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“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

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Authors Declaration

I, Conor Kelly, declare that I am the sole author of this business project, that during this period of registered study I have not registered for any other academic award or qualification, nor has any of the material been submitted wholly or partly for any other award. I have personally carried out all work of which this is a record. The programme of study of which this is a part has been delivered by the School of Business, Dublin Business School.

Signed: Conor Kelly

Date: 10/04/2015

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Abstract

This is an investigating research study and the context of this research is to explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y. The research is divided up into three main objectives in order to help define Generation Y marketer’s perspective. Primary research has been performed, by the researcher, on the individual parts of Guerrilla marketing, Generation Y’s (millennials) and also consumer behaviour in order to understand if there is a relationship that exists between Guerrilla marketing and consumer behaviour. The secondary research is gathered and summarised in the Literature Review.

Generation Y is a contemporary subject and the conclusions of this research is planned to provide insight and guidance to marketers about Generation Y’s and how their consumption behaviour is affected when Guerrilla marketing strategies are used.

The information deduced is identified and analysed within Findings and Analysis and following that, a further understanding together with the researcher’s thoughts are given in the Conclusion. Furthermore the researcher recommends additional research in this area and from the side of the Generation Y’s point of view.

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Introduction

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

1.1 Introduction

This topic was chosen by the researcher in order to develop an understanding of Guerrilla marketing with an emphasis on how it effects consumer behaviour amongst the Generation Y age group. The author aims to understand if there is a relationship that exists between Guerrilla marketing and consumer behaviour.

1.2 Research Problem Area

Nowadays people are becoming more wary of traditional marketing campaigns that companies are using, therefore it has become very important for companies to differentiate their marketing campaigns. Innovation is essential in today’s consumer landscape. According to Levison (2007) Guerrilla marketing is known to be more out there, innovative and aims to capture the attention more than traditional marketing. This concept was originally introduced by Jay Conrad Levinson in the 1980s. Guerrilla marketing is becoming more of a modern technique in product marketing that uses unconventional or unusual means of promoting a product in the market.

Customers are constantly getting better at avoiding being influenced by traditional advertising messages, both by using new technology and simply by mentally blocking them out (Dahlén, Granlund & Grenros, 2009). As Guerrilla marketing is growing so much as an important weapon for marketers we see more and more companies use this technique to fight and gain more market domination, hence it being an important subject to research.

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1.3 Research Objectives

According to Lewis (2009) we contend that research objectives are likely to lead to greater specificity than research or investigative questions. Establishing a number of objectives is critical step that any research project should require.

For the research project the objectives are:

1. To highlight the importance of Guerrilla marketing to the brand owner and the influence it has on consumer buying behaviour within the generation Y age group.
2. To gain a greater in-depth understanding of the relationship that exists between ‘Guerrilla marketing’ and consumer behaviour.
3. To examine the attitudes of consumers, within the generation Y age group, towards Guerrilla marketing and its effect on their consumption.

1.4 Data Collection Method

Malhotra defines the purpose of quantitative research as “quantifying the data and generalising from the sample to the population of interest”(1996, pg5).

Quantitative data seeks to quantify the data and apply some form of statistical analysis. Whereas qualitative research can reveal the primary issues, quantitative techniques are needed to create statistics such as the percentages of people who did this or that. Quantitative research also gives large samples and often a good representation of the population.

There will be 90 surveys conducted within this study among the sample population to see how aware people are of Guerrilla marketing, if it does have any effect on their buying. Online surveys tend to be more cost-effective modes of survey research.

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Chapter Two

Literature Review

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

2.1 Consumer behaviour

Consumer behaviour can be defined study of people and the products that help shape our identities (Solomon *et al.* 2013). According to Solomon (2014), the self -concept image, means that we attach ourselves to an object to the extent we rely on it to maintain our self – concept. Possessions act as a security blanket when they represent our identities. The author agrees with this concept in terms that being part of the Y Generation who feel like they are individuals and have seen it all yet we rely on current trends of clothing, lifestyle choices and dining habits to guide us in what we should buy and if we believe to be following current trends in fashion and we look good we will perceive that people will judge us how we would like.

This is backed up by Belks (1988) theory of self- extension which states:

“Our accumulation of belongings provides a sense of past and help us define the type of person we are, where we have come from, and perhaps where we are going”(Belk 1988 pg.139). One could argue that, what we buy is who we are so if that’s true what we buy we would want to come across and represent us as best as possible, and so we desire to feel part of a brand and a companies identity as it would represent us in the best possible light. For marketers to realise this is crucial because if we understand how people behave when buying it makes it easier to market to and creating an image is necessary, which moving on to, Guerrilla marketing, that does creates a brand following, an image and buzz.

2.2 Generation Y

“Generation Y have been raised within a time period where they have constant access to technology. Computers, mobile phones, the internet were all accessible and part of their youth” (Gibson, 2013). Generation Y consumers are driven by a need to have a trendy social image (Twenge and Campbell ,2008), and as a generation they are disloyal as a segment according to Syrett and Lammiman (2003). Generation Y consumers are more aware of advertising and more informed of how marketers advertise so for marketers it’s much more

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than just advertising they need to draw the customer in and make them feel part of a community and get them excited about what's being sold to them through blogs, events, social media and other types of Guerrilla marketing such as ambush marketing.

The author knows that if Guerrilla marketing is used and implemented properly by keeping up with current trends and knowing when and where to market then this form of marketing will be most successful at reaching and creating brand loyalty within the generation Y age group.

2.3 Guerrilla Marketing

Jay Conrad Levison defined the term Guerrilla Marketing as marketing that uses unconventional means to achieve conventional goals, time, energy and imagination rather than a big marketing budget Jay Conrad (2007). Guerrilla marketing is defined as being more creative and eye-catching than traditional marketing Baltes & Leibing (2008). It creates a brand that consumers can trust and encourages consumers to get involved in the brand and product to build trust. Nowadays Guerrilla marketing is about creating a buzz through social media and giving the consumer a community to get involved with which creates brand loyalty and creating a buzz through social media campaigns, eye catching advertising and word of mouth, the most recent of social media buzzes would be blogs and viral adds, Henry, (2003). A buzz is created when a company uses a celebrity in promoting their products, they also create an event and promote it online among social media. As people “likes” the product and promote it to family circles and friends the “posting” “liking” and “sharing” becomes a buzz for everyone to talk or think about, spreading it like a wild fire Henry (2003). This type of Guerrilla marketing utilizes trust and friendship to create a buzz among social media users and with the increasing number of people using social media, its effectiveness is undoubtable and indisputable. It gives the consumer a community to belong to and feel emotionally attached to the brand not just another consumer who is buying but more than that someone who is a loyal repeat customer and feels part of the company Henry (2003).

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From the research undertaken, we can now better understand that generation Y customers are more sceptical of how they are being marketed too and grow up in the technology world, the best way to grab their attention is as Henry (2003) said through social media streams and to really get them involved through events and the more recent successful ways is blogging and viral adds. Analysing Henry (2003), we must also look at how we keep the repeat customers as the millennials (Generation Y) ,are not known for their brand loyalty as they are more money conscious and look for the best deal and because of their strong focus on individuality particularly in terms of buying the things that give them satisfaction Yin (2003). Understanding the self-concept is an important attribute for Guerrilla marketers as it states that we buy things based on how we think they represent us and how we will be perceived and question are these extended parts of ourselves (Belk, 1988). So, how do we target an audience who is notoriously critical in how they are marketed to and not very brand loyal?

Examining Guerrilla marketing we can see that the ads are very eye catching, up to date, current, trendy, perk the interest in the customer and invites them into something more than an ad, its inviting them in to be part of a community. Capturing the interest of millennials and making them feel part of a community means they'll feel the company is more than just selling and marketing products, but it is actually interested in wanting them to feel part of the company and will represent them well.

2.4 Conclusion

The purpose of this chapter was to get an understanding of Guerrilla marketing and consumer behaviour and the secondary research gives a real understanding of the phenomenon of Guerrilla marketing and its influence on Generation Y. Not only this but to observe how we can learn from this dramatic change in consumer behaviour. Next we will observe the research methodology chapter.

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Chapter 3

Methodology

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

3.1 Introduction

“We can therefore define research as something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge (Lewis, 2009, pg5).

The research design is defined by Domegan and Fleming (2007) as a guideline which links the methodology issues and research objectives. The overall objective of the research is to present a bird’s eye view of the methods to be utilized covering the research objectives. It will also explain how and why certain factors were used, such as the task of quantitative research methods. The researcher must also describe why different various methodologies were used over other methods.

3.2 Research Question

For this study the research problem is to explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.

3.2.1 Research Objectives

According to Lewis (2009) we contend that research objectives are likely to lead to greater specificity than research or investigative questions. Establishing a number of objectives is critical step that any research project should require.

For the research project the objectives are:

1. To highlight the importance of Guerrilla marketing to the brand owner and the influence it has on consumer buying behaviour within the generation Y age group.
2. To gain a greater in-depth understanding of the relationship that exists between ‘Guerrilla marketing’ and consumer behaviour.
3. To examine the attitudes of consumers, within the generation Y age group, towards Guerrilla marketing and its effect on their consumption.

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3.3 Research Design

According to Lewis, Saunders and Thornhill (2009), they describe research design is by questioning, how do you know that the advertising campaign for a new product has resulted in enhanced sales? The answer is that in a literal sense of the question, we will never know. All you can do is reduce the possibility of getting the answer wrong. This is why research design is important”.

According to Saunders et al (2012), states that there are three forms of research that can be used. These are known as exploratory, causal, and descriptive.

Choosing the most appropriate method to use is a vital part on how the research design process is carried out. Having the appropriate design will allow the researcher to achieve appropriate and relevant results.

3.3.1 Descriptive

Malholtra (1996) defines descriptive research as a type of conclusive research that has as its major objective the description of market characteristics or purposes. In this project the researcher has chosen to use a descriptive research approach, thus using attitude and opinion questionnaires.

3.3.2 Exploratory

Domegan and Fleming (1999) define exploratory research as highlighting tendencies, patterns and varieties of behaviour that are unknown and previously undocumented marketing variables. Exploratory research will not be used as it does not suit the research.

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3.3.3 Causal

Chisnall states that causal research is adapted ‘to identify factors which underlay market behaviour and to evaluate their relationships and interactions’ Causal research will not be used as it does not suit the research. (1997, pg 233)

3.4 Information collection and Quantitative Research

According to Saunders et al. (2009), the two types of data or information collection that can be used is primary data and secondary data. Primary data is ‘data originated from the researcher for the specific purpose of addressing the research problem’ (Malhotra 2007, pg 24). Secondary data is data that has been collected for another previous purpose. According to Malhotra ‘data collected for some purpose other than the problem at hand’ (2002, pg 29)

The data used in this study is both secondary in the form of a literature review and primary obtained through surveys with up to 90 participants between the age group of 18-29 (Generation Y). The collection of primary data is important in order to get a deeper knowledge into the problem. For this study primary data must be discovered through quantitative research techniques.

3.4.1 Quantitative Research

Malhotra defines the purpose of quantitative research as “quantifying the data and generalising from the sample to the population of interest”. (1996, Pg.117)

Quantitative data seeks to quantify the data and apply some form of statistical analysis. Whereas qualitative research can reveal the primary issues, quantitative techniques are needed to create statistics such as the percentages of people who did this or that. Quantitative research also gives large samples and often a good representation of the population. There are many methods of collecting primary both qualitative and quantitative such as data surveys, focus groups and in depth interviews among others. However for this study quantitative

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research methods were believed to be most appropriate. The researcher had to choose between the quantitative research methods.

3.4.2 Surveys

The survey used for this section is included in Appendix of this study.

Malhotra (2002) stated that ‘interviews with a large number of respondents using a predesigned questionnaire’. Surveys were deemed most appropriate method to gain great knowledge of how Guerrilla marketing can effect consumers behaviour or consumption among the millennials (Generation Y) age group of 18-29.

There will be 90 surveys conducted among the sample population to see how aware people are of Guerrilla marketing and how it effects or if it does have any effect on their buying. Online surveys tend to be more cost-effective modes of survey research. They are easier to develop especially with today’s more advanced survey software solutions. The biggest advantage was that a broad range of data can be collected on people’s attitudes and behaviours which was deemed most appropriate for the research project. The online survey technique the researcher uses is Google surveys, this form was found to be most appropriate as it calculates the statistics and creates tables as the participant’s results are processed.

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3.5 Table 1 Methods Rejected

Methods	Advantages	Disadvantages
Focus Groups	<ul style="list-style-type: none"> • The researcher can talk with the participants • Information is provided quickly rather than if people were interviewed individually. • Results can be easier to understand than statistical data. 	<ul style="list-style-type: none"> • Moderators can greatly impact the outcome of a focus group discussion (biased) • Group discussions can be difficult to direct and run • Small groups might not represent a large population well
In-Depth Interviews	<ul style="list-style-type: none"> • Usually yield in-depth information, ideas and new insights • Allows for first hand contact with respondents • Provide opportunity to explore topics in depth 	<ul style="list-style-type: none"> • In Depth interviews are expensive to conducts • Difficulty of editing and analysing the qualitative results • Physically exhaustive for the interviewer
Projective Techniques	<ul style="list-style-type: none"> • Useful when the objectives to be tackled are sensitive • It's useful for simulating discussions 	<ul style="list-style-type: none"> • They tend to be expensive • risk of interpretation bias • Highly skilled interviewers translators are needed
Sampling	<ul style="list-style-type: none"> • The feedback can be gathered and summarized more quickly • Sampling gives more time for data collection • Cheaper to collect data from only a portion of the population rather than the whole population 	<ul style="list-style-type: none"> • The respondent is based on the judgment of the research. • Sampling selection is difficult • Requires a knowledge of statistics

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3.6 Conclusion

Throughout this chapter the researcher analysed, described and justified the research methods that were used and data collection methods required for this research project.

The use of quantitative research was considered and deemed most appropriate to the overall nature of this research project. This approach resulted in the author gaining a further and a more in-depth knowledge and perspective of Guerrilla marketing and consumer behaviour.

With the research methodology complete the findings and data of the research will be analysed further in the following chapter.

3.7 Limitations

As this research is based on a strict academic timeline, and is it not a free longitudinal research process, it must be pointed out that this research is limited. The other limitations faced during the research process of this chapter was that the word limitation is limited which creates a difficult situation of having to be very precise and accurate with definitions and wording.

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Chapter 4

Findings and Analysis

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4.1 Introduction

After the surveys were conducted and collected the researcher began the analytical process.

This chapter is compiled of findings related directly to the research carried out by the author. The researcher conducted online surveys, these surveys were conducted through Google documents. The results of the research will be examined in detail.

4.2 Quantitative Analysis and Findings

The age range of my recipients is 18-29, this is so the research could get a full in-depth knowledge of the generation Y age group, with the results from the surveys the researcher felt breaking the age group into three age groups which is 18-21, 22-25, 26-29, this was done because the researcher was also investigating consumer behaviour and with the significant mental age gap and maturity between 18 and 29, also their buying behaviours being different it was deemed to be necessary to break them up. The total number of participants is 90 and varies per age group with more participants in one age group than others.

Leaving out the first two questions of Age and Gender, the questions are as follows (see appendix 1):

4.2.1 Questions from survey conducted:

Questions 3-8 were formatted into a separate table to question 9 and 10

3. Have you ever been affected by Guerrilla marketing in your buying behaviour?
4. When in a supermarket, you see a Guerrilla marketing campaign, would it attract you to buy the product on offer?
5. Has Guerrilla Marketing ever persuaded you to choose specific products over others?
6. How interested are you in taking part on Guerrilla marketing promotions?
7. Do you find you pay more attention to Guerrilla marketing adverts or traditional advertisements?

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8. Do you believe Guerrilla marketing is one of the most effective marketing strategies available?

Questions 9 and 10, results were put into bar charts this was done as they were deemed to be the most significant as they gave the most positive and noteworthy.

9. Do you buy on what represents you best or do you buy on what's popular at the time?

10. Did you have any knowledge of what Guerrilla marketing is before this survey?

4.3 Quantitative Results

With the breakdown of the age groups the results will be presented as follows, 18-21 age group results, 22-25 results, 26-29 results. The results of questions 3-8 are presented the question 9 and 10 will be examined with all age groups shown together.

4.3.1 Analysis for age group 18-21

The researcher discovered that the early millennials were easily influenced in their decision making. Out of the 28 participants for this age group, they gave positive results for each question with more people agreeing than disagreeing. Through the analysis it was apparent that the young generation Y's were very willing in taking part in promos, persuaded to buy over other products and we attracted to buy Guerrilla marketed products. In terms of advertising with a younger audience who have grown up with technology and who have seen it all, traditional ads just seem boring and easily forgettable whereas Guerrilla marketing techniques worked best with eye catching, creative and unique ads to get their attention and hold their interest. To conclude this specific age group the researcher found they participated well and engaged in advertising however with their limited day to day buying and lack of knowledge on what exactly is happening and being marketed to them, they were limited on crucial informative feedback.

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Table 2. Question 3-8, Age group 18-21

18-21

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
Have you ever been affected by Guerrilla marketing in your buying behaviour	10%	45%	15%	25%	5%
When in a supermarket, you see a Guerrilla marketing campaign, would it attract you to buy the product on offer?	5%	50%	10%	30%	5%
Has Guerrilla Marketing ever persuaded you to choose specific products over others?	10%	55%	5%	20%	10%
How interested are you in taking part on Guerrilla marketing promotions?	15%	55%	10%	15%	5%
Do you find you pay more attention to Guerrilla marketing adverts or traditional advertisements?	20%	60%	5%	10%	5%
Do you believe Guerrilla marketing is one of the most effective marketing strategies available?	20%	65%	5%	5%	5%

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4.3.2 Analysis for age group 22-25

The researcher had a pre-knowledge of this age group as they are of this age gap. Out of the 35 participants for this age group, through the data analysis and depth knowledge the research knew that the mind set of these mid millennials is individuality, being notorious flaky and hard to advertising to with low brand loyalty. However through the findings they gave great feedback as they already had an knowledge of what is being marketed to them and what Guerrilla marketing is. The feedback was very positive they were very willing to take part in product promos, they were very enticed to buy Guerrilla marketed products, knew that they were being affected when buying and had an overall opinion that Guerrilla marketing was one of the more effective marketing strategies. To conclude the research was very satisfied with the outcome of this age group, they were very positive and with their knowledge of this topic and awareness of how they are being marketed to the respondents produced crucial analysis.

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Table 3. Question 3-8, Age group 22-25

22-25

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
Have you ever been affected by Guerrilla marketing in your buying behaviour	15%	60%	5%	15%	5%
When in a supermarket, you see a Guerrilla marketing campaign, would it attract you to buy the product on offer?	15%	55%	10%	15%	5%
Has Guerrilla Marketing ever persuaded you to choose specific products over others?	15%	60%	5%	15%	5%
How interested are you in taking part on Guerrilla marketing promotions?	20%	60%	5%	15%	5%
Do you find you pay more attention to Guerrilla marketing adverts or traditional advertisements?	25%	70%	0%	10%	5%
Do you believe Guerrilla marketing is one of the most effective marketing strategies available?	20%	70%	5%	15%	0%

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4.3.3 Analysis for age group 26-29

The last of the age groups is the late millennials (generation Y's) and from the data analysis and findings they were the most mature, knowledgeable and had the most buying on a day to day basis. Out of the 26-29 age group and 27 participants, again were positive with their feedback of all the questions, most notably they pay a lot of attention to Guerrilla marketing advertisement and strongly agree that Guerrilla marketing was one of the most effective marketing strategies. However compared to the mid millennials they were as positive to buy or being attracted to buy if they saw a Guerrilla marketed product in a supermarket. On conclusion the 26 to 29 years olds gave informative responses and showed that they are a little bit more critical of Guerrilla marketing techniques in shops and that might have a knock on effect to their impulse buying.

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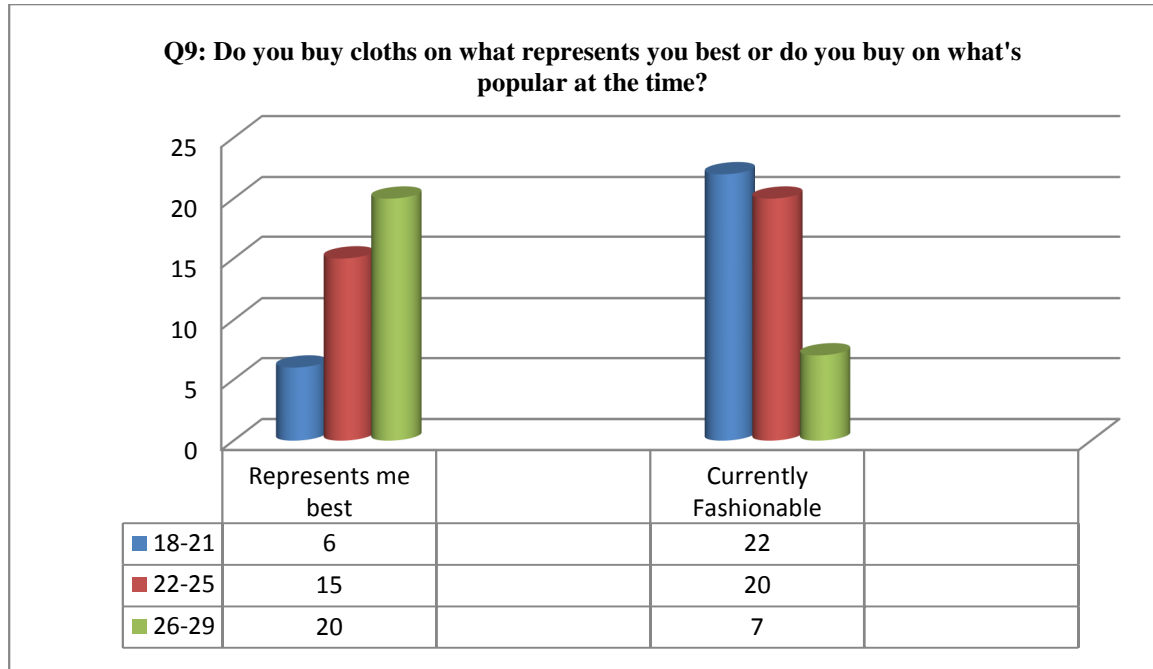
Table 4: Question 3-8, Age group 26-29

26-29

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
Have you ever been affected by Guerrilla marketing in your buying behaviour	10%	50%	10%	20%	10%
When in a supermarket, you see a Guerrilla marketing campaign, would it attract you to buy the product on offer?	10%	40%	10%	20%	10%
Has Guerrilla Marketing ever persuaded you to choose specific products over others?	15%	60%	5%	15%	5%
How interested are you in taking part on Guerrilla marketing promotions?	10%	40%	5%	35%	10%
Do you find you pay more attention to Guerrilla marketing adverts or traditional advertisements?	15%	65%	5%	10%	5%
Do you believe Guerrilla marketing is one of the most effective marketing strategies available?	15%	65%	5%	15%	0%

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Figure 1: Question 9

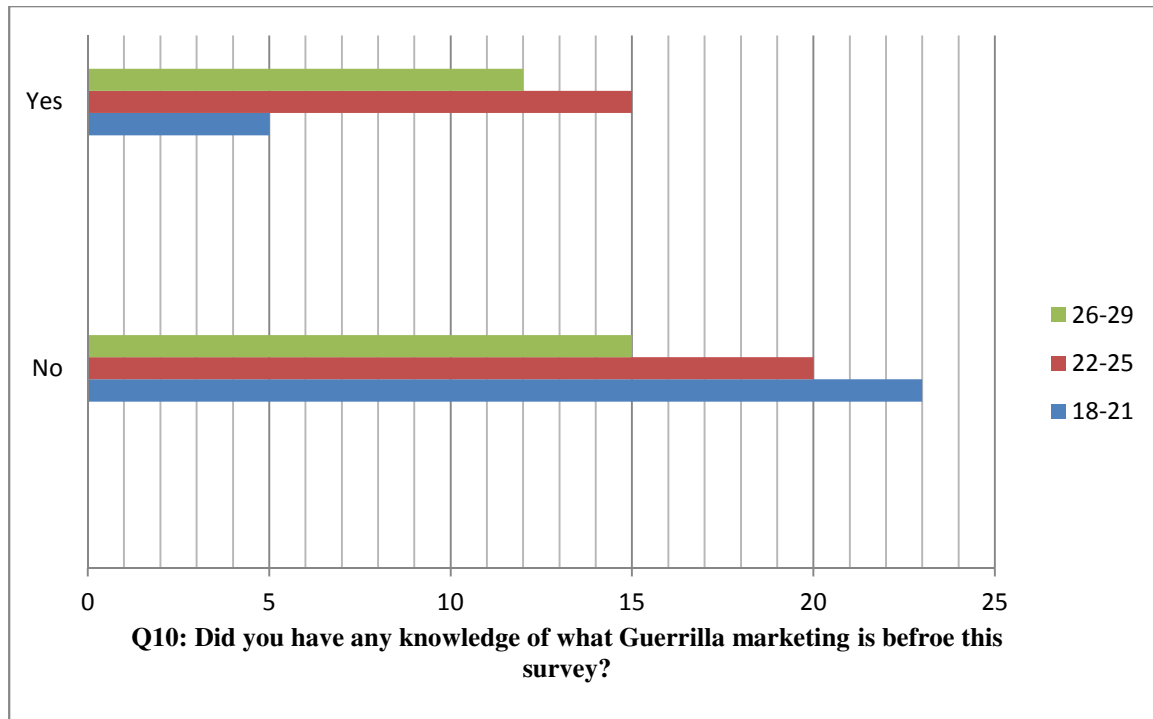


4.3.4 Analysis

This question the research believed to be one of the most important questions of the survey and really gave a great look into the buying behaviour of the consumers and to test Belks (1988) theory of self- extension. The results and findings show that 18-21 age group are very focused on buying on what’s popular rather than what actually represents them popular which isn’t surprising as they are a very influenced age group and their maturity hasn’t fully developed to their own individuality. However with the mid millennials who pride themselves on individuality the majority of 20 to 15 people also seem to follow the trends on what’s popular as there is a ‘hipster’ lifestyle in this age group which believe in individuality yet they don’t realise they are all just following what’s popular, so far between the ages of 18-25 the majority go against Belks theory and rather seem to be popular and trendy and maybe this is what they feel is representing them best yet it’s just what is popular at the time and marketers are doing their jobs. Though with the late millennials of 26-29, they majority play into Belks theory as they don’t care on what is popular or trendy they’ll buy on how they see what represents them best and have a better understanding on how they want to be perceived and this comes with the mental maturity.

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Figure 2: Question 10



4.3.5 Analysis

The last question was put into a separate chart to show the level of awareness and knowledge of this topic before the surveys. From the data analysis its clear to see that the younger generation Y's had little knowledge or understanding of Guerrilla marketing before this survey. The older the participants get the more understanding and knowledge they had of Guerrilla marketing and I put this down to being in college and learning about marketing and for others the wanting to know more about what's happening around them led them to the knowing of Guerrilla marketing. The oldest participants had the best knowledge and this is clearly shown on the bar chart and they may have come across this through work or college.

4.4 Conclusion

To conclude this chapter and the findings its clear to see not everyone in the generation Y age group overall, had an understanding of what Guerrilla marketing was and how it does effect their daily purchasing behaviour. Interestingly though, once they we informed on what exactly Guerrilla marketing is they majority believed it to be effective, the techniques work on them and agree it is one of the most effective marketing strategies available.

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Chapter 5

Conclusion

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

5.1 Introduction

After analysing the research data in the previous chapter, the researcher aims to conclude the study by examining and criticising the main findings of this project and pointing out implications for future study.

5.1.1 Objective 1: To highlight the importance of Guerrilla marketing to the brand owner and the influence it has on consumer buying behaviour within the generation Y age group.

The research proves to a certain extent that this objective was reached. Through the questions asked in the survey and results provided the importance of Guerrilla marketing was highlighted and how it influenced buying behaviour as many of the respondents agreed they had been effected by Guerrilla marketing. However it proved better for some age groups meaning the older they were the more knowledge they had on how they were being marketed too whereas the younger they were the less experience of buying and how they were being persuaded to buy Guerrilla marketed products.

5.1.2 Objective 2: To gain a greater in-depth understanding of the relationship that exists between ‘Guerrilla marketing’ and consumer behaviour.

The researcher believes that in the primary research and secondary research the relationship that exists between Guerrilla marketing and consumer behaviour was examined and exposed. The primary research showed how consumer behaviour can be effected and that there is a relationship between the two. This is shown as the younger generation Y’s from 18-21 and 22-25 where effected by Guerrilla marketing which had the knock on effect of changing their mind on what they were buying. Also it helped convince them to choose a Guerrilla marketed product over another non Guerrilla marketed product, providing that there is an existing relationship that exists between Guerrilla marketing and consumer behaviour. The second objective was reached and achieve yet the recommendations will talk about how a greater knowledge could have been achieved through other methods of research.

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

5.1.3 Objective 3: To examine the attitudes of consumers, within the generation Y age group, towards Guerrilla marketing and its effect on their consumption.

This objective was achieved through the surveys which gave a good indication of the attitudes consumers have towards Guerrilla marketing and how it may effect their consumption. There were multiple questions that targets this objective and the data received from these questions was consistent and helped show a positive feedback on their attitudes towards Guerrilla marketing. Yet in the recommendations, the researcher will talk about how possibly the attitudes could have been exposed more and gain more in-depth and expert feedback.

5.2 Conclusion

The purpose of this study was to investigate whether Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y. The researcher found that through the small age groups of the generation Y age category, 18-21 and 22-25 that Guerrilla marketing works on some of the younger participants rather than the older groups so effectiveness of Guerrilla marketing varied throughout the 18-29 year olds. This was found to be accurate as the older age group of 26-29 and with some consideration for a small portion of 25's that they were mentally more mature and aware of how they were being marketed to. The data findings also proved that to a certain extent the generation Y age group were being effected by Guerrilla marketing whether they realised it at the time or not and with the feedback almost everyone agreed that they now have a knowledge of what Guerrilla marketing is and how it is one of the most important and effective strategies of marketing. When talking about consumer behaviour on its own and referring to Belks (1988) theory of self- extension it was obvious that the older age gap of 26-29 fit into Belks theory that we buy on what we believe represents us best, however the younger age groups of 18-21 and 22-25 mostly bought on what was popular regardless of how they may be represented by wearing the popular cloths or having the latest and most popular product.

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5.3 Recommendations

The recommendation the research has should would be vary the research methodology used, not only using surveys but to also do an in-depth interview with one or more field experts in consumer behaviour. The aim would be talk to these field experts about Guerrilla marketing and see their opinion on how it could affect consumer behaviour, if this had of been done the objectives 2 and 3 would be been better answered and achieved, as an in-depth interview may have provided a greater knowledge of consumer behaviour and also the generation Y's purchasing behaviour.

Another recommendation would be to hold a focus group with a select amount of people within the generation Y age category. This would have given a better understanding of how the generation Y's think when buying products and have them give opinions on what they believe works and does not work, rather than just answering questions which unfortunately does not give in-depth feedback and responses.

Another observation would be ask a company such as red bull who use Guerrilla marketing as a marketing techniques to sit in on a Guerrilla marketing campaign or promotion. This would help gain a first-hand experience on how it exactly effects consumers and their buying behaviours.

An additional recommendation would be to do a research project studying generation Y's and how they interact in work and with management as they have been deemed to be a 'lazy' and unmotivated workforce. If I was to redo this project I would look into interviewing a manager or advertising and marketing manager in a small company that is that are using or thinking of using Guerrilla marketing as part of their marketing techniques as they would have the best idea of what is currently trending and would be able to give me deeper insight into the mind of the millennials, with a company not using it I could find out more on why and how they plan to target the millennials.

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Appendices

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Appendix 1

Survey

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Guerrilla Marketing and its effects on Consumer Behaviour

Guerrilla marketing is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market.

Guerrilla marketing is one of the growing marketing techniques which are used in advertising industry, big example would be when Red Bull sent Felix Baumgartner to the edge of space to set a world record for the highest skydiving jump.

*Required

Age *

- 18-21
- 22-25
- 26-29

Gender *

- Male
- Female

Have you ever been affected by Guerrilla marketing in your buying behaviour?

*

- Yes
- No

When in a supermarket, you see a Guerrilla marketing campaign, would it attract you to buy the product on offer? *

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

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Has Guerrilla Marketing ever persuaded you to choose specific products over others? *

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

How interested are you in taking part on Guerrilla marketing promotions? *

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

Do you find you pay more attention to Guerrilla marketing adverts or traditional advertisements? *

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

Do you believe Guerrilla marketing is one of the most effective marketing strategies available? *

- Strongly Agree
- Agree
- Unsure

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- Disagree
- Strongly Disagree

Do you buy on what represents you best or do you buy on what’s popular at the time? *

- What represents me best
- What’s Popular/ Fashionable

Did you have any knowledge of what Guerrilla marketing is before this survey?

*

Strongly Agree = You had depth knowledge of this topic...Strongly Disagree = No knowledge

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

Submit Query

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Appendix 2

Supervisor Report

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Research Project Meeting/ Progress Monitoring Report

Student Name: **Conor Kelly**

Student Number: **1571569**

Name of Mentor: **Alan Morgan**

Meeting Number: **1**

Date of Meeting: **21/1/2015**

Research Project Meeting/ Progress Monitoring Report

Student Name: Conor Kelly Student No.: 1571569

Name of Mentor: Alan Morgan Meeting No: 1

Date of Meeting: 21/1/2015

Progress made since the last meeting:

WARK
LH

Topics/ Issues discussed or addresses at the meeting. Progress expected before the next meeting:

Justify layout of word, Don't get bogged down on W.O.M! Make Changes on title

- Make changes through proposal
- New : Existing Products

Consumer Behavior Concepts: Book - Solomon

- SELF-Concept - ^{extended self} BELK → Attitudes + Persuasion
- Learning + Memory → Opinion Leaders + Influencers (market movers)
- Perception
- Culture / subculture

Date of next meeting: Friday 23/1/2015

Signed (Mentor): Alan Morgan Signed (Student): Conor Kelly

(Please complete and retain a copy of this report for each student meeting. Please attach supporting documentation as appropriate)

Branding → DAVID BAKER

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Research Project Meeting/ Progress Monitoring Report

Student Name: **Conor Kelly**

Student Number: **1571569**

Name of Mentor: **Alan Morgan**

Meeting Number: **2**

Date of Meeting: **23/1/2015**

Research Project Meeting/ Progress Monitoring Report

Student Name: Conor Kelly Student No.: 1571569
Name of Mentor: Alan Morgan Meeting No: 2
Date of Meeting: 23/1/2015

Progress made since the last meeting:

Topics/ Issues discussed or addresses at the meeting. Progress expected before the next meeting:

- Solomon Book*
- Blogging as Guerrilla Marketing
 - Layout of Guerrilla Lit Review
 - Social Media in relation to G.M
 - Solomons book
 - Questionnaire Questions - 12 ideal
 - Emerald - site!
 - Library - Electronic Resources) - Emerald + WARC
 - * Harvard Business Review - E-Journals - Business Sort Review
- Date of next meeting: Friday 6/2/2015

Signed (Mentor): A Morgan Signed (Student): Conor Kelly

(Please complete and retain a copy of this report for each student meeting. Please attach supporting documentation as appropriate)

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Research Project Meeting/ Progress Monitoring Report

Student Name: **Conor Kelly**

Student Number: **1571569**

Name of Mentor: **Alan Morgan**

Meeting Number: **3**

Date of Meeting: **6/2/2015**

Research Project Meeting/ Progress Monitoring Report

Student Name: Conor Kelly Student No.: 1571569

Name of Mentor: Alan Morgan Meeting No: 3

Date of Meeting: 6/2/15

Progress made since the last meeting:

Lit Rev - Reviewed with changes

Topics/ Issues discussed or addresses at the meeting. Progress expected before the next meeting:

Ask library for thesis - ^{Structure} - ^{Flow}) *
Watch long sentence
Re-do/ Fix this
Look at Methodology - Focus group *
English
Give direction towards what lit

Date of next meeting: 2/3/15

Signed (Mentor): [Signature] Signed (Student): Conor Kelly

(Please complete and retain a copy of this report for each student meeting. Please attach supporting documentation as appropriate)

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Research Project Meeting/ Progress Monitoring Report

Student Name: **Conor Kelly**

Student Number: **1571569**

Name of Mentor: **Alan Morgan**

Meeting Number: **4**

Date of Meeting: **12/3/2015**

Research Project Meeting/ Progress Monitoring Report

Student Name: Conor Kelly Student No.: 1571569

Name of Mentor: Alan Morgan Meeting No: 4

Date of Meeting: 12/3/2015

Progress made since the last meeting:

Research Methodology Complete

Topics/ Issues discussed or addresses at the meeting. Progress expected before the next meeting:

Research Methodology Reviewed
& Tweaked.

Conor to complete his Questionnaire.
And send on to Alan by Friday 13th

Date of next meeting: Thursday 19th 11:45

Signed (Mentor): A. Morgan Signed (Student): Conor Kelly

(Please complete and retain a copy of this report for each student meeting. Please attach supporting documentation as appropriate)

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Research Project Meeting/ Progress Monitoring Report

Student Name: **Conor Kelly**

Student Number: **1571569**

Name of Mentor: **Alan Morgan**

Meeting Number: **5**

Date of Meeting: **09/04/2015**

Research Project Meeting/ Progress Monitoring Report

Student Name: Conor Kelly Student No.: 1571569

Name of Mentor: Alan Morgan Meeting No: 5

Date of Meeting: 9/4/2015

Progress made since the last meeting:

Analysis of findings now finished.

Topics/ Issues discussed or addresses at the meeting. Progress expected before the next meeting:

*Reflective Writing to be completed today.
Conor Submitting Friday 10th April:*

Date of next meeting: _____

Signed (Mentor): *Alan Morgan*

Signed (Student): *Conor Kelly*

(Please complete and retain a copy of this report for each student meeting. Please attach supporting documentation as appropriate)

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

Reflective Diary

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

1. What – knowing what you did helps you understand the learning achieved

Prior to this research project I had no previous understanding or experience of conducting a research project. At the start I found it hard to narrow down which specific topic to choose as I hadn't a clear idea of what I wanted to pursue following college which I feel this research project would greatly help if you were to get a job in the field of your topic choice. This hindered me as I ended up picking a topic that I just thought would be easy to do, easy to understand and be general enough to get information about. However the topic wasn't researchable as I couldn't measure the topic, which looking back was a blessing as it led me to Guerrilla marketing. After my original topic was denied I looked into advertising as I have an interest in marketing and sales. I started by looking up different trending and current types of marketing when I came across guerrilla marketing which appealed to me as it was current, different and I saw it as a cool topic to look into. I was actually in the mist of setting up a company which was a very unique and trendy company which would of benefited from guerrilla marketing and with the company idea and reading up on Guerrilla marketing I just felt compelled to choice this as my topic.

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

2. Why – Knowing why you are doing something helps you move from being a passive to an active learner.

When the topic was picked I went about planning what needed to be done. Through lectures it was easy to break down and plan out the different chapters and the timeline on when they were to be done. Sticking to my personal deadlines was a challenge I felt that I relied a lot on my supervisor meetings to guide me so I was hesitant to continue on in my project without having some feedback and guidance from my supervisor. However towards the end of the project I began to gain a deeper knowledge and understanding on how exactly a research project should look and what it contained. I feel that looking back when I got past my methodology I was in full swing of knowing what to do and I really started to enjoy myself when doing my work. Spending most of my days in the library doing the research project I think it was so important to have online references for past project however I only used past thesis’ as a reference as I felt their layout and flow of how they read were better. I can say that my favourite parts were literature review as it proved to be the biggest challenge and I struggled the most with it yet I really gave me such a good insight into my topic and after completing it I knew everything about my topics and they background which got me excited to continue on in my project and excited to research more.

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3. Reaction – knowing your strength and weaknesses are fundamental in any learning and helps us to become better learners.

On reflection I found the most effective way of doing the research project was to work in the library rather than in a group format this is why when we worked in class on our projects I felt I didn't get as much done with people asking each other different questions and just being distracted and not focused on working. My strengths I feel was my ability to research and analyse data and apply it to my project, also my literature review I really worked hard on it and I found it the hardest part to do yet feel it's the strongest part of my project. The hardest part of my project had to be the referencing I realise how much work went into it and that the guidelines helped yet to know where the author name and page went after the paragraph and how to reference it properly.

“To explore if Guerrilla marketing campaigns effect consumption behaviour on consumers between the ages of 18-29, Generation Y.”

4. Learned – reflecting on learning achieved helps us understand how we apply this learning in different contexts.

On finishing the research project I've gained many useful skills such as analysing data, researching, conducting surveys and writing a research project. I feel the most useful skill I have gained is researching, the whole project required us to do in depth research of our topic but I feel through the literature review the research I did for that allowed me to develop me skills of researching through using books. It's easy to just use the internet but to get a book and wade through it and take information which is relevant is very hard which is why I feel this is the most beneficial skill I have gained. My biggest challenge had to be my surveys my structure of the survey was wrong so when I finished with my surveys none of my data was filtering into graphs which meant something was wrong this led me to have to create my own charts and graphs which was very stressful and time consuming. If I was to redo my project id choose to use survey monkey instead of google documents which is what I used as survey monkey have better formats for surveys and gives more guidance on how to create a good survey.

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5. Overall reflection and advice- how could your learning help others.

Lastly looking back my decision to choice such a specific audience as Generation Y was a bad idea as I feel I limited myself and I would have liked to target an audience with a bigger purchasing power and parents who buying products daily and if they could be influenced as they haven't grown up with all technologies surrounding them. If I could give a bit of advice to someone to who is about to undertake a research project I would say really take time to think about a topic on what will really hold your attention and you can get excited about rather than picking something that has been done many times before just because there's a lot of information on it. Also be careful when choosing your form of research between qualitative and quantitative research.