

## THE IMPACT OF GUERRILLA MARKETING ON CONSUMERS BUYING BEHAVIOR

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### ABSTRACT

*“Non-Conventional ways of Doing Marketing”*: **Jay Conrad Levinson**

*“It’s about using all your communication resources to create word-of-mouth”*: **Wagnermartins**

*Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. The word guerrilla marketing is taken from the word “Guerrilla warfare” which means that small tactic techniques used by the armed civilians.*

*It is a marketing strategy where marketers use creative, imaginative, and unconventional marketing tactics to get maximum reach and results without involving heavy costs and resources. It is a low-cost strategy for firms that do not have sufficient marketing budgets. Its success will depend on its social acceptance.*

*It differs from traditional advertising which is creative and allows for maximum turnover while spending the least amount of money since it can benefit from innovative strategies and promotional tactics.*

*It employs techniques that keep costs low, and it is best applied for companies that have a say about their products. This approach to marketing involves procedures, but these are not like TV commercials or advertisements rather, this form of advertising appears in unexpected locations. It offers businesses with a wide range of opportunities to boost sales through the use of unusual strategies.*

*The purpose of this study is to check the impact of guerilla marketing on consumer buying behavior.*

**KEYWORDS:** *Guerrilla Marketing, Low-Cost Strategy, Impact, Buying Behavior*