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**BUSINESS ADMINISTRATION
MASTER THESIS**

**THE EFFECTS OF GUERILLA ADVERTISING ON FEMALE CONSUMERS'
PURCHASE INTENTION AND BRAND AWARENESS**

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Title of the Thesis: **THE EFFECTS OF GUERILLA ADVERTISING ON FEMALE CONSUMERS' PURCHASE INTENTION AND BRAND AWARENESS**

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STATEMENT OF NON-PLAGIARISM

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ABSTRACT

THE EFFECTS OF GUERRILLA ADVERTISING ON FEMALE CONSUMERS' PURCHASE INTENTION AND BRAND AWARENESS

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The changing market conditions and consumer preferences force companies to engage in more effective marketing activities. Traditional marketing methods have started to lose their effects. Consequently, businesses have entered the search for more effective marketing strategies. The guerrilla marketing concept, which was created by Jay Conrad Levinson in 1984, implies an unconventional way of performing promotional activities on a very low budget. Guerrilla advertising, which is one of the application areas of guerilla marketing strategy, is the transmission of messages intended to be given to consumers without arousing the understanding of advertising. In this study; the effects of guerilla advertising on female consumers' brand awareness and purchase intention were investigated. The conceptual values of guerilla marketing and guerilla advertisements were explained, purchasing intention and brand awareness concepts were explained and the characteristics of female consumers were mentioned. As a result, it has been found that guerilla advertising has an impact on the brand awareness and purchase intention of female consumers and then the effect of significance differences between the attitudes of female consumers towards guerilla advertisements, age and education levels were examined.

Key Words: Guerilla Marketing, Guerilla Advertising, Brand Awareness, Purchase Intention, Female Consumers

ÖZET

GERİLLA REKLAMLARIN, KADIN TÜKETİCİLERİN SATIN ALMA NİYETLERİNE VE MARKA FARKINDALIKLARINA OLAN ETKİLERİ

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Günden güne değişen pazar şartları ve tüketici tercihleri işletmeleri daha etkili pazarlama faaliyetleri yapmaya zorlamaktadır. Geleneksel pazarlama yöntemleri etkilerini yitirmeye başlamıştır. Bunun sonucunda işletmeler daha etkili pazarlama stratejileri arayışı içerisinde girmişlerdir. Bu yöntemlerden bir tanesi gerilla pazarlamadır. İlk defa 1984 yılında Jay Conrad Levinson tarafından geliştirilen gerilla pazarlaması kavramı genel itibariyle, sıra dışı yöntemlerle ve çok az bütçeyle yürütülen tutundurma faaliyetlerini ifade etmektedir. Gerilla pazarlama stratejisinin uygulama alanlarından birisi olan gerilla reklamın, tüketicilere verilmek istenen mesajların, reklam anlayışını uyandırmadan iletilmesidir. Bu çalışmada; gerilla reklamların, kadın tüketicilerin marka farkındalıklarına ve satın alma niyetlerine olan etkileri araştırılmıştır. Çalışmada gerilla pazarlama ve gerilla reklamların kavramsal değerleri açıklanmış, marka farkındalığı ve satın alma niyeti kavramları açıklanmış, kadın tüketicilerin özelliklerinden bahsedilmiştir. Sonuç olarak ise gerilla reklamların, kadın tüketicilerin marka farkındalıklarına ve satın alma niyetlerine etkisi olduğu bulunmuştur ve sonrasında ise kadın tüketicilerin, gerilla reklamlara karşı tutumları, yaş ve eğitim seviyeleri arasındaki anlamlılık etkisi incelenmiştir.

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TABLE OF CONTENTS

STATEMENT OF NON-PLAGIARISM.....	iii
ABSTRACT	iv
ÖZET.....	v
ACKNOWLEDGEMENTS.....	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
INTRODUCTION.....	1
CHAPTER I.....	2
1. GUERILLA MARKETING	2
1. 1. DEFINITION OF GUERILLA MARKETING	2
1. 2. HISTORICAL DEVELOPMENT OF GUERILLA MARKETING	5
1. 3. GUERILLA MARKETING VS TRADITIONAL MARKETING	9
1. 4. CREATION OF GUERILLA MARKETING.....	11
1. 5. GUERILLA MARKETING PLANNING AND PROCESS	12
1. 6. EFFECTS OF GUERILLA MARKETING	14
1. 6. 1. POSITIVE EFFECTS.....	14
1. 6. 2. NEGATIVE EFFECTS	15
1. 7. ELEMENTS OF GUERILLA MARKETING	16
1. 7. 1. WORD OF MOUTH.....	16
1. 7. 2. BUZZ MARKETING	17
1. 7. 3. VIRAL MARKETING	17
1. 7. 4. AMBIENT MARKETING	18
1. 7. 5. AMBUSH MARKETING.....	18
1. 8. GUERILLA ADVERTISING	19
1. 9. EXAMPLES OF GUERILLA ADVERTISING	20
1. 9. 1. EXAMPLES OF GUERILLA ADVERTISING IN THE WORLD ...	21
1. 9. 2. EXAMPLES OF GUERILLA ADVERTISING IN TURKEY	21
CHAPTER II.....	23
2. CONSUMER BEHAVIOR.....	23
2. 1. CONCEPT OF CONSUMER BEHAVIOR	23

2. 2. CHARACTERISTICS OF CONSUMER BEHAVIOR	24
2. 3. BRAND AWARENESS	25
2. 4. PURCHASE INTENTION.....	26
2. 5. PURCHASE DECISION MAKING PROCESS	27
2. 5. 1. NEED RECOGNITION AND PROBLEM AWARENESS	27
2. 5. 2. INFORMATION SEARCH	27
2. 5. 3. EVALUATION ALTERNATIVES	28
2. 5. 4. PURCHASE DECISION.....	28
2. 5. 5. POST-PURCHASE BEHAVIOR	28
2. 6. PURCHASING BEHAVIORS OF FEMALE CONSUMERS.....	29
CHAPTER III	31
3. ANALYZES OF RESEARCH	31
3. 1. OBJECTIVE OF RESEARCH.....	31
3. 2. DATA COLLECTION METHOD	32
3. 3. SAMPLE OF RESEARCH	35
3. 4. LIMITATIONS	35
3. 5. HYPOTHESES OF THE RESEARCH	36
3. 6. FINDINGS OF THE RESEARCH.....	36
3. 6. 1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS ACCORDING TO AGE GROUPS.....	36
3. 6. 2. DEMOGRAPHIC PROFILE OF THE RESPONDENTS ACCORDING TO EDUCATION	37
3. 6. 3. DEMOGRAPHIC PROFILE OF THE RESPONDENTS ACCORDING TO INCOME LEVELS	38
3. 6. 4. FREQUENCIES OF THE GUERILLA ADVERTISING CATEGORIES	39
3. 6. 5. FREQUENCIES OF THE TOP RATED GUERILLA ADVERTISEMENTS	40
3. 7. HYPOTHESIS TESTING	42
CHAPTER IV.....	48
4. CONCLUSION AND DIRECTIONS FOR FUTURE RESEARCH	48
4. 1. CONCLUSION.....	48
4. 2. DIRECTIONS FOR FUTURE RESEARCH	50
REFERENCES.....	51
APPENDIX I	54
APPENDIX II.....	58
CURRICULUM VITAE.....	64

LIST OF TABLES

Table 1: Differences Between Traditional Marketing and Guerilla Marketing.....	10
Table 2: Guerrilla Marketing Effects	15
Table 3: General Consumer Behavior Model.....	24
Table 4: Age Groups of Respondents	37
Table 5: Education of Respondents.....	38
Table 6: Income Levels of Respondents.....	39
Table 7: Guerilla Advertising Categories.....	40
Table 8: The Top Rated Guerilla Advertising.....	42
Table 9: Multiple Regression Analysis for H1.....	43
Table 10: Multiple Regression Analysis for H2.....	45
Table 11: Anova Analysis for H3.....	46
Table 12: Anova Analysis for H4.....	47

LIST OF FIGURES

Figure 1: First Guerilla Advertising.....	20
Figure 2: Nestle, Kitkat Guerrilla Advertising Example.....	40
Figure 3: FedEx Guerrilla Advertising Example.....	41
Figure 4: Nivea Guerrilla Advertising Example.....	41
Figure 5: Omo's Guerrilla Advertising Example.....	54
Figure 6: Nike's Guerrilla Advertising Example.....	54
Figure 7: Pattex's Guerrilla Advertising Example.....	55
Figure 8: IT Movie's Guerrilla Advertising Example.....	55
Figure 9: Mc Donalds's Guerrilla Advertising Example.....	56
Figure 10: Frontline's Guerrilla Advertising Example.....	56
Figure 11: Kolestons's Guerrilla Advertising Example.....	57
Figure 12: Casino de Venezia's Guerrilla Advertising Example.....	57

INTRODUCTION

With the transition from marketing to integrated marketing communication, the marketing mix elements were brought together with the most effective way after the changes in the marketing concept of the enterprises. Further, the implementation of a marketing strategy in accordance with customer expectations and desires has been a priority.

Today, consumers can be exposed to hundreds of advertising messages in a day. Consumers have started to develop a negative attitude towards these advertising messages. For this reason, it can be said that the marketing activities carried out by traditional methods are losing their effects day by day. Today's consumer profile looks for factors that can be limited to traditional advertising channels such as clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal. Guerilla marketing and guerilla advertising offer these factors that consumers are looking for. Businesses use a number of guerrilla marketing methods to promote their products. These methods; word of mouth, buzz marketing, viral marketing, ambient marketing, ambush marketing. In all five types of marketing, applications are based on conducting marketing without a marketing objective. Another noteworthy point in guerrilla marketing is that it is a marketing method that goes beyond traditional marketing. The biggest indicator of this difference is that the audience reached is not aware of the advertisement.

In this context, the aim of the study is to investigate the effects of guerilla advertising on female consumers' brand awareness and purchase intention. There are many studies on guerrilla marketing, guerilla advertising, and consumer behavior. Specifically, female consumer behavior was not studied with guerilla advertising. It is thought that the study will make important contributions to the related literature and will lead to new researches on the subject.

CHAPTER I

1. GUERILLA MARKETING

1. 1. DEFINITION OF GUERILLA MARKETING

Marketing science has long-standing literature. It can be said that the changing market conditions and consumer behavior are effective because marketing science has come out of the focus of production and become completely consumer-oriented. This change shows that a more challenging process has started for companies. In markets where success is becoming more and more challenging day by day, new marketing approaches have been introduced with some unique characteristics that act for a common purpose.

Taking into account the new assessments in the field of marketing activities that have emerged regarding the functionality of marketing activities are explained as follows; one-on-one marketing, confiscated marketing, customer-oriented marketing, flexible marketing, micro marketing, relational marketing, mass individualization, event marketing, infectious marketing, database marketing, referral marketing, and guerilla marketing.

According to some views, the expression of these concepts as marketing is not appropriate to the general structure of the marketing concept. However, all of these concepts, which can be explained as marketing techniques, have in common that they are market and customer-oriented. It is emphasized that marketing should be customer / consumer-oriented in all of these marketing techniques. Although they have met in a common denominator, the reason for the difference between approaches is the differences in the implementation of customer-oriented behaviors.

Guerrilla marketing, one of the marketing techniques, was added to the marketing literature by Jay Conrad Levinson in the early 1980s. Although this concept

has been used in a similar way by other authors, it can be said that Levinson was the father of the idea.

Guerrilla marketing is an approach that assumes the necessity of conducting marketing with a different approach from traditional marketing. The main objective is to enable small and medium-sized enterprises to compete with larger companies. Guerrilla marketing is an extraordinary, creative, imaginative and low-cost marketing strategy.

Before examining the term guerrilla marketing as a concept, the origin of the word "guerrilla" must be known because guerrilla marketing is based on this concept has become the basis of marketing communication. The word guerilla originates in Spanish and means small war. The meaning of the word used today is small clusters that create mass shock and psychological impact with hit-and-run actions.

Creativity and imagination form the basis of guerrilla marketing strategy. Guerrilla marketing is a marketing technique that requires rapid mobility. The guerrilla anticipates danger in battle. Then, the guerilla decides and implements, nobody says to do it.

Along with globalization, emerging markets and increasing competition have forced companies to use more effective marketing communications. Traditional marketing techniques used today are losing their effectiveness. For this reason, the use of more creative, effective, imaginative and cost-effective business-friendly marketing communication techniques is important both for the profitability of the enterprises and the effectiveness of the communication activities. At this point, guerilla marketing is offered to the desired businesses. If we take into consideration the current conditions of competition, markets are a battlefield and the competing firms are the actors who investigate each other's deficits and try to achieve their goals without making them feel like a guerrilla when they find these deficits.

“Guerrilla marketing was first introduced in 1984 by Jay Conrad Levinson with the book *Guerrilla Marketing, Easy and Inexpensive Strategies for Making Big Profits from Your Small Business*. This concept has become an umbrella name for non-traditional marketing approaches and is used in the creation of promotion strategies as suggested in the book.” (Bigat, 2012).

“Guerilla marketing requires quick action, taking advantage of imagination and creativity. It also allows small and medium-sized enterprises to demoralize their competitors with small, periodic and surprising attacks. Together with guerilla

marketing, businesses aim to form a dynamic, sensitive to consumer needs and a management that is capable of easily adapting to changes. Today, the increasing diversity and similarities of products and services negatively affect operating profits.” (Ay, Aytakin & Nardali, 2010).

“Jay Conrad Levinson claimed that all creative and glamorous advertisements related to marketing belong to the concept of guerrilla marketing. For this reason, guerrilla marketing can be defined as unusual, different, original, provocative, flexible, dynamic, innovative and creative. Guerilla marketing is a term that includes non-traditional advertising campaigns aiming to attract the attention of too many buyers to the advertising message by revealing the surprise and diffusion effect at a fraction of the cost compared to traditional marketing.” (Hutter & Hoffmann, 2011).

“Guerrilla marketing, which has been added to the literature for small-scale companies, is now being used by many large-scale companies. The main reasons for this are changing market conditions, changes in consumer preferences and the fact that the traditional communication activities applied by enterprises have started to lose their effectiveness. For this reason, the first guerilla applications of big and international brands emerged when they realized that they started to lose their market share to small scale enterprises.

The fact that an amateur brand like Amazon influences the sales of a professional retail chain with a past like Barnes & Noble and the fact that an organic market such as Wholefoods is incredibly popular can be said as indicators of the change in the market.

With the changing market conditions and the proliferation of these examples, it is seen that effective guerilla marketing activities are implemented in retail and public spaces.

The aim of guerilla marketing is to maximize the interest in its products and services while minimizing resources and costs. In short, the aim of guerilla marketing is a maximum performance with minimum cost. Market wars of companies become different, surprising, original and fun with guerilla marketing practices. Everything happens on a small budget and is used in all kinds of industries.

“Jay Conrad Levinson has made the success of the marketing strategy depends on the use of unconventional marketing channels, customer proximity, persistence, and patience. Today, technological development and effectively seen its advertising space

on the purpose of creating guerrilla marketing promotion through gratuitous change has become a frequently used form of marketing.” (Mughari, 2011).

1. 2. HISTORICAL DEVELOPMENT OF GUERRILLA MARKETING

Guerrilla marketing came about when Jay Conrad Levinson, a founder, taught marketing at the University of California, Berkeley when a group of students who wanted to start their own business wanted to propose a book that "taught ways to start a business without making a deposit".

The origin of the word guerrilla comes from Spanish. As a word, guerrilla has meanings such as small battles, hit-and-run, mass shock, and small clusters that create psychological effects.

The creator of guerrilla marketing, Levinson has adopted the aim of earning maximum return with minimum expenditure by applying the terms existing in military terminology to the marketing literature.

Guerrilla attack is a type of attack that challenges your opponent, aims to wear down your opponent with short-term, amazing attacks and thus tries to gain competitive advantage by making him exhausted.

The aim is to capture the consumer at some point and to reach a result of price reduction, promotion activities, and other legal actions, and it is important that the attack be widespread. It is possible to achieve success by using the following methods in guerrilla marketing:

- Price reduction
- Less quality and cheaper goods
- Prestigious goods (better quality goods and higher price challenge)
- A wide range of product
- New product finding or product innovation
- Improved service
- Innovation in distribution
- Reduce production costs
- Intensive advertising promotion

The changing market conditions and the increasingly competitive environment have led the enterprises to make efforts to reduce their costs. For this reason, the return of high-cost investments in marketing activities began to be questioned, and businesses turned to more efficient and cost-effective marketing efforts. In this context, guerrilla

marketing, which emerged in the first place in order to compete with small enterprises, has started to be used by large enterprises.

The effect of the marketing activity can be easily remembered by the consumer and it is unusual, but it also enables the participation of the consumer through its features such as sometimes incorporating the consumer into the marketing activity.

In addition, these activities create a link between the consumer and the brand. For this reason, when we look at the development of guerilla marketing, it is seen that many small and large companies are implementing it.

Why a guerrilla marketing strategy is used in market conditions as follows;

- Poor communication
- Information Pollution
- Diversification of the media
- The increased cost of media coverage
- Reduced creativity
- Loss of advertising credibility
- The importance of niche markets

As in every concept, guerilla marketing has its own distinctive features. Guerrilla marketing is an approach that eliminates the idea of having big budgets for effective marketing in developing and changing market conditions and consumer preferences and advocates the necessity of using inputs such as imagination, creative thought, time and labor rather than financial resources in marketing activities.

In guerilla marketing, some basic features are needed to realize marketing activities and ensure success (Levinson, 1998):

- To have a marketing plan
- Understand the importance of tracking
- Knowing the responsibility of undertaking a plan
- Act according to guerilla marketing calendar
- Fairs, seminars, conferences, etc. to introduce the company by participating in events
- Send postcards directly
- Prepare a website for free information and subscribe to forums
- Organize email campaigns

Today, when consumer-oriented is a necessity for businesses when we examine these basic features of guerilla marketing, it becomes clear that it is a consumer-oriented approach. Following the feedbacks of the communication activity, sending direct postcards, providing free information or organizing direct e-mail campaigns for consumers are indispensable for having a successful strategy and guerilla marketing is a consumer-oriented approach.

Guerilla marketing is a marketing approach that uses information and energy, sometimes with low cost and sometimes completely cost-free marketing activities, by turning the deficiencies of its competitors into an opportunity and providing high returns.

Guerrilla marketing argues that marketing activities should be directed towards the consumer's consciousness. It is an effective decision-maker in the subconscious purchasing process. Therefore, the guerrilla marketer should know how to activate the subconscious of the consumer.

According to Levinson (1998), there are five important reasons for marketing to the unconscious:

- The unconscious is smarter than consciousness.
- The unconscious controls internal dialogue.
- Unconscious can understand many messages and can connect to each other.
- Unconscious decide before consulting consciousness.

According to Jay Conrad Levinson, guerilla marketing has its own characteristics. One of these features is to be patient. Guerrilla tactics are one-off, so it takes patience to get results. In addition to being long-term, the guerrilla movement must be creative, human and communication-oriented. Being a good organizer, being a fighter, being flexible, and being energetic are among the common characteristics of guerrilla spirit.

“In guerilla marketing, entering the customer's mind and staying there for a long time is possible by repeating the marketing activity. For this reason, guerilla marketing, argues that the best way to enter the mind of the customer to repeat the marketing activities. The number of marketing communications that a consumer who is completely indifferent to the product or service sold should be exposed to ready for purchase is determined as 9 as a result of the researches. It is generally claimed that a customer considers 1 of 3 marketing messages. In this case, the customer should be

exposed to marketing messages 27 times in order to get ready for purchase.” (Levinson, 1998).

Founding features of guerilla marketing:

- Atypical
- Surprising
- Original / Creative
- Cheeky / Provocative
- Efficient / Cost-Effective
- Extraordinary
- Humorous

In addition, according to Levinson (1998), “guerrilla marketing will undergo some evolution over time, but during this evolution, the basic idea of guerilla marketing should be preserved.” These beliefs are listed as follows:

- Marketing should be conducted with psychology, neurology, and physiology.
- Ideas and experiences are helpful but not the basis for profitable marketing strategies.
- Marketing should be directed to the unconscious of consumers and prospects.
- Creativity is not a substitute for marketing messages, and creativity is a product of hard work, not genetics.
- Motivating consumers and leads to pain is not responsible for marketing.
- Guerilla marketing wants consumers to enjoy buying happiness, not buying regrets.
- Marketing weapons alone won't work. Guerrillas prepare campaigns using a combination of many weapons.
- Marketing should be interactive dialogue, not a monologue.
- Marketing doesn't have to be expensive.

It is not unlikely that such marketing tactics should be adopted for guerrilla wars in a media field where big brands are fighting for supremacy and see any competitor as “enemy”. The media used in guerrilla marketing practices are generally suitable for the environment because the environment itself plays an important role in delivering the advertising message. Guerrilla advertising campaigns suddenly catch up with the target group, and the target group literally traps the message delivered by the ad, and the term guerrilla becomes important here.

The nature of the advertising message is often hidden or masked in guerrilla campaigns. Target groups, which are in many instances do not realize that self-managed advertising. The message is already internalized, albeit subconsciously when advertising is recognized.

With all these features, guerilla marketing is an approach that is frequently used in developing and changing markets and is expected to be used more frequently in the future. The reasons for this are the increasing costs of marketing communication forcing businesses, the use of traditional media to lose their effectiveness, the confusion of the consumer, and the use of creative, memorable and impactful communication activities.

1. 3. GUERRILLA MARKETING VS TRADITIONAL MARKETING

Guerrilla marketing should be considered as a more inclusive marketing approach, not just as a promotion tool. Guerilla marketing explains how communication activity between consumers and businesses should be established.

Then, guerrilla marketing explains how this situation can be maintained and maintained. From this point of view, it is a relational marketing approach rather than transactional, and it tries to reduce costs and make the business more profitable.

“Guerrilla marketing and traditional marketing have similar marketing objectives, but guerrilla marketing provides an alternative to expensive and standardized marketing activities to achieve these objectives.

In this way, businesses can increase their sales with minimum cost and maximum intelligence, and guerrilla marketer relies on the power of the brain rather than relying on the power of money.” (Levinson, 1998).

The differences between traditional marketing and guerilla marketing are shown in Table 1.

Table 1: Differences Between Traditional Marketing and Guerilla Marketing

TRADITIONAL MARKETING	GUERRILLA MARKETING
Requires a large capital and money to carry out its activities and tactics	Requires minimal capital and money to carry out promotion activities.
Geared toward big businesses	Geared towards small businesses
Focuses solely on making customer aware of the brand and the product	Focuses not only on awareness but also to stay in the minds of the consumers
It is based on experience, judgment, past information, etc.	It is based on psychology of the consumers and plays with the mind of the consumers
Due to the large scale of the campaign, companies may lose focus on the basic strategy of the campaign	As the campaign is a small scale, there is no loss of towards the main aim of the campaign
Centred on increasing sales and making money through its promotion campaign	Centred on increasing interactions and relations with consumers through its campaigns
It is a non-personal form of promotion	It is a personal form of promotion
It focuses on what it can take from society and its consumers	It focuses on what it can give to society and its consumers
It is based on the concept of me marketing and focuses on talking about the business	It is based on the concept of you marketing and focuses on talking about the prospect
There is only one tool that can be used i.e. advertising	There are hundreds of tools, of which marketing is one

Based on: <https://www.slideshare.net/AnujGupta104/an-introduction-to-guerrilla-marketing>

In this marketing method, which is close to street culture, low-cost, unusual tools and methods are used. Traditional marketing focuses on traditional objectives, such as selling more and making more profits, which are perceived as an additional cost element in today's business where financing for production and investment is a problem.

Guerrilla marketing methods are different from traditional marketing methods. In the traditional marketing approach, a specific budget is allocated for marketing. In guerilla marketing, it is possible to make marketing without any budget.

1. 4. CREATION OF GUERRILLA MARKETING

The use of intelligence in marketing rather than the over-cost of trying to cope with competition is the essence of every guerilla marketing campaign.

The wise and effective use of marketing and advertising budgets in the guerrilla approach makes it a sustainable strategy for small brands to compete directly with big and global brands without having huge budgets.

Hutter & Hoffmann (2011) explained the concepts that create the guerilla marketing effect;

- *Surprise effect:* Consumers direct their attention to the advertising message because they are surprised by a non-traditional guerrilla movement. In general, the guerrilla marketing instrument that focuses on this effect is ambient marketing and sensation marketing.

- *Spread effect:* Consumers voluntarily spread the message of advertising because they were surprised or interested in the guerrilla movement. In general, the guerrilla marketing instrument that focuses on this effect is viral marketing and whisper marketing.

- *Low-cost effect:* Guerrilla action is partly less costly because the advertising message is implemented and spread in a non-traditional sense, flexibly and avoiding typical advertising costs. In general, the guerrilla marketing instrument focuses on this effect is insidious (trap) marketing.

Today, consumers can be exposed to hundreds of advertising messages a day. In this case, the companies that want to reach their target audience have to create the most effective medium and the most effective message within this message complexity.

As the traditional channels and their traditional uses gradually began to lose importance, the use of non-traditional channels became possible in the context of guerrilla marketing. For this reason, factors such as surprise, spread (viral effect) and low-cost effect have become important in guerrilla marketing communication for effective marketing

For any marketing communication activity to be defined in guerilla marketing, it must surprise the consumer, attract attention, be interactive or provide an experience.

Experience and sense of reality are among the key concepts in the success of today's brands and guerilla marketing is especially noteworthy with these two features. As a result of these features, guerilla marketing practices attract the attention of many brands, both because they can create a sense of reality and experience that cannot be realized with traditional mediums, as well as being able to create an impact with a small budget.

The real advantage of guerrilla campaigns for brands is the viral effect it creates. This advantage can be measured by how much the target audience speaks of the brand advertised as a result of the campaign. As a result of these campaigns, consumers exposed to advertising will begin to make their brand name known as they tell their experiences to another consumer.

1. 5. GUERRILLA MARKETING PLANNING AND PROCESS

Marketing plan and strategy is one of the most important points of guerilla marketing. One of the common points of all successful companies is that they have successfully prepared their marketing plans.

“With these successful marketing plans, companies attract, capture and catch up with the target audience. Therefore, the marketing plan in guerrilla marketing is the life insurance of the enterprise.” (Levinson, 1998).

A good guerrilla marketing plan is an important starting point for high sales.

When the guerrilla marketing plan is prepared, this plan should be revised in line with the requirements of the company, its strengths and weaknesses, the current and future needs of its target audience and the rising trends in the market. This application will provide important clues for the correct positioning of the company and its services or products in the market.

Levinson (1998) argues that guerrilla marketing requires patience and that the correct planning of this path is very important for success in marketing. In guerrilla marketing, marketing strategy is formed with 7 sentences.

- The first sentence explains the purpose of the strategy
- The second sentence describes how this goal will be achieved and describes the competitive advantages and benefits of the business
- The third sentence explains the target market of the business

- The fourth sentence is the longest and outlines the marketing weapons that the business will have

- The fifth sentence describes the niche market the business should focus on

- The sixth sentence reveals the identity of the business

- The seventh sentence describes the planned budget for the marketing strategy

The planning and implementation process are two very important processes for the successful marketing of a business.

“Billions of dollars are allocated to marketing programs that are smart and high-budget but not effective. Today, many marketing executives assume that well-designed, effectively implemented and financially well-supported marketing programs will succeed. It is enough to look at the failed marketing activities of the world's largest companies such as IBM, General Motors and Sears Roebuck.

The tools and methods used in these companies can be very good, even executives who implement these methods may be the most brilliant managers in the world, but the problem is not with the people but with the programs themselves. Failed marketing programs are based on imperfect assumptions.

For this reason, it is very important that the marketing program is logical, measurable and controllable.

The process that businesses should follow in order to implement guerrilla marketing has five stages. This process and what needs to be done at each stage can be listed as follows (Levinso, 1998);

- *Building an extensive knowledge base:* Not knowing all the lines of a marketing strategy can cause some problems.

Therefore, businesses should establish a database of detailed information about themselves and their external environment at the first stage of the process.

This database should be able to answer questions about who the business employees and consumers of the business are, the current market situation, and competitors. This database should be a roadmap for shaping marketing efforts.

- *SWOT analysis:* The business should identify its strengths and weaknesses while also reviewing market opportunities and threats. The competitive advantage of business should be considered in the marketing program. Based on these data, guerrilla marketer will gather the information necessary to achieve a strategic alignment between the advantages of the business and the opportunities offered by the market.

- *Selection of the appropriate marketing weapon with the data obtained from SWOT analysis:* Once the business has determined its competitive advantage, it should choose a marketing weapon that suits this aspect.

The main purpose of choosing this suitable weapon should be to emphasize the competitive advantage with this weapon and increase the profit. At this stage, in order to create a strong marketing mix, the employees should get their ideas about the subject by working in a coordinated manner.

- *Preparation of marketing calendar:* In order to make a successful planning, a market-oriented guerrilla marketing calendar should be created and adhered to, in addition, all marketing weapons chosen by the company should be used simultaneously and be prepared for counter-attacks from competitors.

- *Take action:* This stage is about the responses to the counter attacks from the competitors when the guerilla marketing calendar is prepared. The results of attacks against opponents should be constantly reviewed.

1. 6. EFFECTS OF GUERRILLA MARKETING

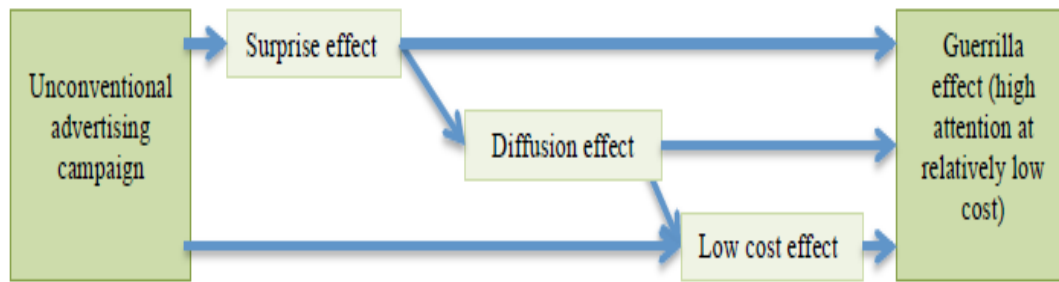
There are both positive and negative effects of guerrilla marketing, which are important to have in mind when considering using guerilla marketing techniques.

1. 6. 1. POSITIVE EFFECTS

The effect of guerrilla marketing is divided into 3 effects; these are the surprise effect, diffusion effect and, low-cost effect. These effects lead to the guerrilla marketing effect. Table 2 below shows how unconventional advertising campaigns create a guerrilla marketing effect. A guerrilla marketing effect is when unconventional advertising creates a high level of attention at a relatively low cost. Low cost does not necessarily mean that the advertisement has to be cheap.

“The advertisement can cost a lot of money, but at the same time capture the interests of thousands of people. In the end, when the cost is divided between all these people, the cost per person that was reached is low.” (Hutter & Hoffmann, 2011).

Table 2: Guerrilla Marketing Effects



The three main effects of guerrilla marketing are presented in Table 2 and below is a more detailed explanation of them.

“Surprise effect: To get the surprise effect, companies use ambient or sensation marketing. These kinds of guerrilla marketing instruments are placed in unusual locations and they are a type of classical outdoor marketing, for example, fly posting stickers and graffiti proofs.

Ambient marketing is seen as a very fast-growing market sector and due to the low cost, a company can reach a wide target group.

Diffusion effect: The second instrument is the diffusion effect, which is a way to increase the number of individuals exposed to advertising without increasing the costs of campaigns. Guerrilla marketing triggers surprise, which means, if a recipient is very surprised, the customer, he or she, is very happy to tell friends and family about the experience. This starts the diffusion effect, or in other words word of mouth. The instruments that try to stimulate the diffusion effect are viral marketing, buzz marketing, and guerrilla PR.

Low-cost effect: The last instrument is the low-cost effect. The instrument that is keeping the marketing budget on a low level is ambush marketing. Ambush marketing is when a company or a brand is visible at events, for example, sporting events, but does not pay for it.” (Hutter & Hoffmann, 2011).

1. 6. 2. NEGATIVE EFFECTS

In some studies, the marketers do not consider the negative side effects that can occur while using guerrilla marketing, and this may lead to ethical problems. Using guerrilla marketing draws a lot of attention, and it is often created to affect the emotions of the consumers.

Therefore, emotions in guerrilla marketing campaigns are important.

The marketers have 3 purposes to arouse emotions, according to Ay, Aytekin & Nardalı (2010), “the first purpose is that using emotions is an important benefit derived from a product or brand. The second purpose is that the emotions may help to communicate the benefits of a product or a brand. And the last purpose is that emotions can directly affect attitudes. Some guerrilla marketing which uses fear appeal in campaigns can take the consumers to feel angry, disturbed, fearful, or sad. This kinds of marketing campaign can create emotions that are worse than dislike towards the brand. Besides the irritation that can occur, there is some danger in using guerrilla marketing. An example is when campaign ads were placed in the middle of the road. This distracted the drivers and could cause traffic accidents” (Ay, Aytekin & Nardalı: 2010).

There are different factors that can create irritation, which in turn can lead to negative attitudes towards the brand, as well as ethical problems. The negative effect, which can arise, is an irritation caused by fear appeal; this can lead to unwanted reactions from consumers.

1. 7. ELEMENTS OF GUERRILLA MARKETING

The following section of the thesis is a presentation and an explanation of important elements of guerrilla marketing, as well as the different guerrilla marketing techniques most frequently used. These are word of mouth, buzz marketing, viral marketing, ambient marketing, and ambush marketing.

1. 7. 1. WORD OF MOUTH

“Word of mouth is one of the most important effects of guerrilla marketing. The idea of the marketing method is to use spectacular and unexpected marketing activities to make people start talking about the company or brand. Word of mouth is when a customer becomes aware of a product that a company markets and then tell five to ten people about it. Word of mouth is a very effective way for small businesses to make people aware of their company and products. After a customer experiences the product or service, the customer, he or she, shares the experience with family and friends. The sharing of the experience increases the customer base and the sales of the company. To spread the information, marketers have to think very carefully before they promote a product. It is important to think about the customer’s entire experience

with the brand and how the company can build strong brand loyalty with the customer.” (Ferguson, 2008).

1. 7. 2. BUZZ MARKETING

“When the concept buzz marketing first started it was just oral communication; nowadays the buzz is in all social media like Facebook, Twitter, and MySpace that have been involved in creating buzz marketing. Buzz marketing has become a very effective way because individuals find it easier to trust friends and family than an ordinary promotion of a product.” (Dye, 2001).

According to Henry (2003), “the buzz requires a different way of thinking about the brands. To create buzz, companies use different tactics; one example to create buzz is by using celebrities in different promotions and marketing. Some places where the buzz can come from are public relations, event marketing, sports marketing, and online marketing.” (Henry, 2003).

1. 7. 3. VIRAL MARKETING

“Viral marketing creates a chain effect, unlike word of mouth. Viral marketing is similar to word of mouth; the difference is that when a consumer becomes aware of the viral marketing activity, the customer, he or she, tells five to ten people about it and then they tell another five to ten people, and so on. This chain is like a virus that spreads the information very fast. At the beginning, it was only one person that was affected by the viral marketing. However, the information spreads without requiring additional marketing activities. The reason for this, there are hundreds of people know about it. The secret of this kind of marketing is to reach out and touch the passion point of the customer that will spread the information to others. Viral marketing has become the trend of the decade and is used by big and small companies. They use for example viral videos via YouTube, different web pages like MySpace and blogs to get people talking.” (Ferguson, 2008; Caemmerer, 2009).

Furthermore, Ferguson, explains that consumers like to talk about brands and share the good news with the people around them. This creates attention to the brand and the product.

1. 7. 4. AMBIENT MARKETING

Concord Advertising, a British advertising agency specializing in outdoor campaigns, first used ambient marketing in 1996. The clients were requiring something different for their campaigns, which made the agency come up with something new. The agency started to place the ads on unusual places like on the floors, petrol pump handles and on the back of toilet doors; this became the characteristic of ambient marketing.

Ambient marketing also uses an unusual method of execution such as, for example, holography, role-plays and graffiti. According to Luxton and Drummond, “the definition of ambient marketing is:

The placement of advertising in unusual and unexpected places (location) often with unconventional methods (execution) and being first or only ad execution to do so (temporal). The key terms of ambient marketing are newness, creativity, and timing.” (Luxton & Drummond, 2000).

1. 7. 5. AMBUSH MARKETING

“To define ambush marketing it is important first to define the meaning of what commercial sponsorship is. The sponsorship is an investment, in cash or kind, in an event, person or idea. The definition of ambush marketing is that a company acts as if they are sponsor of an event, but they are not. At the same time, they get the same benefit as if they are the official sponsors. In other words, the ambushers are avoiding the costs of the sponsor, but at the same time they want to mislead the consumers to make them believe that the company is a sponsor.” (Mazodier, Quester & Chandon, 2009).

“Ambush marketing is often used in big sport events because they can reach out to a big audience. Examples of events are The Olympic Games and World Cups of cricket and football and the Super Bowl. There are two types of ambush marketing. The first one is *ambush marketing by association*, which is the classical form; it seeks to create a connection between the company and the event. For example, if Red Bull wants to be associated with racecar sports, they will make themselves more visible at this type of event. The second is ambush marketing by the intrusion. This typically means that the company puts its trademarks in a visible spot that can be seen through the television camera. To sum up, companies that use ambush marketing are seeking to create an impression that they are sponsors of an event.” (Scassa, 2011).

1. 8. GUERRILLA ADVERTISING

Advertising is the whole of communication activities related to a brand, product or service. Although the budget is shown as one of the requirements for success in the field of traditional marketing, factors such as imagination, labor, creativity, and originality are more prominent in the guerrilla marketing context.

“The creative and entrepreneurial spirit of guerilla marketing often emerges in companies' advertising activities. Thanks to the use of various media, tools, and slogans, the guerrilla marketer greatly differentiates his advertising from that of his competitors and positions his product and service differently in the minds of the consumer. The differentiation created by the positioning of the advertising message in the consumer mind not only transmits the advertising message but also enables it to be processed in the consumer mind for a long period of time. This situation plays an important role in the effectiveness of advertising.” (Ay, Aytekin & Nardali: 2010).

The increase in the costs of communication media, the intensity and pollution in the media, the intensification of competition in the markets and the changing consumer behavior have led both the advertising agencies and advertisers to seek new solutions and methods. In this context, guerrilla marketing applications, which aim to attract the attention and interest of consumers by placing advertising messages in places where the target audience does not think to encounter, and guiding them to communicate with them through interactive applications, have attracted the attention of all businesses in the market.

“The first point in guerrilla advertising is to determine the purpose, and secondly, it is important to emphasize the benefits that will arise when we achieve our goal. It is necessary to determine the target audience well, to emphasize adequately what needs to be done specifically for this target audience, and to define the requirements and budget of the advertisement clearly.” (Levinson, 1998).

Guerrilla advertising is a young discipline within modern media. Guerrilla advertising is a new strategy and a different form of communication.

The purpose of guerilla marketing that emerged in the US in 1984 is to nudge the masses in order to create great effects. Guerrilla advertising, which has become more and more popular all over the world, can be described as a new era in advertising. The basic philosophy of guerrilla advertising is how to create large impacts with small budgets. Alternative communication strategies are used to attract attention to guerrilla

advertising. According to guerilla advertising, the greater the effect of advertising on the masses, the more advertising will attract media attention.

The spirit of creativity and entrepreneurship found in marketers who adopt the guerilla marketing approach emerges mostly through creative campaigns created in the field of advertising. The guerrilla marketer differs significantly from the competitors' advertisements with the advertising medium and message it uses. Therefore, is positioned in a different place in the minds of its target audience than its competitors.

This difference that occurs during the positioning of the advertising message in the minds of the consumer by non-traditional methods is a determining factor not only in delivering the advertising message to the target audience but also in keeping it there. This is an important determinant in increasing the effectiveness of the business's advertising campaign.

1. 9. EXAMPLES OF GUERILLA ADVERTISING

In our country and all over the world, many businesses are applying guerilla marketing strategies both intentionally and unwittingly. Especially in developed countries where the data obtained with the help of marketing science are given the necessary importance and scientific data are used sufficiently in establishing business strategies, such modern applications are frequently encountered.



Based on: <http://www.mediacaonline.com/dunyanin-ilk-gerilla-marketing-ornegi/>

Figure 1: First Guerilla Advertising

The first guerrilla advertising in the history of advertising is thought to be the tricycle in the streets of Paris in 1895. This bike, which is also illustrated below, is actually a 3-wheel printing machine designed to print 2 advertising wheels on the road. The rear 2 wheels are designed to be fed from an ink tank at the driver level and small fans are added to the bike to eliminate dust on the road to improve print quality.

1. 9. 1. EXAMPLES OF GUERILLA ADVERTISING IN THE WORLD

The idea of guerilla marketing in the world was first introduced in 1983 by Jay Conrad Levinson.

Since then, many businesses around the world have implemented guerilla marketing in various ways. University students receiving advertising on their t-shirts, live billboards that print on their foreheads and even dogs receiving advertising are among the most recent applications in the world of guerilla marketing.

1. 9. 2. EXAMPLES OF GUERILLA ADVERTISING IN TURKEY

In general, guerilla marketing techniques, tools, and formulas are not used correctly and sufficiently in our country. Businesses cannot think about the issues related to their field of activity in all aspects, cannot fully consider the expectations of their consumers and cannot share their feelings and thoughts adequately. However, Denizbank, our first example, showed a good and successful guerrilla marketing example regarding the credit card application, which is the innovative product of retail banking.

Denizbank has successfully implemented its strategy of temporarily forgetting competition, which is one of the most important practices of guerrilla marketing, and focusing on new opportunities by cooperating with competitors.

The intense credit card competition experienced among the banks in our country and the time and capital required to create and maintain a credit card brand are important cost elements for these banks have led Denizbank to implement this strategy. In this case, instead of creating its own credit card brand, Denizbank offered Bonus Card to its consumers in an agreement with Garanti Bank. With this strategy, Denizbank increased its credit card market share from 0.5% to 2% without additional cost.

As of today, this strategy has been put into practice by Vakıfbank, and in 2009 Vakıflar Bank offered its consumers a World Card in line with an agreement with Yapı Kredi Bank. Denizbank has successfully implemented its strategy of temporarily forgetting competition, which is one of the most important practices of guerrilla marketing, and focusing on new opportunities by cooperating with competitors.



CHAPTER II

2. CONSUMER BEHAVIOR

2. 1. CONCEPT OF CONSUMER BEHAVIOR

It is a known fact that people do not consume just to meet their physiological needs. While people consume products and services, they are consuming in order to express the desires and desires that cannot be clearly expressed.

Consumers can make a purchase decision every day, even every hour. Marketers try to find out how consumers make their purchasing decisions, and they try to answer questions that want to know where, when, how, how much, and why.

It is clear how difficult it is to find complete answers to these because the consumer is the most difficult and complex element to understand in the marketing system.

There are two reasons for this. First, the difficulty in measuring and interpreting human behavior. The second reason is that human behavior occurs according to multiple internal and external factors. Learning consumer behavior provides the following benefits to marketing management:

- To divide the market into sections and designate a target market
- To develop marketing strategies appropriate to selected market segments
- It serves to guide consumers

Various definitions have been made in the literature for the concept of consumer behavior. Consumer behavior as a process that covers the whole activities related to the research, selection, purchase, use, evaluation and subsequent trends of products and services that meet the needs and needs of consumers.

Today, we cannot say that consumer behavior is focused solely on purchasing, and consumer behavior examines various experiences and factors related to many stages before and after purchasing.

Table 3: General Consumer Behavior Model



Based on: Kotler and Armstrong, Pearson Education (2014), Inc. Publishing as Prentice Hall Slide 6-7

Consumer behavior is not limited to the acquisition and use of goods and services that meet the needs. After acquiring satisfaction or dissatisfaction, experience and consumption benefit, consumption behaviors of products such as scrap, waste and by-products are examined in terms of consumer behavior.

As a result, it is possible to interpret consumer behavior as all behaviors of consumers in the consumption process.

2. 2. CHARACTERISTICS OF CONSUMER BEHAVIOR

In order to fully understand the concept of consumer behavior, it is necessary to know its basic characteristics. The characteristics of consumer behavior as follows;

- Consumer behavior is subject to different disciplines and is practical. In other words, consumer behavior is based on different basic areas such as economics, sociology, and psychology, and all these factors have an impact on consumer behavior before, during and after purchase.

- Consumer behavior aims to examine a process in general, not a particular event.

- Consumer behavior is purely purposeful for the consumer. Consumers tend to buy products to find solutions to the problems they see in a certain sense.

- The products, services or intermediaries in the market are the means created to solve these problems of the people and they are obliged to provide solution-oriented services. In order to have these solutions, consumers are entering into a behavior that we call effort.

- Consumer behavior is related to variables that affect purchasing and experience.

2. 3. BRAND AWARENESS

Brand awareness which is one of the two sources of brand knowledge is defined as an ability of a recipient of defining a brand in a certain category in enough detailed way to buy.

“In a similar definition, it is defined as a potential recipient knows or remembers that a certain brand is a member of a certain product category. In another definition, it is said that awareness reflects the brand rim on the consumer.” (Aaker, 1996).

“Brand awareness has two dimensions such as recognition and remembrance. Recognition is described as a processor perception of a brand which is come across before. Keller says that recognition is that consumers can notice the brand when he sees or hears it. Whereas remembrance is that it comes to the mind of consumers in a certain product category. For instance, recognizing the product in the market is recognition, when someone says 'Cornflakes', the brand Kellogg's comes to the mind. It is a remembrance.” (Keller, 2013).

“Aaker explains the phases of brand awareness with awareness pyramid. According to the pyramid, recognition is the rock bottom of the pyramid and it recognizes with the help of remembrance, remembrance is in a certain category of a product and it recognizes helpless remembrance and the first thing coming to the mind recognizes with the helpless remembrance.” (Aaker, 1996).

“Brand awareness is provided with the increasing of familiarity with repeated exposures. Brand factors such as name, symbol, logo, character, package, slogan, advertisement, and promotion, sponsorship, public relations, and outdoor advertisings increase awareness and familiarity. These repetitions increase the recognition, remembrance recognizes with the help of consumption, purchase or product category.” (Keller, 2013).

“Aaker and Keller said that awareness is the first step of the brand equity and the other brand concepts are founded over this step. At the same time, Aaker says that brand awareness can effect manners and perceptions, it plays a part in the choice and loyalty of brand but its significance is underestimated.” (Aaker, 1996).

2. 4. PURCHASE INTENTION

Purchase intention is a process to analyze and predict the behavior of consumers pertaining to their willingness to buy, use and their extensive attention toward the specific brand.

Superior purchase intention promotes the purchase since the consumer’s experiences after purchase gives a collective feeling that affects consumers to repurchase the brand.

Purchase intentions are personal action tendencies relating to the brand. Intentions are distinct from attitudes. Whereas attitudes are summary evaluations, intentions represent the person’s motivation in the sense of his or her conscious plan to exert effort to carry out a behavior.

Thus, a concise definition of purchase intentions may be as follows: Purchase intentions are an individual’s conscious plan to make an effort to purchase a brand.

Purchasing intention refers to consumers' evaluations or attitudes towards a product. It also shows the willingness of consumers to buy with the effect of environmental factors.

“Purchasing intention is an estimate of which company and which product the consumer will choose to buy. For this reason, it has become more and more important to describe and predict consumer behavior. Consumer behavior is defined as a person's decision to buy and use economic products and services, in particular, and related activities. Consumer activities can be mental, emotional and physical. On the other hand, the purchase of a service or product depends on many factors. Purchasing behavior is generally estimated from the wishes of consumers. The willingness to buy makes comparisons and evaluations based on their own experience and research before buying behavior emerges. In this sense, positive or negative attitudes of individuals can play an important role in purchasing intention.” (Nasermoadeli, 2013).

2. 5. PURCHASE DECISION MAKING PROCESS

Consumer behavior is complex and can be influenced by many variables. For this reason, companies need to understand the purchasing decision process which explains the behaviors of consumers in their daily lives for reasons such as increasing their activities in the market, providing competitiveness, and meeting the demands and needs of consumers.

Consumers look for answers to what, how much, where, when and how should I buy before making a purchase decision and make their purchase decisions based on these answers. The purchasing decision process is examined under five headings: the need recognition and problem awareness, the information search, the evaluation of alternatives, the decision to purchase and post-purchase behavior.

2. 5. 1. NEED RECOGNITION AND PROBLEM AWARENESS

The purchasing decision process arises when the unsatisfied need creates tension. This need may be a biological need or may be caused by external stimuli.

The factors that make the problem noticed in the consumer decision-making process can be listed as follows;

- Insufficient product or service
- Dissatisfaction with the product or service
- New environmental conditions
- New financial terms

2. 5. 2. INFORMATION SEARCH

At this stage, the goods and services, and brand alternatives that are required to meet the need are determined. Emphasis is placed on the time to be allocated, the person's interest in the subject, and the level of knowledge, experience, and where to obtain the information.

In an environment where there are multiple alternatives, it is normal for the person to try to find the one that is suitable for him / her. In order to make a good decision, the consumer tries to collect as much information as possible. However, the consumer buys a large number of goods and services automatically in his daily life without much consideration.

These are the goods and services he needs and buys every day. But if the product is purchased for the first time, has been used a long time ago, or if there is a decision among a large number of similar products, will try to obtain information to avoid making a wrong decision, will exhibit a complex buying behavior.

2. 5. 3. EVALUATION ALTERNATIVES

At this stage, consumers try to get information about products and brands. They learn the points of sale, the characteristics of each product and service, the price, the payment terms and try to consume the most appropriate one by comparing them among the existing brands in the market. Buyers try to reduce the sense of uncertainty by collecting information.

In other words, consumers enter the process of searching for information to create a basis that will reduce uncertainty and open alternatives for evaluation.

2. 5. 4. PURCHASE DECISION

Sooner or later consumer candidates may make a purchase decision or choose not to take any of the available alternatives. Evaluating the alternatives, the consumer now decides which product and brand to buy and goes to the point of sale and applies his decision.

After the consumer receives the product, a situation of satisfaction or dissatisfaction will arise where marketers should follow post-purchase behavior.

2. 5. 5. POST-PURCHASE BEHAVIOR

After each purchase, the consumer gets a new experience and learning takes place. The consumer then makes use of this learning in his purchase decisions. At this last stage, the issues such as the satisfaction of the product and deficiencies of the product are the elements that the consumer cares about.

The consumer evaluates the results of the decisions made in the final stage of the purchasing decision process and behaves according to these evaluations.

Marketing managers should concentrate their efforts on three issues: consumer satisfaction and behavior after the purchase, use of the product after the purchase and

disposal of the product. Consumer satisfaction is explained by the relationship between consumer expectations and perceived performance of the product.

If the performance of the product is above the expectations of the consumer, it can be said that a high level of satisfaction is achieved if it is equal to the expectations, and if it is below the expectations, dissatisfaction can be said.

Whether the consumer is satisfied with the product affects his or her subsequent behavior. The consumer; in addition to buying the product again, buying other products of the same brand, recommending the product to others; not using, abandoning, returning the product, complaining to the enterprise or related institutions, filing a lawsuit and disparaging it are closely related to its satisfaction.

If consumers do not use the product and keep it in place, the product is probably not very satisfactory and the purchaser will not praise the product to others. If it sells or replaces the product, sales of new products will decrease.

2. 6. PURCHASING BEHAVIORS OF FEMALE CONSUMERS

Today, the more active role of women consumers in business life leads to more buying behavior. In this sense, changes in women's economic and social life have led to the emergence of new needs. Thus, studies have begun to examine the purchasing behaviors of women more closely.

In this context, companies focus their marketing strategies on the buying behavior of female consumers and enrich their point of view.

Businesses may choose to segment the market in order to conduct a more effective marketing activity. Businesses are creating marketing strategies in this direction. From this point of view, it is seen that gender characteristics also appear as a market segmentation criterion.

In this sense, the fact that the enterprises that define their target market as female consumers, analyze the women's desire and expectation very well in their purchases and continue their work in this direction gives quite positive results for the enterprise.

Women are physiologically and psychologically different from men, and this is reflected in women's purchases.

Women's perceptions, expectations, feelings and thoughts, product life is different according to the needs of the men also will be different. In this context, the marketing strategies of enterprises will also differ in this direction.

For example, the four senses of women are more sensitive than men. Women can more easily see the levels of detail that are difficult to notice. In a hearing, they are even uncomfortable with half the sound that men prefer. They are very sensitive to sweat and fragrance with a high degree of sense of smell.

They are more sensitive to the sensation of taste in all four areas such as bitter, sweet, salty and sour. In response to touch, even the most sensitive man cannot feel skin contact and sensitivity as much as the most insensitive woman. Female consumers use their senses more in their shopping.

As a result, due to the biological and emotional differences and the differences in purchasing processes, the loyalty and references that women consumers show to their businesses and goods have an effect on the sales and profits of the enterprises. Therefore, one of the most important points in the development of marketing strategies is to know the characteristics of women. Therefore, marketing managers who know the characteristics specific to women will be successful.

CHAPTER III

3. ANALYZES OF RESEARCH

3. 1. OBJECTIVE OF RESEARCH

Marketing is a social science, so marketing science has to keep up with the sociological and economic developments of the world. Developments in sociological and economic dimensions make it difficult to carry out marketing activities with traditional methods in today's conditions. In emerging and competitive markets, businesses must consider both costs and the effectiveness factor in marketing activities.

Today, consumers can be exposed to hundreds of advertising messages in a day. Consumers who process these advertising messages in their minds, sometimes consciously and unconsciously, have started to develop a negative attitude towards these advertisements as they become aware of the psychological burden of this information. For this reason, it can be said that the marketing activities carried out by traditional methods are losing their effects day by day.

Today's consumer behavior is looking for factors that can be limited to traditional advertising channels such as clarity, surprise, aesthetics, humor, novelty, relevance and emotional arousal in advertising. In this direction, guerilla marketing offers these values to consumers. In this way, guerilla marketing can offer businesses significant advantages in terms of effectiveness in advertising. In addition to this, it can provide an advantage in terms of profitability with the advantage it creates in terms of cost.

The aim of this study is to measure the effects of guerilla advertising created by guerilla marketing strategy on brand awareness and purchase intentions of female consumers. In addition, the effects of demographic factors such as age and gender on the attitudes of female consumers towards brands containing guerrilla advertising were tried to be shown.

3. 2. DATA COLLECTION METHOD

Descriptive research method and quantitative method were used to collect the necessary data.

Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject.

Descriptive research is a quantitative research method that attempts to collect quantifiable information to be used for statistical analysis of the population sample. It is a popular market research tool that allows us to collect and describe the nature of the demographic segment.

A questionnaire consisting of 3 sections was used to obtain the necessary data for the research. The questionnaire to be used was adapted to Turkish before implementation.

The survey used; the first part consists of the preparation of the questionnaire with sequencing and open-ended questions. The second part contains the main questions with a 5-point Likert scale (1: Strongly Disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly Agree). In the last section, the demographic characteristics of women consumers (Age, Education and Income Level) have been tried to be measured.

The scale used in the study consists of 35 expressions and has 3 sub-dimensions. The sub-groups of the scale are given in detail:

- ***Guerilla Marketing Core Concepts***: The concepts developed by Dinh Duc Tam and Mai Ngoc Khuong (2015) were used to measure and evaluate the core values of guerilla marketing. The scale consists of 5 main and 7 sub-concepts.

- **Creativity** (Novelty + Relevance + Aesthetics)

- The ads are fascinating

- The ads have good ideas

- The ads are original

- The ads are interesting

- The ads are fresh

- The ads make you think

- The ads have deep meaning

- The ads allow the product to be differentiated
- The ads provide enjoyment
- The ads are developed with care
- The ads are unique
- The ads are unusual

- **Clarity**

- I understood the message very well
- I can quickly understand the ad message
- It's easy to understand the ad messages
- I found the message very clear
- I found the ad message very familiar

- **Humor**

- The ads are playful
- The ads are funny
- The ads are humorous
- The ads are amusing

- **Emotional Arousal**

- The ads make you feel aroused
- The ads make you feel jittery
- The ads make you feel wide awake
- The ads make you feel frenzied

- **Surprise**

- The ads are amazing
- The ads are surprising
- The ads make me startled

- **Brand Awareness Scale:** The brand awareness scale developed by Boonghee Yoo and Naveen Donthu (2001) was used to measure and evaluate the impact of advertisements created by guerilla marketing strategy on brand awareness of female consumers. The variable of the scale consists of 4 expressions and these are given below:

- I am aware of the X brand.
- I can quickly recall the symbol or logo of the chain X brand.
- Some characteristics of the chain X brand come to my mind quickly
- I can recognize the chain X brand among other firm's brands.

- **Purchase Intention Scale:** The purchase intention scale developed by Dodds WB, Monroe KB and Grewal D (1991) was used to measure and evaluate the impact of advertisements generated by guerilla marketing strategy on the purchase intent of female consumers. The variable of the scale consists of 5 expressions, which are given below:

- The likelihood of purchasing this product is very high
- If I were going to buy this product, I would consider buying the model at the price shown.
- At the price shown, I would consider buying the product
- The probability that I would consider buying the product is very high
- My willingness to buy the product is very high

Reliability Analysis was performed to test the reliability of the scale used for the research. Reliability is the property referring to the consistency of the measurement across several questionnaire items. Measuring the same latent construct or over time. A typical measure of reliability is the Cronbach's Alpha. The Cronbach's Alpha is a widely used measure of internal reliability for measurement scales. Its rationale is that if the set of items supposed to measure a single latent construct, the total variability of these items should approximate the variability of the true score for the latent variable.

The Alpha reliability coefficient has a maximum value of 1, while it can be negative in the presence of negative correlations for some of the items.

A value below 0.70 indicates the scarce reliability of the item, although the coefficient is sensitive to the number of items and can be artificially inflated.

- $\leq \alpha < 0.40$, the scale is not reliable.
- $0.40 \leq \alpha < 0.60$, the scale is low reliable.
- $0.60 \leq \alpha < 0.80$, the scale is very reliable.
- $0.80 \leq \alpha < 1.00$, the scale is highly reliable.

The analysis performed to measure the reliability of scale used for the research calculated the Cronbach's Alpha to be 0.933. As a result, the scale appears to be highly reliable based on the degree obtained.

3. 3. SAMPLE OF RESEARCH

The aim of this research is to reveal the effect of guerilla advertisements on buying intentions and brand awareness of female consumers. In this context, the population of the study consists of female consumers aged 18 and over living in Ankara.

Turkey Statistics Institute census date December 31, 2018 in Ankara province of 2,097,145 people aged 18 and older has the female population.

Prior to starting the research, the sample size needs to be determined based on the negligible errors and the selected confidence level. This research was intended to achieve 95% confidence level and +/-5% margin of error. So, the sample size needs to be not less than 385 individuals for the selected confidence level and margin of error based on the calculations made when the universe is greater than 3000 individuals.

Therefore, the sample of the research consisted of 412 individuals. All of 412 questionnaires were included in the analysis because online questionnaire method was utilized.

3. 4. LIMITATIONS

The biggest limiting concept of the study was communication because it was difficult to reach the targeted 450 women consumers. In addition to communication difficulties, the financial dimension of the online survey was challenging and restrictive for the research. Another limiting concept is guerrilla marketing as a concept. The concept of guerilla marketing is widely used around the world. However, guerrilla marketing is used very rarely in Turkey.

Therefore, there have been many women consumers who do not understand, misunderstand and do not want to participate. As a result, the targeted 450 people could not be reached and 412 questionnaires could be collected.

3. 5. HYPOTHESES OF THE RESEARCH

Four different hypotheses have been developed to measure and evaluate the effects of clarity, surprise, aesthetics, humor, novelty, relevance and emotional arousal on female consumers' buying intentions and brand awareness. At the same time, it was tried to measure and evaluate how the demographic characteristics (Age and Educational Status) of female consumers affect their attitudes towards guerrilla advertising.

H1: *Clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a significant impact on female consumers' brand awareness.*

H2: *Clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a significant impact on female consumers' purchase intentions.*

H3: *There is a significant difference between female consumers' attitude towards guerilla advertising and age.*

H4: *There is a significant difference between female consumers' attitude towards guerilla advertising and education.*

The questionnaires administered within the research were reviewed and coded to enter them into the computer program, and then the data was sorted and analyzed using IBM SPSS 21.0 packet program.

The "Multiple Regression and ANOVA" were used to analyze data.

3. 6. FINDINGS OF THE RESEARCH

This section of the research includes the findings from questionnaire, evaluation of findings, and hypothesis testing.

3. 6. 1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS ACCORDING TO AGE GROUPS

In the distribution of female consumers included in the research by age groups, female consumers between the ages of 18 and 24 had the second-highest rate for participation with 22.6%.

As indicated in the distribution rates in Table 2, of female consumers that took the questionnaire, 16.7% were female consumers between the ages of 25 and 31.

13.1% were female consumers between the ages of 32 and 37, and female consumers between the ages of 38 and 44 had the highest rate for participation with 22.8%. 16.0% were female consumers who were 45 and 51 years old and female consumers between the ages of 52 and 57 had the lowest rate for participation with 8.7%.

Table 4: Age Groups of Respondents

<i>AGE GROUPS</i>	<i>FREQUENCY</i>	<i>PERCENT</i>
18-24	93	22.6
25-31	69	16.7
32-37	54	13.1
38-44	94	22.8
45-51	66	16.0
52-57	36	8.7
TOTAL	412	100.0

3. 6. 2. DEMOGRAPHIC PROFILE OF THE RESPONDENTS ACCORDING TO EDUCATION

Table 2 shows the distribution of female consumers by education level. In the distribution of female consumers participated in questionnaire by education level, 15.0% of consumers were high school graduated, 55.8% of consumers were on university graduated, 29.1% of consumers were postgraduate education or graduated.

Table 5: Education of Respondents

EDUCATION	<i>FREQUENCY</i>	<i>PERCENT</i>
High School Graduated	62	15.0
University Graduated	230	55.8
Postgraduate Education or Graduated	120	29.1
TOTAL	412	100.0

3. 6. 3. DEMOGRAPHIC PROFILE OF THE RESPONDENTS ACCORDING TO INCOME LEVELS

In the distribution of women consumers included in the research by income levels, the participation rate of female consumers whose income level is between 1000-1999 TL is 14.6%.

As indicated in the distribution rates in Table 4, the participation rate of female consumers whose income level is between 2000-2999 TL is 5.8%. Within the scope of the research, the ratio of female consumers whose income level is between 3000-3999 TL is 10.7%. 19.4% of female consumers whose income level is between 4000-4999 TL and 15.3% of female consumers whose income level is between 5000-5999 TL.

Female consumers with income levels of TL 6000 and above had the highest participation rate with 34.2%.

Table 6: Income Levels of Respondents

<i>INCOME LEVELS</i>	<i>FREQUENCY</i>	<i>PERCENT</i>
1000-1999 TL	60	14.6
2000-2999 TL	24	5.8
3000-3999 TL	44	10.7
4000-4999 TL	80	19.4
5000-5999 TL	63	15.3
6000 TL and Above	141	34.2
TOTAL	412	100.0

3. 6. 4. FREQUENCIES OF THE GUERRILLA ADVERTISING CATEGORIES

Within the scope of the research, examples of the application areas of guerrilla ads are given. Female consumers were asked to evaluate areas where they would like to see guerrilla ads.

According to the results, the guerrilla ads of female consumers were the clothing sector with 6.1%.

The food sector ranked second with 4.4%, the electronic products with 3.4% and the shoe sector with 3.6%. The automobile sector, with 3.4%, was the sector in which female consumers wanted to see guerrilla ads at least.

Table 7: Guerilla Advertising Categories

GUERILLA ADVERTISING CATEGORIES	FREQUENCY	PERCENT
Clothing Industry	25	6.1
Food Industry	18	4.4
Electronic Products	18	3.4
Shoe Industry	15	3.6
Automobile Industry	14	3.4

3. 6. 5. FREQUENCIES OF THE TOP RATED GUERRILLA ADVERTISINGS

Within the scope of the research, female consumers were asked about their favorite guerrilla advertising examples.

In line with the results, the primary guerilla advertising example that women liked was the advertisement of “Nestle, Kitkat” with 8%.



Figure 2: Nestle, Kitkat’s Guerrilla Advertising Example

In the second place, the guerilla advertising example that female consumers liked was the advertisement of “FedEx” with 6.6%



Figure 3: FedEx’s Guerrilla Advertising Example

Lastly, the guerilla advertising example that women liked was the advertisement of “Nivea” with 10.2%.



Figure 4: Nivea’s Guerrilla Advertising Example

Table 9 gives a detailed description of the guerilla advertising examples that women consumers like the most.

Table 8: The Top Rated Guerilla Advertising

THE TOP RATED GUERILLA ADVERTISINGS	<i>FREQUENCY</i>	<i>PERCENT</i>
Nestle, Kitkat	33	8
FedEx	27	6.6
Nivea	42	10.2

3. 7. HYPOTHESIS TESTING

H1: *Clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a significant impact on female consumers' brand awareness.*

The effect of clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal elements on the brand awareness of female consumers was tested with the H1 hypothesis.

According to the multiple regression analysis, the hypothesis "H1: Clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a significant impact on female consumers' brand awareness." was accepted because the level of significance (Sign = .000) was less than 0.05.

As a result, the elements of guerilla advertising "clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal" have an impact on the brand awareness of female consumers.

When the relationship between variables is examined, it is possible to say that there is a positive and moderate correlation between variables. (R = .542)

According to the coefficient of determination (R² = .294), it was seen that *clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal* factors influenced the brand awareness of female consumers by 29%.

According to beta coefficients the brand awareness status of the factors were calculated as **Creativity (Novelty + Relevance + Aesthetics)** (beta = .230), **Clarity** (beta = .296), **Humor** (beta = .107), **Emotion Arousal** (beta = -.073) and **Surprise** (beta = .182).

Table 9: Multiple Regression Analysis for H1

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>sign</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	1.167	.203		5.749	.000
Creativity	.228	.049	.230	4.666	.000
Clarity	.282	.047	.296	6.036	.000
Humor	.094	.048	.107	1.952	.052
Emotion	-.080	.061	-.073	-1.310	.191
Arousal					
Surprise	.188	.053	.182	3.527	.000

R=.542 R²= .294 F= 33.854 Sign= .000

Dependent Variable: Brand Awareness

H2: Clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a significant impact on female consumers' purchase intentions.

One of the two main hypotheses of the research, the effect of clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal elements on the purchase intent of female consumers is measured by multiple regression analysis.

According to the multiple regression analysis, the hypothesis "H2: Clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a significant impact on female consumers' purchase intentions." was accepted because the level of significance (Sign = .000) was less than 0.05.

As a result, the elements of guerilla advertising "clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal" have an impact on the purchase intention of female consumers.

When the relationship between variables is examined, it is possible to say that there is a positive and moderate correlation between variables. (R = .393)

According to the coefficient of determination (R² = .154), it was seen that *clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal* factors influenced the purchase intention of female consumers by 15%.

According to beta coefficients the purchase intention status of the factors were calculated as **Creativity (Novelty + Relevance + Aesthetics)** (beta = .089), **Clarity** (beta = .208), **Humor** (beta = .087), **Emotion Arousal** (beta = .029) and **Surprise** (beta = .140).

Table 10: Multiple Regression Analysis for H2

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>sign</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	1.258	.231		5.445	.000
Creativity	.092	.056	.089	1.645	.101
Clarity	.206	.053	.208	3.868	.000
Humor	.080	.055	.087	1.454	0.147
Emotion	.034	.070	.029	.481	.631
Arousal					
Surprise	.150	.061	.140	2.471	.014

R= .393 R²= .154 F= 14.791 Sign= .000

Dependent Variable: Purchase Intention

H3: There is a significant difference between female consumers' attitude towards guerilla advertising and age.

In the third hypothesis of the study, the effect between the female consumers' attitude towards guerilla advertising and age was subjected to Anova Analysis.

“H3: *There is a significant difference between female consumers’ attitude towards guerilla advertising and age.*” hypothesis was rejected as a result of the Anova analysis, because its significance level (Sign = .09) was higher than 0.05. Accordingly, there is not a significant difference between female consumers’ attitude towards guerilla advertising and age.

Table 11: Anova Analysis for H3

	<i>Sum of Squares</i>	<i>Degrees of Freedom</i>	<i>Mean Square</i>	<i>F</i>	<i>Sign.</i>
Between Groups	3.643	5	.729	1.921	.090
Within Groups	153.980	406	.379		
Total	157.623	411			

H4: *There is a significant difference between female consumers’ attitude towards guerilla advertising and education.*

In the last hypothesis of the study, the effect between the female consumers’ attitude towards guerilla advertising and education was subjected to Anova Analysis.

“H4: *There is a significant difference between female consumers’ attitude towards guerilla advertising and education.*” hypothesis was rejected as a result of the Anova analysis because its significance level (Sign = .242) was higher than 0.05. Accordingly, there is not a significant difference between female consumers’ attitude towards guerilla advertising and education.

Table 12: Anova Analysis for H4

	<i>Sum of Squares</i>	<i>Degrees of Freedom</i>	<i>Mean Square</i>	<i>F</i>	<i>Sign.</i>
Between Groups	1.089	2	.544	1.422	.242
Within Groups	156.534	409	.383		
Total	157.623	411			

CHAPTER IV

4. CONCLUSION AND DIRECTIONS FOR FUTURE RESEARCH

4. 1. CONCLUSION

Guerrilla marketing is an advertising strategy that focuses on achieving maximum results using low-cost, unconventional marketing techniques.

In emerging and competitive markets, businesses must consider both costs and the effectiveness factor in marketing activities. It becomes more and more difficult to carry out marketing activities with traditional methods. In recent years, most businesses looking for ways to get rid of the confusion caused by traditional marketing practices are turning to guerilla marketing, a different marketing strategy. Businesses try to reach their consumers by using unusual, creative and innovative methods. Today's consumer profile is looking for factors that can be applied to a limited extent in traditional advertising channels such as clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal. In this context, guerilla marketing and guerilla advertising applications offer these factors to consumers.

In the literature, the effects of guerilla marketing strategies, consumer intention, brand awareness and general consumer attitudes towards brands were mentioned. Research has revealed the guerilla marketing core values that affect consumers. These values are; clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal. As a result of the studies, two different scales were formed as consumer brand awareness scale and consumer purchase intention scale.

The aim of this study; guerilla marketing strategies and guerilla advertising, to reveal the effects of female consumers' behavior.

In the previous studies, the general consumer perception of female consumers against guerilla advertisements was examined with the help of guerilla marketing core values (clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal) and scales (consumer brand awareness scale and consumer purchase intention scale).

In the first hypothesis of the study, the effects of the concepts of clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal, which are the basic values of guerilla advertisements, on the brand awareness of female consumers were examined. The analysis shows that the relevant hypothesis is supported. In this context; the concepts of clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a positive effect on the brand awareness of female consumers.

In the second hypothesis of the study, the effects of the concepts of clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal, which are the basic values of guerilla advertisements, on the purchase intention of female consumers were examined. The analysis shows that the relevant hypothesis is supported. In this context; the concepts of clarity, surprise, aesthetics, humor, novelty, relevance, and emotional arousal have a positive effect on the purchase intention of female consumers.

The third hypothesis of the study; the effect of significance differences between the attitudes of female consumers towards guerilla advertisements and age were examined. The analysis shows that the relevant hypothesis is not supported. In this context; it was determined that there was no significant difference between the attitudes of female consumers towards guerilla advertisements and age.

The last hypothesis of the study; the effect of significance differences between the attitudes of female consumers towards guerilla advertisements and education were examined. The analysis shows that the relevant hypothesis is not supported. In this context; it was determined that there was no significant difference between the attitudes of female consumers towards guerilla advertisements and education.

Belic and Jönsson (2012) investigated the effects of guerilla marketing on consumer behavior. Nawaz, Raheem, Areeb, Ghulam, Hira and Rimsha (2014) used the survey method to investigate the effects of guerilla marketing on consumer buying behavior. When the results are examined, it is seen that the two studies support each other.

In the study prepared by Tam and Khuong (2015), the effects of guerilla marketing on consumer behavior were investigated through generation Y. In this study, the basic values of guerrilla advertising should be determined by factor analysis. When the results are examined, it is seen that the two studies support each other.

The final conclusion, to summarize the thesis is that a guerrilla marketing strategies positively affects female customer's brand awareness and purchase

intentions. Credible advertising positively affects brand awareness, as well as purchase intention. If advertising is perceived as both creative and credible, it will create a very positive effect on female customer's brand awareness, as well as purchase intention.

4. 2. DIRECTIONS FOR FUTURE RESEARCH

Guerrilla marketing strategies are widely used in the world. However, the situation is different in Turkey. Limited research in this area leads to a misunderstanding of the difference between traditional and guerilla marketing by consumers. In future research, it will be interesting to define this difference in more detail. If the differences between traditional marketing and guerilla marketing can be clearly defined, a much larger study can be done.

A study of focus groups can be done at a wider time. Both groups may try to measure their responses by showing examples of advertising from different marketing strategies. It would be interesting to see if these studies would display the same results as my study has.

Other interesting approaches that can be studied are: how cultural differences might affect the success of guerrilla marketing.

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APPENDIX I



Figure 5: Omo's Guerrilla Advertising Example



Figure 6: Nike's Guerrilla Advertising Example



Figure 7: Pattex's Guerrilla Advertising Example



Figure 8: IT Movie's Guerrilla Advertising Example



Figure 9: Mc Donalds's Guerrilla Advertising Example



Figure 10: Frontline's Guerrilla Advertising Example



Figure 11: Koleston's Guerrilla Advertising Example



Figure 12: Casino de Venezia's Guerrilla Advertising Example

APPENDIX II

Değerli katılımcı, bu araştırma Çankaya Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı MBA yüksek lisans programında yürütülen bir tez çalışmasına veri toplamak amacıyla yapılmaktadır. Araştırmada “**Gerilla reklamların, kadın tüketicilerin satın alma niyetlerine ve marka farkındalıklarına olan etkileri**” ortaya konmaya çalışılacaktır. Araştırmadan elde edilecek veriler üçüncü şahıslarla paylaşılmayacak ve bilimsel amaçlı kullanılacaktır. Anket sorularında kesinlikle kişisel bilgileriniz sorulmamaktadır. Soruları eksiksiz cevaplamanız veri zenginliği açısından son derece önemlidir. Zaman ayırdığınız için teşekkür ederim.

Çağrıcan GÜMÜŞTEPE

Çankaya Üniversitesi

Sosyal Bilimler Enstitüsü

Yüksek Lisans Öğrencisi

Gerilla pazarlama, düşük maliyetli, alışılmamış pazarlama teknikleri kullanılarak maksimum sonuç elde etmeye odaklanan bir reklam stratejisidir.



1. En çok hangi ürün kategorilerinin reklamlarında gerilla reklam unsurları kullanılması hoşunuza gider? **1 en çok 5 en az olacak şekilde önem derecesine göre sıralayınız.**

Giyim ()	Sigorta ()	Aksesuar ()
Gıda ()	Otel/Tatil vb. ()	İçecek ()
Kozmetik ()	Banka ()	Ayakkabı ()
Havayolları ()	Elektronik ()	GSM ()
Beyaz Eşya ()	Otomobil ()	Mobilya ()

2. En çok beğendiğiniz ve aklınızda kalan ilk üç gerilla reklam örneğini marka da belirterek yazınız.

a. _____

b. _____

c. _____

	Kesinlikle Katılmıyorum	Katılmıyorum	Karasızım	Katılıyorum	Kesinlikle Katılıyorum
Yaratıcılık					
Gerilla reklamların büyüleyici olduğunu düşünüyorum.					
Gerilla reklamlar yaratıcıdır.					
Gerilla reklamların orijinal olduğunu düşünüyorum.					
Gerilla reklamlar ilginç olduğunu düşünüyorum.					
Gerilla reklamlar yenilikçidir.					
Gerilla reklamlar sizi düşündürür.					
Gerilla reklamların derin anlamı vardır.					
Gerilla reklamlar farkındalık yaratıyor.					
Gerilla reklamlar zevk verir.					
Gerilla reklamların özenle geliştirilmiş olduğunu düşünüyorum.					
Gerilla reklamların benzersiz olduğunu düşünüyorum.					
Gerilla reklamlar olağandışıdır.					
Netlik/Açıklık					
Gerilla reklamda verilmek istenen mesajı çok iyi anladım.					
Gerilla reklamda verilmek istenen mesajları hızlı bir şekilde anlayabilirim.					
Gerilla reklamda verilmek istenen mesajların çok net olduğunu düşünüyorum.					

Gerilla reklamda verilmek istenen mesajı çok tanıdık buldum.					
Mizah					
Gerilla reklamların şakacı olduğunu düşünüyorum.					
Gerilla reklamların komik olduğunu düşünüyorum.					
Gerilla reklamların mizahi olduğunu düşünüyorum.					
Gerilla reklamların eğlenceli olduğunu düşünüyorum.					
Duygusal Uyarılma					
Gerilla reklamlar hoşuma gider.					
Gerilla reklamlar kendinizi gergin hissettirir.					
Gerilla reklamlar kendinizi çılgın hissettirir.					
Şaşırtma					
Gerilla reklamların inanılmaz olduğunu düşünüyorum.					
Gerilla reklamların şaşırtıcı olduğunu düşünüyorum.					
Gerilla reklamların ürkütücü olduğunu düşünüyorum.					
Satın Alma Niyeti					
Gerilla reklam ile tanıtılan ürünü satın alma olasılığım çok yüksektir.					
Gerilla reklam ile tanıtılan ürünü satın almayı göz önünde bulundurma ihtimalim çok yüksektir.					
Gerilla reklam ile tanıtılan ürünü satın alma isteğim çok yüksektir.					

Marka Farkındalığı						
Gerilla reklam ile tanıtılan markanın farkındayım.						
Gerilla reklam ile tanıtılan markanın sembolünü veya logosunu hızlı bir şekilde hatırlayabilirim.						
Gerilla reklam ile tanıtılan markanın bazı özellikleri hızlıca aklıma gelir.						
Gerilla reklam ile tanıtılan markayı diğer rakip markalar arasında tanıyabilirim.						
Genel Tüketici Tutumu						
Gerilla reklamların varlığından haberdarım.						
Gerilla reklamlar seviyorum.						
Her markanın gerilla reklam yapması gerektiğini düşünüyorum.						
Gerilla reklamlara karşı toplumda oluşmuş bir tutum olduğunu düşünüyorum.						
Gerilla reklamların diğer pazarlama stratejilerine göre daha akılda kalıcı olduğunu düşünüyorum.						
Bazı gerilla reklamları yaşadığım toplumun yapısına aykırı buluyorum.						
Gerilla reklamların her sektör için yapılabilir olduğunu düşünüyorum.						
Gerilla reklam stratejisi kullanan markaların kolaya kaçtığını düşünüyorum.						

3. Yaşınız?

18-24 () 25-31 () 32-37 ()
38-44 () 45 -51 () 52-57 ()
58-64 () 65 yaş ve üzeri ()

4. Eğitim durumunuz?

İlköğretim () Lisansüstü ()
Lise mezunu () Doktora ()
Üniversite mezunu ()

5. Aylık ortalama gelir düzeyiniz?

1000 - 1999 TL () 4000 - 4999TL ()
2000 - 2999 TL () 5000 - 5999TL ()
3000 - 3999 TL () 6000 TL ve üzeri ()

CURRICULUM VITAE

PERSONAL INFORMATION

Name, Surname: Çağrıcan GÜMÜŞTEPE / cagri_gmstp@yahoo.com

EDUCATION

Degree	Institution	Year of Graduation
MS	Çankaya University Business Administration	2020
BS (Double Major)	Çankaya University Management	2016
BS	Çankaya University Economics	2016
High School	Toki Anatolian High School	2011

WORK AND INTERNSHIP EXPERIENCE

Year	Company	Enrollment
2019 - Present	Decathlon	Consultant
2016 - 2017	Decathlon	Department Manager
2015 - 2016	TAV Esenboğa Investment Construction and Operation Inc.	Financial Management Intern

FOREIGN LANGUAGES

English - advance command in reading and writing, fluent in speaking

HOBBIES

Kickboxing, fitness, reading book