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GUERILLA MARKETING TECHNIQUES AND CONSUMER PURCHASE OF CARBONATED SOFT DRINKS IN ANAMBRA STATE, NIGERIA

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Abstract
The study evaluated the influence of guerilla marketing techniques on consumer purchase of carbonated soft drinks in Anambra State using ambient marketing, ambush marketing, buzz marketing and viral marketing as the measuring constructs. The research was anchored on strong theory and weak theory of advertising. The research design was the descriptive survey. The study purposively surveyed the consumers of brands of carbonated soft drinks in the three senatorial districts of the state - Anambra-North, Anambra-Central, and Anambra-South. Primary data for the study was sourced with the questionnaire. Guerilla marketing techniques: ambient marketing, ambush marketing, buzz marketing and viral marketing were regressed against consumer purchase of carbonated soft drinks. The results indicated that ambient marketing (at 0.05), ambush marketing (at 0.05) and viral marketing (at 0.000) have significant positive influence on consumer purchase of carbonated soft drinks in State, while buzz marketing has no significant influence on the consumer purchase of the study products. Given these findings, the study concluded that guerilla marketing techniques has significant influence on consumer purchase of carbonated soft drinks in Anambra State. The study recommended amongst others that marketers of carbonated drinks sustain and innovate ambient, ambush and viral strategies and re-engineer the buzz strategy content to sustain their customers and attract new prospects.

Keywords: Guerilla marketing, ambience, ambush, viral, buzz, consumer purchase, Nigeria.

INTRODUCTION

In the present times, businesses are facing stiff competition for consumer patronage. In other to gain or maintain competitive position, a good number of the firms are becoming more very innovative and ingenious in developing novel persuasive strategies and approaches. As a result various tools such as newspapers, tabloids, magazines, television, billboards, radio and the internet are being deployed to attract, win and maintain customers.

In most companies, these exercises are combined into one coordinates showcasing communication (IMC) - one that supplants the conventional promoting with inter-company participation and interaction such as outsourcing and retailing. However, the modern era seems to have made the average consumer experience a newer thrust of marketing communication in continued quest to satisfying needs and wants. Guerrilla marketing appears to be one of the newer persuasive promotional techniques. The concept is an unconventional tool with which a firm can use to pursue conventional goal. Kotler,

Armstrong, Saunders and Wong (2011) contend that it is a growing promotional technique in use in the advertising industry.

As businesses compete for survival, flighty implies of special strategies regularly come to life based on nonstop inquire about and advancement which indeed comes about to the multiplication of dark markets and fake items (Back et al, 2008). There's no coordinate showcasing method included here by the company. And as the hone imitates over diverse sorts of individuals, more up to date concepts of guerrilla promoting have advanced to enter unfamiliar markets. The think about analyzes the adequacy of guerrilla promoting strategies and assesses their effect on consumer's buying conduct in cutting edge day showcasing with accentuation on its engaging quality, ubiquity and commonality (Brennan & Binney, 2010). The consider endeavors to degree the effect of utilizing guerrilla showcasing within the item advancement endeavors, which essentially veers off from the conventional and routine showcasing exercises. This is hinged on safe assumption that in the present world of extreme competition, a company needs to rethink its position in the market place and formulate strategies to maintain customer satisfaction and loyalty (Belch & Belch, 2009). In so doing, a company may attempt to plan novel guerrilla showcasing hones to mood off competition at all levels. Firms within the delicate drink industry ceaselessly debilitate each other, and tries to preserve showcase matchless quality by replicating the promoting procedures of the other (Burns & Bush, 2016).

The communications advertise is experiencing financial, communicative and social changes that are making reorientation of communications arrangement a need. The readiness of the open to be subjected to a inactive, ceaselessly monotonous and in this manner supposedly boring steady stream of data and communication proceeds to drop. Different considers have shown an amazing level of data over-burden of a buyer that as it were a miniature division of the data being advertised has indeed the smallest chance of being ingested by shopper (Homburg, 2012). In response and to keep scatter loss as low as possible, an interinstrumental shift is taking place in favour of non-conventional communication tools as the failure of conventional forms becomes increasingly evident. This is giving rise to a demand for innovative new marketing strategies such as guerilla marketing. Guerrilla marketing offers new and unusual opportunities to counter the increasing consumer aversion to conventional promo strategies including advertising. It brings strong competitive advantage to small and medium enterprises (Navratilova & Milichovsky, 2015). Isaac (2014) noted that the tool became fashionable given that its main goal is to increase customer awareness and interest about products through a low-cost budget. Ay, Aytekin and Nardali (2010) postulated that it can undermine competitors with small surprising attacks by using creativity and imagination. Nowadays, large companies use guerrilla marketing because of financial crises.

Guerrilla promoting employs unusual and unordinary procedure of advancing items and administrations. It incorporates a wide extend and assortment of promotion tactics that recognizes closely the target clients because it drives to strike them by shock in unusual and unforeseen places. Most thoughts are straightforward and inexpensive with a enduring impression in an imaginative and positive approach that's anticipated to influence buyer buying conduct (Farouk, 2012). These days, guerrilla promoting is seen as a complement to the conventional promoting blend. It tries to reduce the regular promoting dullness and obtain shoppers at the time where extra promoting forsakes them (Nufer, 2013)

Ahmad, Ahmed, Jahangir, Mujtaba, Shamim and Baig (2014) investigated the association of guerrilla marketing within consumer buying behaviour in Pakistan. The findings indicate a significant impact of the technique on consumer buying behaviour. Benlakhdar, Bensaid and Yagoub (2016) aimed at identifying the role played by guerrilla marketing in the competitive increase of small and medium

enterprises (SME) and the study's results showed how effective guerilla marketing is in the increase of SME competitiveness. Sandra and Emelie (2017) investigated how the use of guerrilla showcasing influences buyer conduct in terms of brand state of mind, brand picture and buy purposeful. The discoveries demonstrate that guerilla showcasing campaigns influence all shopper conduct components. Ariyaporn (2017) results showed a positive relationship between novelties, relevance, aesthetics, surprise, humor, emotional arousal and clarity (the independent variables) and purchasing intention (the dependent variable) when tested with ordinary least square. Iqbal and Lohdi (2016) examined the impacts of guerrilla marketing on consumers' buying behaviour in the beverage industry of Karachi, Pakistan. The study found a positive significant impact on consumers' buying behaviour in the industry. Alrabeeah and Jaramillo (2018) findings revealed that guerrilla marketing has no significant effect on the buying behaviours of young women in Saudi Arabia. Okwara, Nkwocha and Onyeme (2017) study showed that guerrilla marketing is a marketing strategy that is used for promotion with a minimum budget.

In the light of the above, it is evident that the empirical studies which focus on the link between guerrilla marketing and consumer purchase show mixed results and this may be attributed to the estimation of methodologies and quantities and span of data used, as well as the direction of causality. It could also be as a result of differences in strategies and consumer purchase and their measurements. In Nigeria, there are few accessible empirical studies that focus on the effect of guerrilla marketing on consumer purchase. The current study, therefore seeks to complement the existing empirical studies by specifically examining the influence of ambience, ambush, buzz and, viral - guerrilla marketing on consumer purchase of brands of carbonated soft drinks in Anambra State.

LITERATURE REVIEW

Guerilla Marketing

Guerrilla marketing is a concept that has arisen as a result of shift from traditional marketing techniques to unconventional marketing tactics. Guerrilla showcasing may be a present day procedure in item showcasing that produces utilize of flighty or unordinary implies of advancing a item to the advertise. The concept originated from guerrilla warfare tactics where an armed group recourse to unconventional techniques in fighting the enemy, even to the point that violates the ordinary rules of engagement. Within the case of showcasing, the method is planned to spread data approximately goods/services among buyers and thus turn the promotion into something that's viral. Manker (2012) noted that it is the act of executing an unusual or unexpected marketing persuasive activity in a common, everyday place, in order to spread information about ad object. The main point of guerrilla marketing is to put the business name in front of as many people as possible, in an unexpected way. Arun (2018) agrees with the unexpected and unusual nature of guerrilla promoting expressing that it a cutting-edge procedure in item promoting that produces utilize of unusual or abnormal implies of advancing the item to the showcase.

Okwara, Nkwocha and Onyeme (2017) noted that it is an alternative strategy that takes the consumer by surprise to make a big impression about the brand, and that in turn spread information about the brand or product being marketed. It is designed to increase consumer engagement with the product or service, and so create a memorable experience. The memorable experience increases the likelihood of the campaign contact to spread positive information about the product being promoted. This promotion style relies heavily on unconventional marketing strategies involving unusual approaches

such as intercept encounters in public places, street giveaways of products, or other unconventional efforts intended to get maximum results from minimal resources.

Hutter & Hoffmann (2011) described guerrilla marketing as being fanciful, atypical, unusual, original, provoking, flexible, dynamic, innovative, and creative. This means that all existing promotions that are very creative and surprising in nature fall under guerrilla marketing. Guerrilla marketing uses unexpected, extraordinary and easy-to-memorize tactics to approach the customers. In that sense, the messages are being conveyed through non-traditional ways, such as on-street or out-of-home strategies (Margolis & Garrigan, 2008). Therefore, in guerrilla techniques, the issues of how to deliver the message and how to approach the customers are more important than what to deliver. More specifically, the tactic focuses more on how to deliver the message to increase brand awareness that allows adding creative tools to increase the effectiveness of the promotions and messages.

Jayesh and Jacob (2019) bases guerrilla technique on the marketing of the implicit attributes of product, rather than the explicit aspect. By emphasizing the implicit - idea that comes with a product, it addresses the emotional in-bound ideology of the product rather than introducing the product itself. Hence, guerrilla showcasing tries to target the enthusiastic angles of a buying choice by separating an item on an ideological level instead of a useful level.

Compared to conventional limited time apparatuses, guerrilla showcasing takes the buyer by astonish, making a permanent impression and making bountiful sum of mindfulness around the item. This is because most of its campaign components aim to strike the consumer at a more personal and memorable level. Creative ideas realized in an uncommon way or with unconventional methods and in places that nobody expects ensures the surprise effect. In the present times consumers daily overwhelmed with promotional messages thus constituting a serious challenge for the creative agencies when creating promotional campaigns that stand out. Thus, guerrilla marketing comes handy to offer unusual, surprising promotion that can be easily remembered. This surprising event enhances the spread of the message, creating a diffusion effect in the long run. It is this diffusion of the marketing message that gives value/benefits back to the company (Haereid 2015).

Guerrilla marketing is adjudged more suitable for small businesses because of its affordability given that it would still leverage their competitiveness against larger firms. Haereid (2015) agrees that it is “cheap”, arguing that promotion should be cheap and not very expensive in order to be classified or noted as a guerrilla marketing.

The strategy though seeks to achieve firm’s goal same as traditional applications do, it may not meet with the expected success in increasing brand awareness and purchase intentions of the customers at the end (Kaenging & Yazdanifard, 2013). This could be as a result of the argued negative perceptions given that guerrilla techniques oftentimes factors innovative and shocking attacks, hence negative consequences. Literature further contends in bolster that since guerrilla messages contain the successful utilize of feelings with component of shock and humor, they can too be seen as unscrupulous by the target gathering of people, particularly the advancements in which fear and frightfulness are utilized in case they are not executed in a adjust way (Ay, Aytekin & Nardali, 2010). Hyman and Tansey (1990) discussed the ethical issue with regard to psychoactive promotions and messages arguing that promotions which majorly aim to arouse emotions, may cause the perceivers to feel nervous, stressful, anxious and disturbed rather than feeling

entertained or happy. Yıldız (2017) on his part advocated cautioned that it is risky for the businesses to apply guerrilla marketing techniques if they are perceived in a negative or wrong way, as the negative experience by the consumers will also spread at a very high speed as well.

Ambient Marketing

Ambience component of marketing is about placing promotional materials on unusual items or in unusual spaces that one would not normally see an advertisement. These kinds of promotional activities frequently make people to feel about a certain place or object in a unique way (Gerd, 2013). A common trend in ambient marketing is to take an object and present it in a larger or smaller scale. Such object then appears either abnormally large or small, so that one cannot help but stop and stare. It is a great way, to raise curiosity (Luxton & Drummond, 2000), and thus pushes a potential customer to take a closer look.

Ambient marketing harmonizes and uses elements of the external environment, including nearly every available physical surface to attract consumer attention, convey messages and elicit their engagement (Okwara, Nkwocha & Onyeme, 2017; Chionne & Scozzese, 2014). Okwara, Nkwocha and Onyeme, (2017) maintain that it combines intelligence, flexibility, and effective use of the atmosphere; it is ubiquitous - can be found anywhere and everywhere possible. Chionne and Scozzese (2014) suggest preference of ambient techniques as they tend to trigger "unique emotions" in the target audience which will help them build positive association with the brand, enhance their experience and lead them to learning and trying the brand.

Every company that works with ambient marketing sees the world as a promotional stage. Everything is considered a potential medium for advertising. Ambient marketing allows marketers to attract the attention of a target audience in a location and situation that is most relevant to the brand being promoted. Also, it gives marketers a chance to talk to the prospects when they least expected exposure to any commercial.

Ambush Marketing

Ambush marketing is an event sponsorship linked. As the term proposes, it engrosses launching a surprise marketing campaign which attacks another firm's marketing. Some largely collaborative definitions of the concept abound. Instructively is Shani and Sandler (2009) which see the term as a arranged exertion by an organization to relate itself in a roundabout way with an occasion in arrange to pick up at slightest a few of the acknowledgment and benefits that are related with being an official support. A firm, often a competitor, by this practice intrudes upon public attention surrounding the event thereby deflecting attention towards itself and away from the sponsor (Meenaghan, 2004). Ambushers typically seek to create confusion by making the consumer believe he is the real sponsor (Mazodier & Quester, 2010); one firm is using another firm's promotion material to promote their own firm (Mahmooditavana, Somi & Baghbaniyazdi, 2014). One of the goals of ambush marketing is to secure product endorsement for as little a cost as possible by upsetting a competitor's marketing drive.

The ambush technique features products and events which are connected, but the sponsors don't cover the sponsorship expenses for the event. An organization goes about as though they are supportive of an occasion whereas it most certainly does not. In the meantime, it gets huge advantage from the off chance that it is the official supporter. At the end, the ambusher evades the expenses of a support, yet it misdirects and influences clients to trust that the organization is a supporter (Hutter & Hoffmann, 2011).

Okwara, Nkwocha and Onyeme (2017) hold that ambushing may be a shape of acquainted showcasing which an organization utilize to capitalize on the mindfulness, consideration, goodwill, and other benefits produced by having an affiliation with an occasion or property, without having an official or coordinate association to that occasion or property. It is ordinarily seen at major occasions where rivals of official supports utilize imaginative and, in some cases, incognito strategies to construct an affiliation with the occasion and increment mindfulness for their brands.

Forms of ambush marketing include direct ambushing in which a company intentionally makes its brand become associated with an event, but without paying any sponsorship fee (Dickson, Naylor & Phelps, 2015). Here, the ambushing company is intentionally trying to confuse consumers as to who the official sponsor is, by interfering with a rival's official sponsorship. The aim of intentional and unauthorized use of the official sponsor's protected property is to gain market share. Secondly is the indirect ambushing wherein a company is associated with an event, but with motives not much concerning their rival's plans. Indirect ambushing can be associative, distractive or built on values. Associative, is when the ambushing company creates an illusion that they are an official sponsor. Distractive, includes promotional campaigns close to the event, but nothing specific in the promotional space refers to the event. Lastly but not the last, is incidental ambushing, which equals unintentional ambushing, e.g. when a clothing company sponsors athlete with clothes that have visible company logo (Dickson et al., 2015).

Buzz Marketing

Buzz marketing can originate from public relations, event marketing, sports marketing and, online marketing, advertising, occasion showcasing, sports promoting and internet showcasing (Henry, 2003; Belic, 2012). Businesses use tactics such as using celebrities in dissimilar promotions and presentation to drive consumer brand perception to promote product, create event or promote online marketing among social media users. As people "like/share" post(s), the product is invariably being promoted to family circles and friends, thus it becomes a buzz for everyone to talk or think about, spreading it like a wild fire (Henry, 2003). Buzzing can also be done through family members whom consumers trust more. This guerrilla type utilizes trust and friendship to create the buzz among social media users. With the increasing number of social media users, its effectiveness is a possibility. Buzzing has turned into an attractive promotion model given that people think that it is simpler to confide in loved ones than a conventional approach (Dew, 2007). Buzzing is propositioned to work best when consumer's responses to product and subsequent endorsements are genuine, without the company paying them.

Buzz marketing is majorly classified into two: face-to-face buzz marketing (information and messages are passed on through direct contact); and on-line buzz marketing (sending information and messages through the Internet or mobile technologies). Face-to-face buzz showcasing is primarily getting individuals conversation almost specific items, brands or patterns in a specific environment pointed at boosting deals. On-line buzz marketing is a broader concept; it exists in all forms in hypermedia environment. Buzz is widespread on Internet forums, in blogs, messengers and in social media. Face-to-face buzz marketing is not so an innovative technique given that conversations, recommendations and opinions about products and brands are intrinsic to human communication.

Viral Marketing

This is a type of Internet-based guerrilla marketing that spreads exponentially whenever something new is added. The

collaborative views of Chionne and Scozzese (2014) and Okwara, Nkwocha and Onyeme (2017) about viral marketing is very instructive in this discourse: rapid and spontaneous spread of the messages that eventually make the target audience speak about it; any methodology that empowers people to pass on a showcasing message to others, making the potential for exponential development within the message's introduction and impact. Viral marketing accept that as each unused client begins utilizing the benefit or items, the limited time message will be communication to everybody with whom that client interatomic. Chionne and Scozzese (2014) pointed out that with the innovative headways, common utilize of social media stages and electronic gadgets make viral promoting indeed more prompt with more grounded affect at shorter time span.

The formula for viral marketing success is a combination of great and free web content that provides valuable information, plus a group of people to light the fire and provide links that make the content very easy to share. Great and free web content includes videos, blog entries, interactive tools or e-books that provide hilarious, funny, useful information and sometimes, a celebrity is involved. Viral marketing campaigns generate huge volume of buzz and brand awareness both online and offline. Small and big companies now use this technique.

Consumer Purchase

Purchase in the context of this study is a situation of exchange transaction in which the consumer and seller give out something of value in exchange for another. Burnett (1996) posits that it is the degree at which a consumer concentrates purchases of a particular product within a service category over time (Burnett, 1996). Consumer purchase is the conate, behavioural or action component of consumer attitudes. It is a judgment-based choice of goods and services among alternative offerings built through the process of problem-solving by the consumer; he adds the information he gathers about the product to what he already knows about it, weighs the alternatives against some criteria and takes a stand on the product that he believes will satisfy his needs (Anyasor, 2019).

It might moreover cruel the act of being a customary client to a shop. In a exceedingly competitive industry, fulfilling the clients ought to be the essential center of firms that wish to maintain support (Sulek & Hensley, 2004).

Theoretical Framework

The Strong Theory of Advertising

This research work is anchored on strong theory of advertising and weak theory of advertising. The Strong Theory was developed by John Philip Jones in 1991. He considers advertising as a dynamic force for sales and the change of consumers' attitudes. The strong theory assumes that advertising is capable of effecting a degree of change in knowledge, attitude, belief or behaviour of its target audience. For a brand, it can increase sales and generate a long-term change in purchasing decisions. Advertising can persuade someone to buy something they haven't before. This theory also presumes consumers are incapable of processing information intelligently.

Publicizing has frequently been related with solid capacity to educate, remind, separate and favorably convince clients to purchase a item and lock in in rehash buys. It too plays an compelling part in emphatically changing the information, states of mind, convictions or conduct of the target (Jones, 1991; Fill, 2005), because, according to Jones and fellow exponents of this standpoint, it has some inherent persuasive powers that can ignite buying behaviour or purchase of a product that has not been tested previously. Further, repeat and continuous buying over long time can be secured through the palpable influence of advertising. Based on the strong theory, advertising is credited

with the potent force of building brand loyalty leading to a steady flow of sales revenue (Belch & Belch, 2001). Advertising belongs to the hierarchy of effects model, where sequential steps of buyer's decision-making processes are stimulated by exposure to promotional messages.

This theory is relevant to the study because it indicates that guerrilla marketing which is also a promotional activity is capable of effecting a degree of change in knowledge, attitude, belief or behaviour of its target audience. Hence, this study sets special methods to have solid capacity to educate, remind, separate and favorably convince clients to purchase an item and lock in in rehash buys.

The Weak Theory of Advertising

The weak theory of advertising was developed by Andrew Ehrenberg in 1979. This theory hypothesizes that consumer purchasing decisions are driven by habit rather than exposure to advertising. It accepts that some people claim that they are not influenced by advertising messages but could be stimulated by a number of other things including word of mouth, personal selling etc. Unlike the strong theory which thinks advertising can change knowledge, the weak theory thinks that advertising is capable of improving knowledge, but cannot convert people whose beliefs oppose the message contained in the advertisement.

This theory also agrees with strong theory that advertising is capable of improving people's knowledge. In differentiate, be that as it may, it accept that customers are particular in deciding which notice they watch and as it were see those which advance items that they either utilize or have a few earlier information of. This means that they already have some awareness and insights of the characteristics of the advertised product. It follows that the amount of information actually communicated is limited. It further sets that publicizing is not powerful sufficient to change over and persuade individuals who hold sensibly solid convictions that run counter to those depicted in an notice. The time accessible (thirty seconds in television promoting) isn't sufficient to bring approximately transformation and, when combined with people's capacity to switch off their cognitive association, there may be no compelling communication. Advertising is often employed as a defense, to retain customer and to increase product or brand usage.

This theory is relevant to the study because it believes that advertising is capable of improving knowledge about a particular product, maintain awareness and trigger reassurance that drive the customer to repeat the pattern of thinking and the buying behaviour. Similarly, guerrilla marketing technique also can be persuasive; it can generate and secure customer patronage and, increase sales. The weak theory suggests that purchase behaviour is based on habit and that advertising can improve knowledge and reinforce existing attitudes. It views consumers as active problem solvers who do not rely on advertising to initiate and complete a buying decision.

Empirical Review

Jayesh and Jacob (2019) examined the impact of guerrilla marketing on consumer's purchase intentions in Bengaluru, India. Guerrilla marketing effects dimensions - novelty, aesthetics, relevance, emotional arousal and surprise were employed as the independent variable while brand recall, word of mouth, brand recommendation, and information generation were employed as the dependent variables. The study adopted quantitative research design where 219 respondents were sampled. Simple regression analysis was employed in analyzing the data obtained with the questionnaire. The study found that novelty, aesthetics, relevance, emotional arousal and surprise have significant impact on consumer purchase intention. The study concludes that guerrilla

marketing has significant positive impact on purchase intention of Christ University, Bangalore consumers.

Ahmad, Ahmed and Jahangir (2014) investigated the impacts of guerrilla advertising on buying behaviour of Coca Cola products consumers in Bahria University, Pakistan. In this study, promotional activities, marketing activities, man vs. information, low budget ads and annoyance were employed as the independent variable while, buying behaviour and convincing power were employed as the dependent variables. Data sourced from purposively sampled 300 respondents with the questionnaire were statistically regressed. The findings indicated that promotional activities, marketing activities and man vs. information have significant impact on consumers' buying behaviour. Similarly, promotional activities, marketing activities and man vs. information were found to have significant impact on convincing power. The study concludes that guerrilla advertising has significant positive impact on consumer buying behaviour.

Okwara, Nkwocha and Onyeme (2017) investigated the impact of guerrilla marketing on the sales performance of entrepreneurs at Alaba International Market, Lagos, Nigeria. 100 entrepreneurs were conveniently surveyed for the study. Descriptive statistics was employed in analyzing the data sourced through structured questionnaire. The findings indicates that guerrilla marketing is a marketing strategy that is used for advertising with a minimum budget. It was also found that using guerrilla marketing strategies is cost effective for entrepreneurs. The study concludes that guerrilla marketing has significant impact on sales performance of entrepreneurs in Alaba International Market.

Swity, Syed and Nupur (2017) examined the awareness levels of guerrilla marketing techniques among select young adults in Muscat-Sultanate of Oman aimed to highlight the tool for promoting products and, also to stimulate interest among different business houses and stakeholders. 50 respondents purposively selected participated in the Grounded theory research. The study findings showed that concept of guerrilla marketing is known to most of the respondents. The respondents however are unaware about the different dimensions of the concept. The study concludes that guerrilla marketing techniques play a significant role in product promotions.

Selam (2019) investigated the effect of guerrilla advertising on consumer's ad attitude and purchase intention for four well-known brands - Coca Cola, McDonald's, Nike, and IKEA in Turkey to ascertain the effect of traditional advertisement and guerrilla advertisement on ad attitude, ad likability and purchase intention. A sample of 264 respondents were surveyed through stratification. The primary data for the study were treated in descriptive statistics and paired samples t-test analyses. Findings showed that regardless of brand, guerrilla advertisements were significantly more effective in terms of positive ad attitude, negative ad attitude, ad likability and purchase intention. Hence, the conclusion that guerrilla advertising has significant effect on consumer's ad attitude and purchase intention.

Alrabeeah and Jaramillo (2018) investigated the impact of guerrilla marketing campaign on consumer behaviour of young women in Saudi Arabia with buzz marketing, viral marketing, ambient marketing and ambush marketing as the explanatory variables and, consumer behaviour as the dependent variable. The study adopted survey research design. A total of 199 female students were sampled for the study in stratified sampling technique. Structured questionnaire was employed as the major instrument of data collection. Descriptive

statistics and correlation analysis were employed in analyzing the primary data obtained with aid of the questionnaire. The findings indicated that buzz marketing, viral marketing, ambient marketing and ambush marketing have significant positive effect on buying behaviours of Saudi Arabian young women.

Arun (2018) investigated the effect of guerrilla marketing on the buying behaviour of consumers in Bengaluru, India. In this study. 270 respondents were investigated. Word of mouth, stealth marketing, buzz and viral marketing were regressed against the dependent variable, buying behaviour of consumers. Word of mouth, stealth marketing, buzz and viral marketing were found to have significant positive impact on buying behaviour of consumers in Bengaluru, India. Thus, guerrilla marketing was concluded significantly impactful on buying behaviour of consumers in Bengaluru of India.

Wendrila and Debarun (2018) investigated the influence of guerilla marketing on consumers' purchase decision in Kolkata. The study adopted cross-sectional research design where 192 respondents were selected for the study in a stratified random sampling mode. Linear regression statistic was to analyze the study data generated with structured questionnaire. The results indicate that guerrilla marketing has significant influence on consumer purchase decision in Kolkata.

Ariyaporn (2017) investigated the effects of Guerilla marketing on Generation Y's intention to purchase when exposed to Guerilla advertisement in Bangkok, Thailand. The independent variables were novelty, relevance, aesthetics, surprise, humor, emotional arousal and clarity, while purchase intention was the dependent variable. Purposive survey of 600 respondents was applied. Face-to-face questionnaire was used in generating data. Ordinary least squares regression (OLS) and multiple regression analysis were employed in analyzing the data. The results showed a positive relationship between novelty, relevance, aesthetics, surprise, humor, emotional arousal and clarity and purchasing intention. The study further found that novelty, aesthetics, surprise, and humor had a stronger impact on purchase intention while relevance, emotional arousal, and clarity have weaker impact on purchase intention.

From the foregoing, it is clear that most of the accessible extant empirical literatures reviewed in this study are from studies done majorly in the developing world sharing similar characteristics with Nigeria, the current study site. Aside Alrabeeah and Artemisa (2018) and Okwara, Nkwocha and Onyeme (2017) which found no significant positive impact of guerrilla marketing impact on consumer buying behaviour, about all the other studies found positive relationship between guerrilla marketing and consumer purchase behaviour and intention. Against this backdrop therefore, the present study becomes worthwhile at least to establish if these findings also apply to the Nigeria society. The findings is the more very interesting given that there is glaring commonality in consumption behaviour of the developing world including Nigeria.

Methodology

The study was a descriptive survey carried out in Anambra State. The state is situate in South-East geopolitical region of Nigeria. With the capital at Awka, the state is delineated into three senatorial zones – Anambra-North, Anambra-Central, and Anambra-South each consisting seven local government areas. The citizens is commercially inclined but; with the highest literacy level compared to other states in the country (Universal Basic Education Commission, 2019).

Sample and Sampling

The population of the study comprised of customers of five popular carbonated soft drink brands in Anambra State including Coca-Cola (Nigeria Bottling Company); Pepsi (Seven-Up Bottling Company); RC (Royal Crown Cola Nigeria Beverage); La Casera and, Smoov (La Casera Company Plc). The population is infinite given that there exists no data profiling the actual number these consumers in the State. Hence, Topman's formula for determining sample size was applied:

$$n = \frac{Z^2\ Pq}{e^2}$$

Where:

n = Required sample size
Z = The value of z score associated with the degree of confidence selected (95% confidence level = 1.96)
e = Sampling error at 5%
P = Probability of positive Response
q = Probability of Negative Response

Through a pilot study the proportion of respondents in the area shown below was determined. The breakdown:

S/n	Senatorial Zone	Yes(P)	No(Q)
1	Anambra North	16	24
2	Anambra Central	21	18
3	Anambra South	15	5
	Total	**52**	**47**

The proportion of positive responses:

$P = 52/100 = 0.52$

The proportion of negative responses:

$q = 47/100 = 0.47$

$e = 5\%$ or 0.05

$$n = \frac{Z^2\ Pq}{e^2}$$

$$n = \frac{(1.96)^2\ 0{,}5(0.5)}{0.05^2}$$

$$n = \frac{3.84116 \times 0.25}{0.0025}$$

$$n = \frac{0.96029}{0.0025}$$

$$n = 384.116$$

Hence, the sample comprised of 384 consumers of the study product in Anambra State. The sample was discretionally allotted equally among the three senatorial zones of the State thus:

S/n	Senatorial Zones	Sample Size
1	Anambra North	128
2	Anambra Central	128
3	Anambra South	128
	Total	**384**

The respondents were purposively selected. Respondents approached at major retail outlets at the study and were favourably disposed and willing to participate in the study were administered the questionnaire. The reliability of the questionnaire has already been established on a Cronbach Alpha testing with overall results at 0.778 Alpha coefficient value.

Instrument of Data Analysis

The respondents' demographics were analyzed in frequency tables and simple percentages. Multiple regression model was applied to determine the relative importance of the four guerrilla variables - ambience, ambush, buzz and, viral marketing as pertain to consumers' purchase of carbonated soft drinks in study area. All data were run on Statistical Package for Social Sciences (SPSS) version 23.0. The regression model is stated in functional form:

CPCD = *f*(AMTM, AMHM, BUZM, VILM)

where:

CPCD = Consumer purchase of carbonated drinks
AMTM = Ambient marketing
AMHM = Ambush marketing
BUZM = Buzz marketing
VILM = Viral marketing

The regression model is further restated in econometric form:

$CPCD = \alpha + \beta_1 AMTM + \beta_2 AMHM + \beta_3 BUZM + \beta_4 VILM + ę$..... (1)

where:

Y = Dependent variable
A = Constant term
B = Beta coefficients
β_1 to β_4 = Independent variables
ę = Error term

Decision Rule:

Various tests including t-statistics, R-squared, F-statistics, Durbin Watson statistics were used to evaluate the multiple regression. T-test measured the existence of any significance in relationship between the dependent variable and the explanatory variables at 0.05 or 5% level of significance. Durbin-Watson (DW) tested the existence of Second-order autocorrelation. If d* is approximately equal to 2(d*=2), we accept that there is no autocorrelation in the function. The F-statistics tested whether or not, there is a significant impact between the dependent and the independent variables. While, the Coefficient of Determination (R^2)/Adjusted R^2 was used to judge the explanatory power of the explanatory variables on the dependent variables. The R^2 denotes the percentage of variations in the dependent variable accounted for by the variations in the independent variables.

RESULTS AND DISCUSSION

378 out of the 384 copies of the completed questionnaires found usable were applied in this analysis. Results of the analysis of the respondents' demographics guided the acceptability of their opinions in respect of the study thrust.

Table 1: Respondents' Demographics

		Frequency	Percentage (&)	Valid %	Cumulative &
Gender	Male	149	39.4	39.4	39.4
	Female	229	60.6	60.6	100.0
	Total	**378**	**100.0**	**100.0**	**Total**
Age	15 – 25 yrs.	57	15.1	15.1	15.1
	26 – 35 yrs.	136	36.1	36.1	51.2
	36 – 45 yrs.	130	34.4	34.4	85.6
	46 yrs. & above	55	14.4	14.4	100.0
	Total	**378**	**100.0**	**100.0**	
Marital status	Single	136	36.0	36.0	36.0
	Married	236	62.4	62.4	98.4
	Divorced/widowed	6	1.6	1.6	100.0
	Total	**378**	**100.0**	**100.0**	

Table 1 above showing the distribution of the respondents' demographics clearly indicates that the female gender constitutes the greatest number/percentage 229(60.6%), while the remaining 149 (39.4%) are males. The table also shows that almost all the respondents are young adults – youths 62.4% greater of whom are already married while, 36% are yet to marry. This result is not out of place given that given that youths are the class consumers most excited with unusual and unexpected things.

Regression Results

Table 2: Summary of Regression Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.840[a]	.706	.703	1.867	1.904

a. Predictors: (constant), Ambient marketing, Ambush marketing, Buzz marketing, Viral marketing
b. Dependent variable: Consumer purchase

The results of the regressions in the above table giving R square (R^2) value of 0.706 indicate that 70.6 percent of the variations in consumers' purchase of carbonated soft drinks is explained by variations in ambient marketing, ambush marketing, buzz marketing, viral marketing. Similarly, R square adjusted value of 0.703 indicates that 70.3% of variation in the dependent variable is accounted by variation in the independent variables, all things being equal.

The Durbin-Watson statistics which is employed to check for autocorrelation recorded 1.904 as its value which is within the acceptable threshold. This shows that the variables used in the model are not auto-correlated and are therefore, reliable for predications.

Table 3: ANOVA Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4704.657	5	940.931	269.822	.000[a]
	Residual	1959.822	373	3.487		
	Total	6664.479	378			

a. Predictors: (Constant), Ambient Marketing, Ambush Marketing, Buzz Marketing, Viral Marketing
b. Dependent Variable: Consumer Purchase

Table 3 above indicates that the F-test which tests the overall significance of the model recorded a value of 269.822 with a probability value of 0.000 which is statistically significant at 0.05 level of significance. It indicates that ambient marketing, ambush marketing, buzz marketing, viral marketing can collectively explain the variations in consumers' purchase of carbonated soft drinks in Anambra State indicating that guerrilla marketing has significant influence on consumer purchase of carbonated soft drinks in Anambra State.

Test of Hypotheses

The four hypotheses of the study earlier formulated were tested using t and sig value in the coefficient of the regression results. The results are presented below:

Table 4: Coefficients of the Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.024	1.149		11.335	.000
Ambience marketing	.014	.038	.011	2.361	.008
Ambush marketing	.089	.038	.148	2.322	.021
Buzz marketing	.177	.042	.316	1.170	.112
Viral marketing	.573	.056	.391	10.218	.000

a. Dependent Variable: Consumer Purchase

Hypothesis One

Ho: Ambient marketing has no significant influence on consumers' purchase of carbonated soft drinks in Anambra State.

From the results in table 4 above, ambient recorded a t-statistic value of 2.361 with a probability value of 0.008 which is statistically significant at 0.05 level of significance. Therefore, the null hypothesis is rejected while the alternative hypothesis is accepted. Hence, ambient marketing has significant influence on consumers' purchase of carbonated soft drinks in Anambra State.

Hypothesis Two

Ho: Ambush marketing has no significant influence on consumers' purchase of carbonated soft drinks in Anambra State.

From the results in same table 4, ambush marketing recorded a t-statistic value of 2.322 with an alpha value of 0.021 which is statistically significant at 0.05 level of significance. We, therefore, reject the null hypothesis and accept the alternative hypothesis. This implies that ambush marketing has significant influence on consumers' purchase of carbonated soft drinks in Anambra State.

Hypothesis Three

Ho: Buzz marketing has no significant influence on consumers' purchase of carbonated soft drinks in Anambra State.

Table 4 still shows that buzz marketing has a t-statistic value of 1.170 with an alpha value of 0.112 which is statistically insignificant at 0.05 level of significance. We accept the null hypothesis and reject the alternative hypothesis. This implies that buzz marketing has no significant influence on consumers' purchase of carbonated soft drinks in Anambra State.

Hypothesis Four

Ho: Viral marketing has no significant influence on consumers' purchase of

carbonated soft drinks in Anambra State.

Results in same table 4 above showed that viral marketing recorded a t-statistic value of 10.218 with a probability value of 0.000 which is statistically significant at 0.05 level of significance. This implies that viral marketing has strong positive significant influence on consumers' purchase of carbonated soft drinks in Anambra State. Therefore, we reject the null hypothesis and accept the alternative hypothesis.

Discussion of Findings

Results of the study showed that ambient marketing has positive significant influence on consumers' purchase of carbonated soft drinks in Anambra State implying that placing an advertisement on unusual items or in unusual spaces positively influences consumer purchase of these drinks. This agrees with the position of Luxton and Drummond (2000) that it is a great way to raise curiosity and makes a potential customer come and take closer look. Okwara, Nkwocha and Onyeme, (2017) posited that it combines intelligence, flexibility, and effective use of the atmosphere; can be found anywhere and everywhere from hand dryers in public bathrooms and petrol pumps through to bus hand straps and golf-hole cups and can often interact with consumers.

The study finding ambush marketing to have significant positive influence on consumers' purchase behaviour implies that also enhances patronage of these carbonated drinks by the consumers in Anambra State. The findings agree with the position of Shani and Sandler (2009) see the term as a planned effort by an organization to associate itself indirectly with an event in order to gain at least some of the recognition and benefits that are associated with being an official sponsor. Thus, aligning with Swity, Syed and Nupur (2017) that guerrilla marketing techniques plays a significant role in promoting products.

Viral marketing happens to be the mix found to have strong significant positive influence on consumers' purchase of carbonated soft drinks in the State. This implies that viral marketing enhances consumer purchase of carbonated soft drinks. This result corroborates the findings of Wendrila and Debarun (2018) which noted that viral marketing makes a chain impact not at all like WoM. Though viral marketing is like WoM, the distinction is that after a shopper has evaluated viral promotion thread, he/she educates five to ten individuals regarding it and afterward they advise another five to ten individuals, and so goes on. This chain resembles an infection that spreads the message quick.

Buzz marketing found to have no significant influence on consumers' purchase by the present study disagrees with the findings of Alrabeeah and Jaramillo (2018) and Selam (2019) that guerrilla advertising has significant effect on consumer's ad attitude and purchase intention. However, it may have found partial support in Okwara, Nkwocha and Onyeme (2017), the sole accessible study in Nigeria which found no significant positive impact of guerrilla marketing impact on consumer buying behaviour. Overall, the findings of the present study strongly disagree with Okwara, Nkwocha and Onyeme given that three out of the variables of the indicated positive relationships.

CONCLUSION

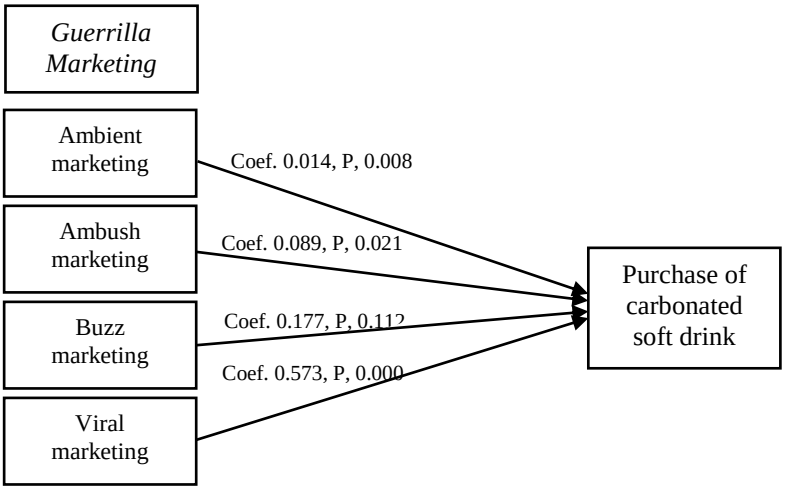
Following from the findings of the study wherein three of the four measuring guerrilla - viral, ambient, ambush marketing elements significantly correlate with consumer purchase behaviour, the study thus concludes that guerrilla marketing techniques positively influence

consumer purchase of carbonated soft drinks in Anambra State of Nigeria. Based on the findings of the study it is recommended that marketers of carbonated drinks should sustain and continually innovate ambient, ambush and viral techniques to maintain and grow customer purchase of their product brands. It is economic wisdom that the firms prioritize this strategy in their overall persuasive promotional activities. Secondly, the no significant influence of buzz strategy on consumer purchase demands that marketing operators in the industry need to re-engineer the tool to infuse salient culture aspects, consumer attitudes and involvement, and consumer demographics to improve on its effects.

Implications for Research

This study is an addition to guerrilla marketing and consumer purchase literature particularly in carbonated drink subsector in Anambra State and by extension, Nigeria. The major implication is that it established that guerrilla marketing has significant influence (at the magnitude depicted in the illustration below) on consumers' purchase of carbonated soft drinks in Anambra State. Hence, from the econometrics:

CPCD = α + β_1AMTM (0.014 [0.008]) + β_2AMHM (0.089 [0.021]) + β_3BUZM (0.177 [0.122]) + β_4VILM (0.573 [0.000])



Graphical illustration of study contribution to knowledge

The figure above depicts that ambient marketing, ambush marketing and viral marketing has significant positive influence on consumer purchase of carbonated drinks, while buzz marketing has no significant influence on consumer purchase of carbonated drinks.

Suggestions for Further Studies

1. Further enquiry particularly on buzz technique is required to determine if its non-significant impact cuts across related product categories.
2. The study should be replicated in other states of the geo-political zone not only to establish preponderance of the practice in zone but also enable consensus or not of findings given that they share cultures and tradition.

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