

Entrepreneurs Perception Towards Guerrilla Marketing In Small Scale Business with Reference to Chennai City

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ABSTRACT:

Most entrepreneurs would have faced a lot of obstacles while establishing their business specially during their marketing campaigns. Their motive would always focus on creating a stable platform for their business but they sometimes overlook and fail in implementing a effective marketing plan hence creating financial pot holes. While preparing a budget for their marketing activities the entrepreneur tends to invest in marketing activities which are common and do not connect their product to the masses in a effective way.

The author firmly believes that by using “The Guerrilla” marketing method in marketing a product has better reach and will help entrepreneurs to enhance their business. The ideas used in Guerrilla marketing are very unique and simple; but are very effective in creating an inroad into customers directly. Though this method of marketing is unconventional but it surely will yield maximum result towards generating a huge database of clients for new business. Hence this study focuses on the success of Guerrilla Marketing techniques in small scale business.

INTRODUCTION

Marketing is still a under developed area in Business. Guerrilla marketing is an out of the box thinking method which is very unique and attracts the customers towards their products. The Guerrilla marketing concept which was created by Levinson (1984), states an unconventional way of performing promotional activities on a very low budget. Since 1984, his ideas have been reworked to illustrate how those in a variety of occupations can translate the principles of low budgeted but aggressive marketing to help in selling their products (Levinson, frishman & Larsen, 2001) .This marketing strategy is visibly seen where it resembles what the business is all about. Guerrilla marketing is a classic & **inexpensive method** of marketing in business. The best part of these promotions is that it is successful than the traditional method of marketing. and helps in directly connecting to the clients in a much deeper way.

Any new creative idea which is visually enhanced and with a better description of the products definitely helps in creating a stable platform for the entrepreneurs; hence Guerrilla marketing is very successful and is catching up with business managers and encouraging them to change their marketing styles. The energy and the imagination is usually focused on grasping public attention in more catchy, personal and in memorable way. This strategy helps the small scale business to compete with large scale business by creative and brilliant ideas in marketing. During 1970's the main focus of advertising was profit where they failed to focus on creative advertising. But later the marketing strategy has become more educative rather than entertaining but still the advertisers noticed it was less effective. The term guerrilla marketing is easily traced to guerrilla warfare which utilizes a typical tactics to achieve a goal in a competitive and unforgiving environment.

Guerrilla Marketing and Marketing Mix



Source: NUFER

OBJECTIVES

- To analyze the causes for using Guerrilla marketing in small scale business.
- To identify the Guerrilla marketing tactics of small scale business.
- To evaluate the Guerrilla marketing excellence in small scale business.
- To provide possible and feasible solutions based on the findings of the study.

NEED OF GUERRILLA MARKETING

- The tactic is to substitute innovation and creativity for the staid and status quo method of advertising.
- The reason for market failure is failing to understand marketing. So small business failures can establish records.
- Guerrilla marketing is simple to understand, easy to implement and outrageously inexpensive.

REVIEW OF LITERATURE

Priti Jeevan, 2016; the research is on awareness and effectiveness of Guerrilla Marketing Technique- an innovative means of advertising. The study highlights the importance of the company to move towards unconventional methods to reach out the consumers. The study also says there is an increase in number of similar products that has brought difficulties among potential customers to choose the product. Mean while the companies have become aware of the need to facilitate and differentiate their product from other by delivering the brand message in different way. They believe the Guerrilla marketing strategy would benefit both the organization and the customers.

Zujewska, 2014; Guerrilla marketing is a valued marketing technique for medium and small companies. The study is based on establishing marketing plans based on Guerrilla marketing approach. The marketing plan was written based on the place of company in Oslo Norway. The study gives the differences of Traditional marketing approach and Guerrilla marketing approach.

Jose, 2013; the study conveys about the uses and needs of Guerrilla marketing method and how that is different and superior when compared to Traditional marketing technique. The related marketing techniques of advanced marketing, in the modern time is cost cutting but bearing high impact on the

consumer will also be highlighted. The study also gives us the various terminology, literatures and applications to the small business profitability.

Levinson J C and Grodin S, 1994; the research study emphasized on implementation of formulating proper marketing approach to compete with other enterprises due to more inflexible designed approach, numerous companies not have resourcefulness and passion towards guerrilla marketing brand and product. The study identified many of the companies lack in creativity and fascination of the guerrilla marketers. So the study suggested that managers of company at this level should act like a entrepreneur and initiate thinking for customer benefits and envisage new ways of value addition to lives of customers.

RESEARCH METHODOLOGY

Research design is a plan structure and strategy of investigation conceived so as to obtain answer to research question and control variables". So to achieve the objective of research a planned and strategic descriptive investigation is carried out. Descriptive study is helpful to know the entrepreneurs perception on Guerrilla Marketing in Small Scale Business. The descriptive research design is used to find suggestion for the research problem with full of facts.

SAMPLING

A Sampling is a part of the total population. It can be an individual element or a group of elements selected from the population. Convenience sampling method has been used to collect data from the respondents.

SAMPLE DESIGN:

Sample element: Entrepreneurs of Small Scale Business in Chennai
Sample size : 60
Sample media : Questionnaire.

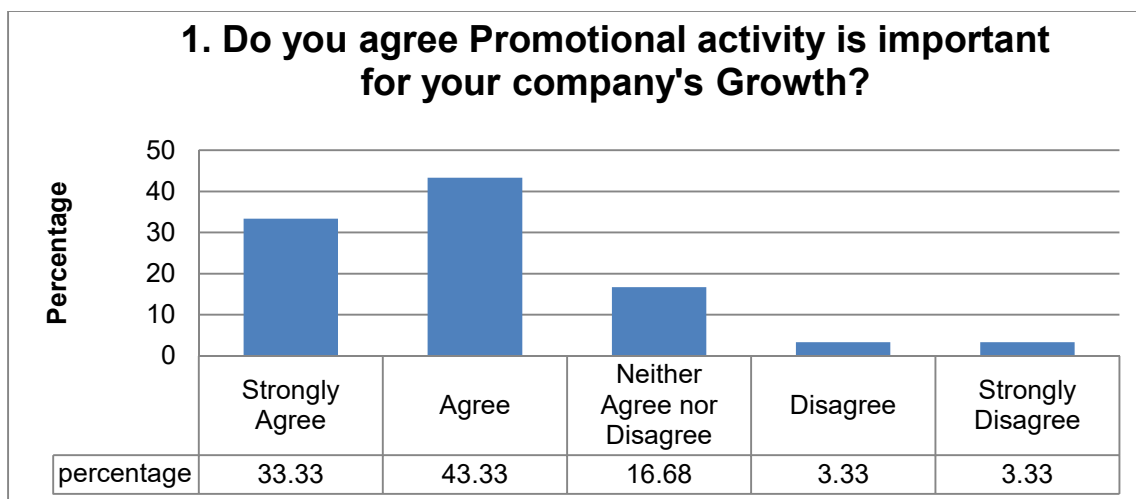
DATA COLLECTION

The data collection pertaining to the study involves on the basis of primary data and secondary data. The primary data have been collected from entrepreneurs by personal interview. The instrument used for data collection through Questionnaire. Secondary Data collected through websites and journals for building the literature.

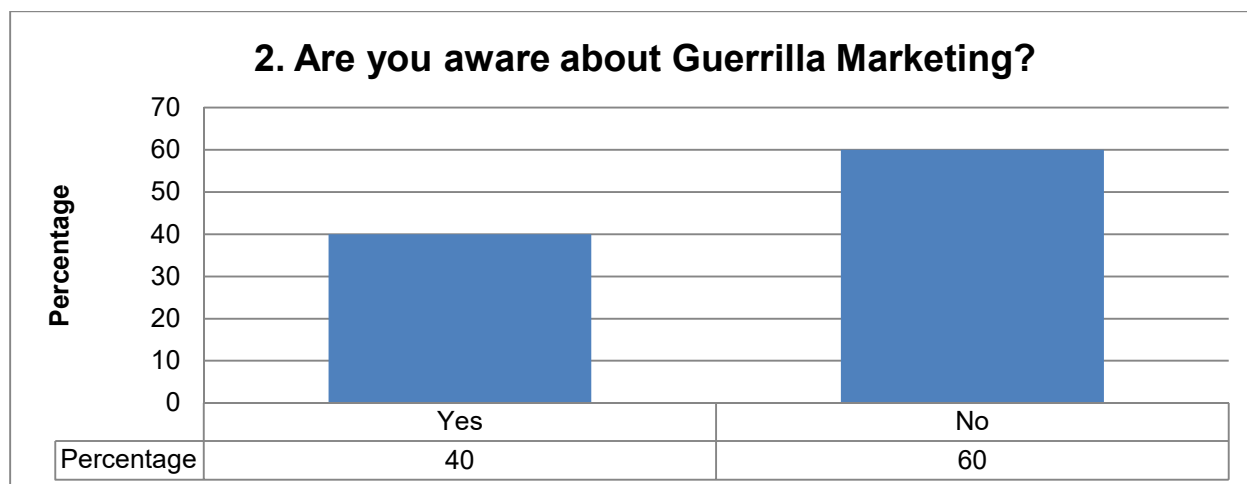
STATISTICAL TOOLS

> Percentage analysis

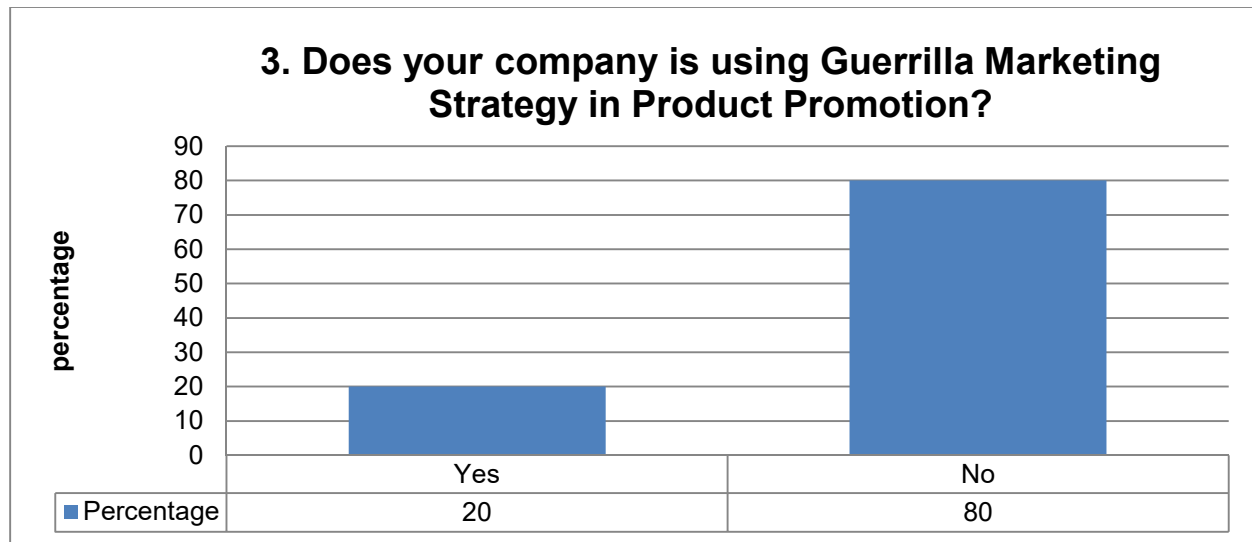
SUMMARY OF FINDINGS & SUGGESTIONS



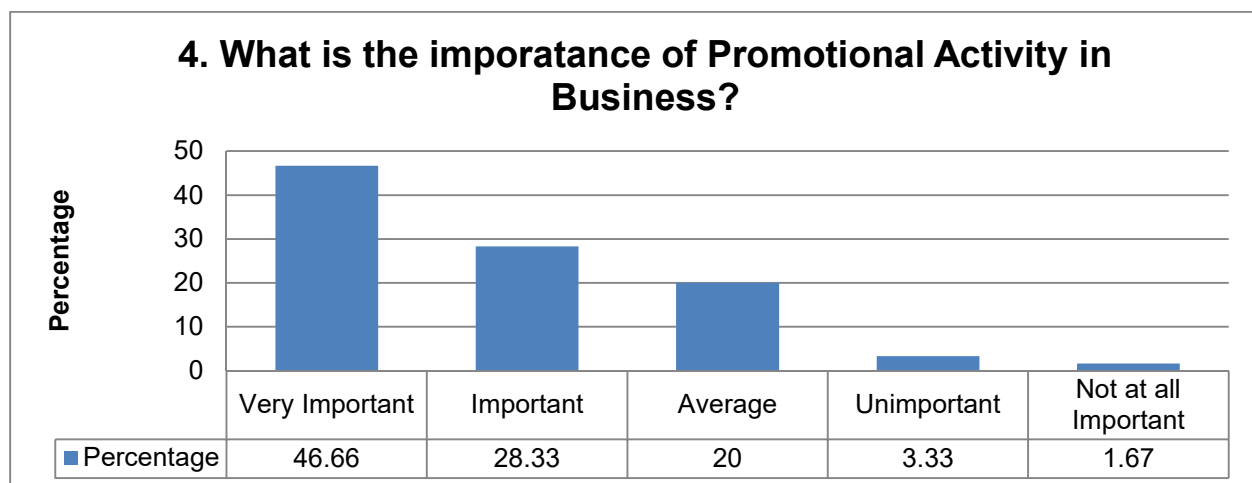
The maximum number of respondents Agree and Strongly Agree that the promotional activity is important for their company. These respondents who are aware about the importance of promotional activities, show their genuine interest in adding more creative ideas to their existing promotional activity.



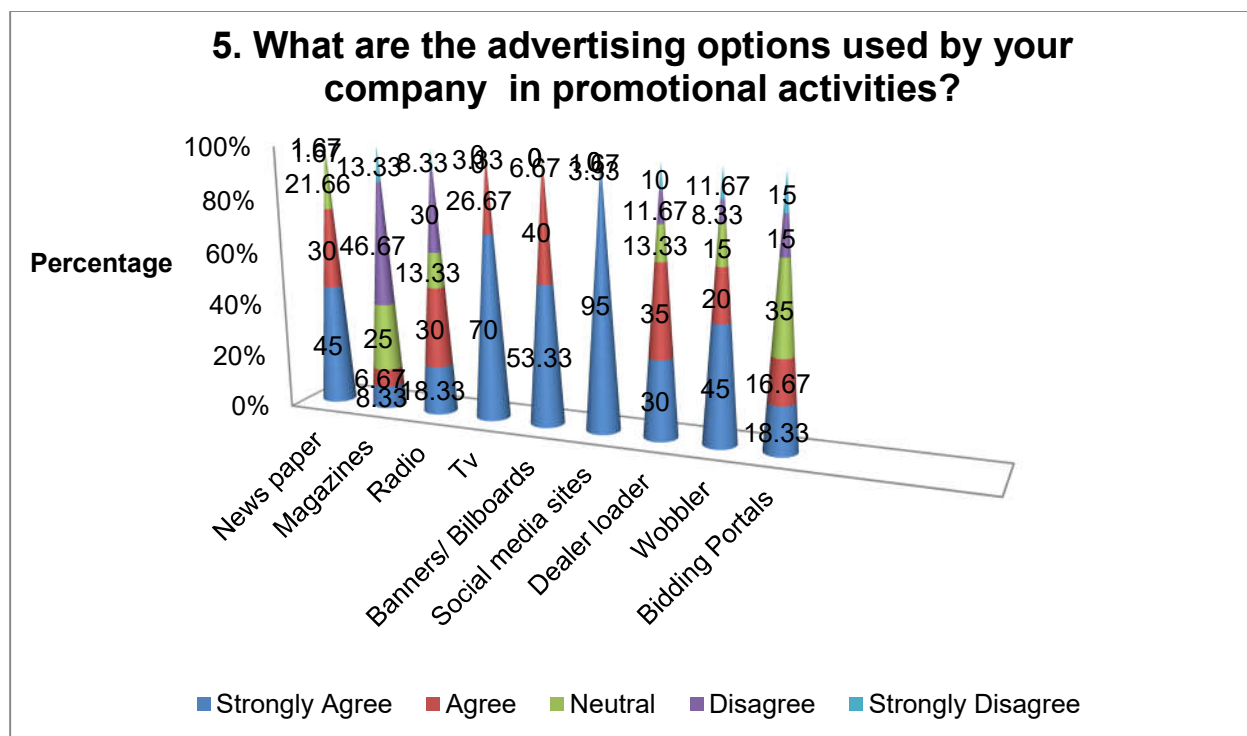
The awareness of the Guerrilla marketing is low in the small scale segment as this strategy of marketing is been used by large scale industries and popular brands. Hence creating awareness of guerrilla marketing small scale industries will help entrepreneurs to increase their top line.



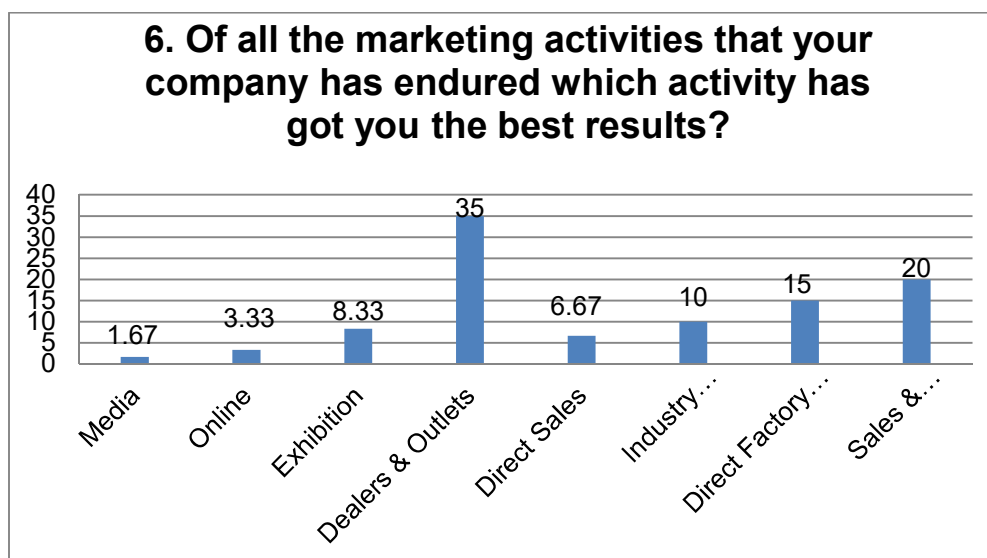
Most of the entrepreneurs are not using guerrilla marketing strategy because they feel it is expensive this mindset can be changed by educating them about this strategy by showing visual examples and demo.



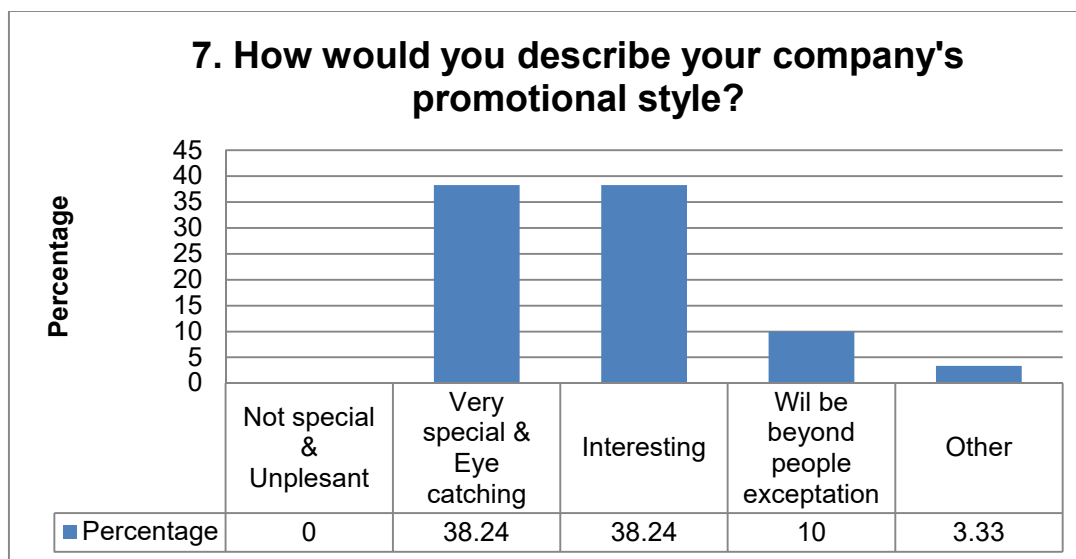
Most of the entrepreneurs agree that promotional activity are important and has to be done on regular basis. It is suggested, to use simple innovative techniques to capture the minds of the customer towards their product.



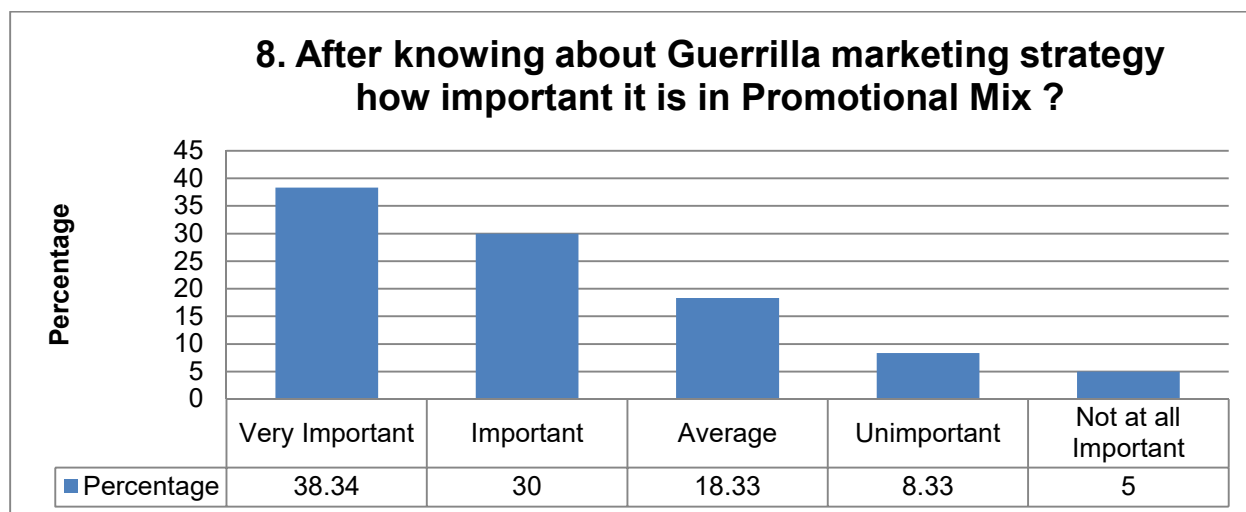
The entrepreneurs believe in mass media campaigning to reach many households. In mass media campaigning many a times the products get ignored because it is not focused on a particular segment. Guerrilla marketing is product & client centric. Hence it is recommended to invest and implement innovative techniques for product exposure.



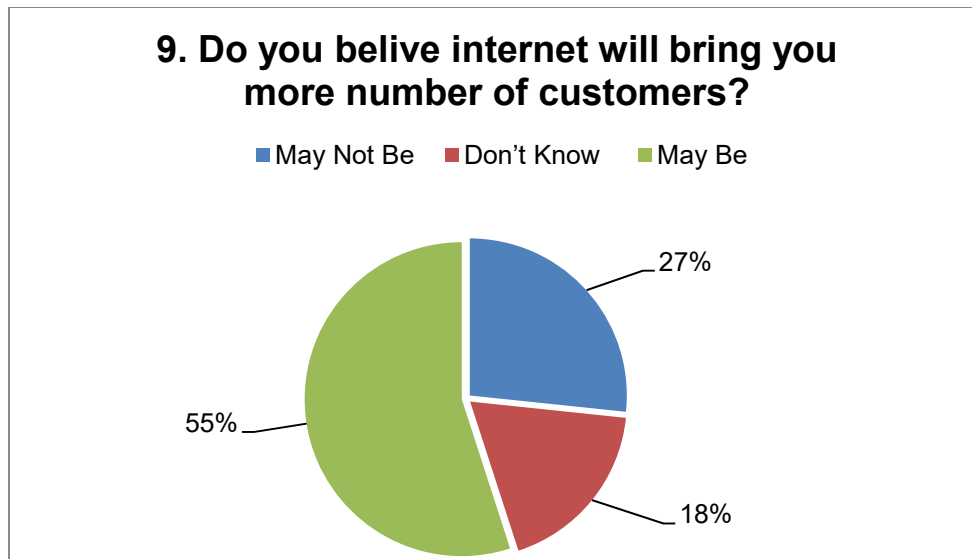
The maximum entrepreneurs have conveyed that they see good sales progress through dealers & outlets and next comes the sales and services. As a researcher it is suggested that the implementation of guerrilla marketing strategy may be the additional factor to increase the sales and capture good market.



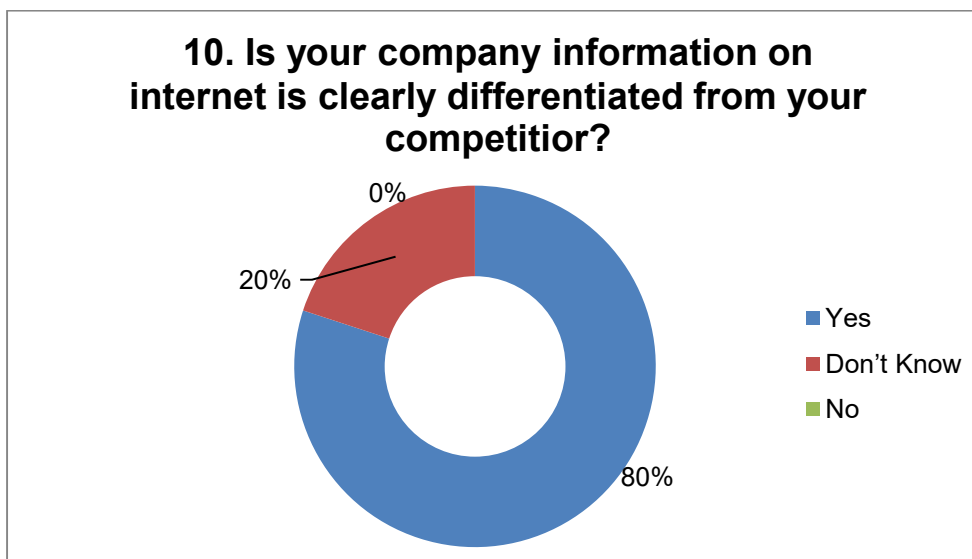
Every entrepreneur feels that his ideas in marketing are unique and very interesting. Every one uses their own ideas or outsource the marketing activities to a professional agency but do not evaluate the upcomming results. So it is suggested to invest in marketing campaigns which are more visual and their product based. They can implement low budget marketing guerrilla stratgies for better results.



After gaining knowledge on guerrilla marketing the entrepreneurs feel that if implemented well the will get very good results. So it is suggested that these entrepreneurs get exposes to guerrilla marketing so that they can do better business in terms of sales.



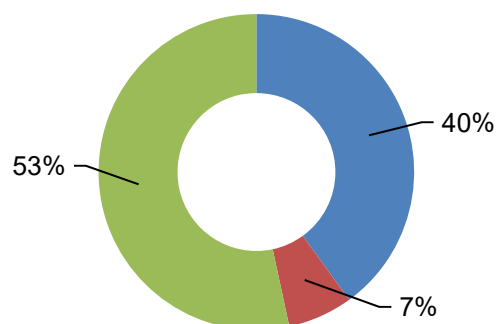
It is suggested that they can trust internet as a sources of to increase their business via advertising in popular websites.



It is good to find the company information is clearly given and differentiated with the other company and if the Guerrilla marketing strategy is used by the entrepreneur's it may be the unique and additional advantage for the company.

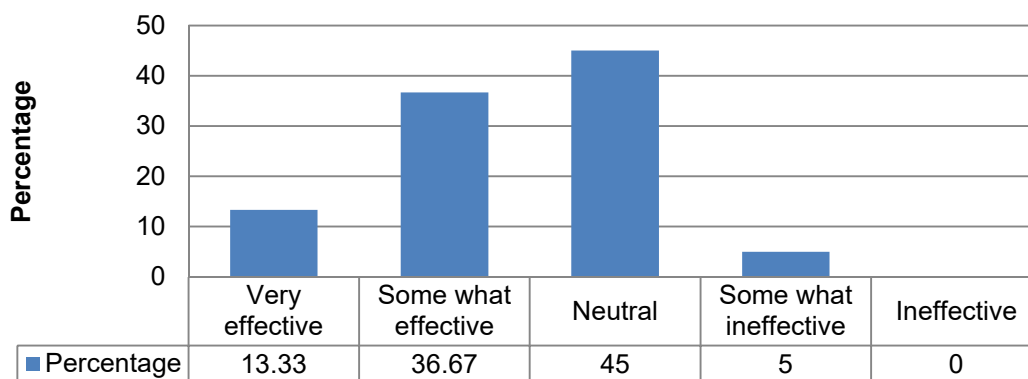
11. Do you have any unique plans for promoting your product through Guerrilla marketing strategy?

■ Yes ■ No ■ May be later



The entrepreneurs have said they may use guerrilla marketing strategy in the future to promote their product in the market. But as a researcher it is suggested that, not to delay on implementing the guerrilla marketing strategy in present period. since each day there is an increase in number of competitors with different plans and creative ideas. So instead of having high competition in future they can earn more potential customers in the present by using Guerrilla marketing strategy.

12. If Guerrilla marketing strategy is implemented in your future business plans how effective it will be?



The figure says the maximum entrepreneurs have chosen neutral for implementing the guerrilla marketing strategy in future business plan will be effective. But in case of Guerrilla Marketing, it is going to be very effective when ever it is implemented in business. So as researcher it is suggested, the entrepreneurs to understand the importance of Guerrilla Marketing in business.

CONCLUSION

This study had brought into light the level of interest taken by the entrepreneur to market his products. They have been following the regular methods of activities and expect the client to get interested and buy their products. The current customer buying trends keep changing from time to time and the customer looks for products which are genuine and visually attractive with good quality. All these qualities of the product cannot be conveyed to the customer through regular advertising options. Guerilla marketing is a very good option for the sellers as the presentation of their products are done in a very unique way and gets the customers interest right away. This kind of marketing infuses fresh blood in the minds of buyers as the attraction factor is high.

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