, for example, weapons or cash. The term guerrilla promoting was enlivened by guerrilla fighting which is a type of sporadic fighting and identifies with the little strategy techniques utilized by equipped regular folks. A considerable lot of these strategies incorporates ambushes, harm, assaults and components of astonishment. Much like guerrilla fighting,

guerrilla showcasing utilizes a similar kind of strategies to accomplish an aggressive in the advertising business⁷

NEED OF GUERRILLA MARKETING

The Guerilla warrior's solitary favorable position is the way that just they know where and when they will strike. Guerilla Marketing efforts helped littler organizations to effectively achieve their objective gathering, despite the fact that their greater market rivals had a bigger showcasing spending plan, more experience, and a superior spread to propel the market by utilizing conventional advertising systems.

1. Because of enormous business scaling back, decentralization, unwinding of government controls, moderate innovation, and a transformation in awareness, individuals around the globe are inclining toward independent company in record numbers.
2. Small business disappointments are likewise building up record numbers and one of the primary purposes behind the disappointments is an inability to comprehend promoting.
3. Guerrilla promoting has been demonstrated in real life to work for independent company's world over. It works since it's easy to see, simple to execute and ludicrously economical.
4. Guerrilla promoting is required in light of the fact that it gives independent companies a magnificently unjustifiable preferred standpoint: sureness in an indeterminate world, economy in a costly world, straightforwardness in a muddled world, advertising mindfulness in a confused world.

LITERATURE REVIEW

- According to Kendal Cinnamon (2014) expresses that a critical measure of research has been done on guerrilla promoting for customer showcasing. Up until now, the writing has concentrated on why guerrilla promoting has been received, what sort of enthusiastic interests were excited by various advertisements, and moral and legitimate issues this kind of publicizing includes. Despite the fact that the idea of guerrilla publicizing can be connected to different fields, next to no writing exists on the application and adequacy of guerrilla promoting in non-business settings, all the more particularly, general wellbeing matters and activities. This examination attempted to fill this hole by building up a size of estimation. This scale, which comprises of three subscales on passionate interests, tactile contribution and natural conditions, was made to evaluate the viability and effect of guerrilla publicizing of general medical problems¹³.
- Ahmad Nawaz (2014) analyzed that Guerrilla publicizing greatly affects shopper purchasing conduct and it is appropriate for all organizations and rather than suspicion, judgment and

experience it should dependent on brain research. Guerrilla Advertising is a prevalent showcasing strategy which is utilized in item promoting and that makes the utilization of unordinary of eccentric methods for giving the item to the commercial center. The another developing strategy utilized in Guerrilla Advertising is Stealth Marketing that incorporates various methods, for example, superstar promoting. Typically, Celebrity Marketing is utilized by the Market pioneers¹⁴.

- Bwisa (2003) led an examination in Machakos Country Kenya in which he thinking about that there is a relationship exists between guerrilla advertising and business development. For the achievement and development of business shops the vast majority of the proprietors utilized informal promoting. Verbal exchange is a standout amongst the best Marketing methods which assume a fundamental job to effectively convey the message and grape the consideration of clients towards any result of administrations. To create and hold a solid association with clients Marketers utilized WOM methodology⁷.
- According to Muhammad Ehsan Malik (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 outlines the perceptions and attitude of individuals and as well as society which usually manipulates the customers buying behavior along with advertisement. Moreover, creativity and quality Advertisement also play a significant role to enhance the consumer buying behavior by given awareness about a product or a services and strong marketing strategies can develop a positive consumer perception¹⁵.
- Mohsin Shakeel (2011) examined that the big name underwriting impacts customer recognition and it gives a positive pay to organizations. VIP underwriting is a kind of publicizing that utilize surely understood characters utilizing their acclaim to get a handle on a high level of trust, regard, acknowledgment and mindfulness among the general population with respect to any item or an administration. As per Miller in this cutting edge time, everybody is very much aware about the control of Marketing Communication in their lives. Guerrilla showcasing can likewise be judge as Marketing Communication (MC) that essentially affects each sort of market. For the most part coordinate promoting, and publicizing through daily papers, TV and radio are utilized to pick up the consideration of the clients¹⁷.

CHARACTERIZATION OF GUERRILLA MARKETING.

The exchange of guerrilla idea to showcasing results in different translations and sentiments with regards to the execution and elements of guerrilla promoting. The principal determinant in portraying guerrilla advertising is its offbeat nature. "Guerrilla promoting is a group of whimsical methods for seeking after customary objectives. It is a demonstrated technique for accomplishing benefits with least cash". For the accompanying investigation a far reaching meaning of guerrilla showcasing is connected: Guerrilla promoting is as an option, comprehensive advertising approach. The idea assigns the determination of atypical and non-closed minded promoting exercises that intend to accomplish the best conceivable contact with a base venture. Guerrilla showcasing has formed into a fundamental procedure general the promoting blend, an essential advertising approach state of mind for market advancement that goes off the beaten track to intentionally look for new, whimsical, already neglected, conceivably even dislike potential outcomes for the sending of instruments. There are numerous different ways to deal with characterizing and at-entices at encompassing the term guerrilla showcasing.

It tends to be expressed that the reasoning of guerrilla marketing comprises of achieving ordinary advertising goals with unusual techniques. In this manner, astonishing substance can transform a traditional promoting vehicle or medium into a guerrilla advertising action. Along these lines, guerrilla marketing does not make conventional advertising old, but rather has a strong point-to-point impact and enables the promoting to blend, fundamentally the correspondences blend, to go up against an imaginative new face. At its center, guerrilla advertising means to appear as something else and to pull in consideration. When in doubt, a similarly littler venture (than is basic for conventional advertising) ought to accomplish as extraordinary an effect as could be expected under the circumstances

DIFFERENCE BETWEEN TRADITIONAL AND GUERRILLA MARKETING-IMPORTANCE

To be successful in guerrilla marketing, you have to be innovating constantly. You can't expect to make an impact on consumers if every time you approach your audience you're decked out in a fully-branded tuxedo, performing an elaborate tap dance. The first time you do this, you may be met with applause and raves — but if you don't change up your act, over time you may quickly find that the performance that once used to slay them in the aisles now has them sarcastically rolling their eyes.

Traditional marketing uses tried-and-true methods to reach consumers, guerrilla marketing turns the approach of reaching consumer's upside down in order to cause consumers to look at a

product differently. Even though guerrilla marketing can use traditional methods (such as print, TV, and radio) to get the word out, what sets it apart is that it breaks traditional expectations by applying these tools in a different way. Guerrilla marketing gives the consumer something tangible and experiential, something more intimate and meaningful than just another ad. Guerrilla marketing tactics are invigorating because they empower all businesses to be able to use what they have to work with to appeal to their consumers in a way that is unique to their brand., you probably don't have tens of thousands or millions of dollars to spend on your efforts. But that doesn't mean that you shouldn't do anything. It just means that you need to get inventive with how you apply the resources you have. Much like the definition of marketing discussed in the previous section, you want to find ways to shape consumers' views and opinions of your product, but do it in a way that has direct and motivational impact on your consumers.

WHEN TO USE GUERRILLA MARKETING

This edgy marketing approach focuses on two goals:

- 1) Get media attention, and
- 2) Make a positive and memorable connection with your target audience. Many noteworthy guerrilla campaigns, like Nike Live Strong branded Products line, focus on creating an experience that embodies the spirit of the brand. Often these projects invite people who encounter the campaign to become co-conspirators in achieving the campaign's vision and reach. Guerrilla marketing experts assert that this technique can work for virtually any brand or organization, so long as the organization doesn't mind taking some risks, and so long as the project is true to who you are and what you represent. The right concept for the guerrilla marketing effort should capture your organization's authentic voice and express what is unique about your brand identity. At some point you may be asked to stand up for your actions if you're called onto the carpet, so you need to believe in what you are doing. Guerrilla marketing is particularly suited to small, imaginative organizations that may not have much money but have a burning desire to do something memorable—to make an entrance or a splash. Severe budget constraints can encourage creative teams to be very inventive and original

GUERRILLA MARKETING STRATEGIES

When the classic strategies aren't delivering, you send in the guerrillas. They're the extra-special forces – the ones that implement killer strategies to turn the tide and defeat the enemy. Guerrilla marketing is a great alternative to traditional marketing. It thrives on original thinking and creativity, where imagination and ingenuity beat out big budgets. Guerrilla marketing tends to be

cheaper than traditional marketing, relying on smaller, more localized brick and mortar strategies like

1. Graffiti
2. Stencil Graffiti
3. Reverse Graffiti
4. Stickers
5. Undercover Marketing
6. Publicity Stunts
7. Treasure Hunts
8. Urban Environment

GUERRILLA MARKETING TOOLS

Guerrilla marketing can be implemented with diverse tools. Thereby, until now no uniform categorization of these instruments has prevailed. In the following the most important instruments of guerrilla marketing are structured in the three categories “infection guerrilla marketing”, “surprise guerrilla marketing” and “ambush marketing”. “Low budget guerrilla marketing” is a special case that can be subsumed to all other categories

- *Low-Budget Guerrilla Marketing*

For small and mid-sized companies, the emphasis of their communications policy is on the direct address of the (often regional) target group with creative, unusual and quirky ideas. Their aim is to underscore special features and “otherness”, thereby imbuing the company with a special significance in the eyes of consumers⁵

- *Infection Guerrilla Marketing*

Infection guerrilla marketing includes viral marketing and mobile marketing

- *Surprise guerrilla marketing*

Surprise guerrilla marketing encompasses the tools ambient marketing and sensation marketing

- *Ambush marketing*

Ambush marketing or ambush advertising is a marketing strategy in which an advertiser ambushes" an event to compete for exposure against competing advertisers.

INTEGRATED MARKETING COMMUNICATION – SIGNIFICANCE

As noted over, guerrilla marketing is the manner in which it mixes different strategies to make most extreme introduction and effect. Most guerrilla showcasing efforts consolidate different advertising specialized techniques and instruments to complete the full vision. This makes them more than IMC good—they are truly IMC subordinate. Internet based life is a staple of guerrilla advertising. Sorting out, publicizing, and sharing a crusade's results and effect may all occur through social channels. Online networking additionally creates the buzz that drives guerrilla substance to

wind up viral. As guerrilla exercises draw media consideration, they converge with PR and media relations.

ADVANTAGES AND DISADVANTAGES

Guerrilla promoting has a few outstanding points of interest. It very well may be reasonable to execute—it's frequently significantly less expensive than conventional publicizing when you consider the quantity of impressions and measure of consideration produced. It energizes imagination and creativity, since the objective is to make something novel and unique. Guerrilla advertising is about buzz: it is intended for viral sharing, and it takes advantage of intense informal promoting as individuals share their paramount guerrilla-motivated impressions and encounters with companions and colleagues. A guerrilla promoting wonder can go up against its very own real existence and live in the recollections of the general population it influenced long after the real occasion is finished. At last, when executed successfully, guerrilla strategies are planned in light of media and attention. Media consideration can snowball and create a bigger than-anticipated "skip" as neighborhood or even national outlets cover these occasions.

On flipside, it conveys a few weaknesses and dangers. Whenever an (obviously) unconstrained action jumps up in an open space, property proprietors, the police, and different specialists may protest and attempt to meddle or stop the occasion. Sudden obstructions can emerge inside the region, which even the best-laid plans may have missed: climate, activity, recent developments, timing, and so forth. A few gatherings of people or observers may misconstrue what is occurring, or even disapprove of provocative activities or messages. At the point when guerrilla ventures are shrouded in mystery or riddle, individuals may wind up uneasy or dreadful, or the emanation of secret may make them decipher the message and objectives inaccurately. Additionally, if individuals feel they have been tricked by a guerrilla promoting movement, they may leave away with negative impressions. In the event that a few people object to a given guerrilla promoting action or crusade, there's a danger of backfire, outrage, and disappointment.

CONCLUSION

From the whole deal perspective in the displaying correspondence prepare there is question when guerrilla elevating ends up being less convincing. The proper reaction depends on upon when it will advance toward getting to be normality. Key component of wonder and stagger is in making unexpected campaigns. There is likelihood that particular instruments of guerrilla advancing will persist of chaos as we presumably know it from TV publicizing, signal visual disability and so on. Guerrilla publicizing isn't a salvation mechanical assembly. Association should reliably think about correspondence potential results and how to separate the current situation, consider its choices in

conclusion authorities can settle alone decision⁶ . Guerrilla Marketing is shoddy. At the top of the line, you may wind up putting a couple of hundred dollars in limited time things or a noteworthy, brought together piece that you can construct various diverse battles around. At the low end, it's free - and you can't beat free!

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