

Discovering the Effects of Guerrilla Advertisements on Perceiver's Ad Attitude, Ad Likability and Purchase Intention

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Abstract : This study aims to investigate the possible effects of guerrilla advertising on consumers' attitudes as well as purchase intentions in comparison with traditional advertising. Participants who were over 18 years of age were recruited and completed an online questionnaire. Each participant was randomly assigned to one of the four well-known brand conditions. The study had a within-subjects design where each participant evaluated two advertisements, one guerrilla advertisement, and one traditional advertisement of one respective brand. Participants rated both traditional advertisement and guerrilla advertisement on ad attitude, ad likability, and purchase intention scales. Ad attitude was measured by using both positive and negative adjectives. The hypotheses were tested by paired samples t-test analysis. The results indicated that perceivers were able to differentiate advertisements that include guerrilla techniques and advertisements that include traditional methods from one another. Regardless of the brand manipulation, guerrilla advertisements lead significantly higher positive ad attitude, negative ad attitude, ad likability, and purchase intention compared to traditional advertisements. Therefore, the results showed that while using guerrilla advertising, companies should be aware of any ethical concerns that may emerge in consumers' minds. Present study is one of the rare studies that measures the perceptions of guerrilla and traditional advertisements in an empirical manner in Turkish context, showing that guerrilla advertisements may stimulate negative ad attitudes together with positive ad attitudes, increasing ad likability and purchase intention.

Keywords : ad attitude, guerrilla advertisement, purchase intention, traditional advertisement

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