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MARKETING STRATEGY FOR BUSINESSES WHICH SERVE IN LOGISTIC SECTOR: GUERRILLA MARKETING

Abstract:

Many businesses head for guerrilla marketing which is one of the modern marketing strategies of businesses as a result of traditional marketing strategies insufficiency in today's competitive environment. Guerrilla is a marketing strategy which used to gain minimum cost and maximum effect in marketing companies. Both small and medium businesses enterprises and of big and global businesses enterprises use guerrilla marketing to increase the competition strength. In Guerrilla marketing being near to target market, dynamic, consumer oriented, amplified and authorised marketing method is important. Guerrilla marketing strategy is based on fantasy, freedom and flexibility. In this context, businesses try to reach the consumers with an unexpected methods, time and places and also try to make them experience with their brands. The object of the guerrilla marketing is not only sending messages to customers but also to be engraved in their subconscious and to stick in their mind.

This study focuses on detecting some opinions towards the usage of applications such as internet, social networks, brand signs, seminars and free product distribution which are tools of guerrilla marketing of Businesses to their customers in national competition environment which serve in logistic sector. In our study, a survey is applied to businesses enterprises which provide logistic service in Konya city and the results are evaluated by analysing.

Keywords:

Guerrilla Marketing, Competition, Businesses Enterprises Which Provide Logistic Service

Introduction

Guerilla is a definition which is used for the companies which have small markets or have a share in a small market (Michaelson & Michaelson, 2007, p.97). One of the most important principals of the guerilla technique is seen as to find a small tranche to stand up in the market and become the leader, and to protect that tranche till the end (Ries & Trout, 1996, p.101). Guerilla marketing is defined by the guru of guerilla marketing, Levinson, as a set of marketing practices which can be implemented with an efficient and much smaller budget so that especially big businesses are able to take a stand against small businesses (Levinson, 1998, p.10).

Previously, guerilla marketing was defined as a practice used for just small companies which can compete against big companies better, but as a result of the changing marketing conditions, guerilla marketing changed when it was adopted by the big companies as well. With this new respect, guerilla marketing can be defined as a communication technique which aims to get attention of the consumers by putting several initial advertising to the places where the consumers don't expect to come across that advertising (Solomon, 2004, p.223).

Guerilla Marketing

The Webster's New College Dictionary defines guerrilla as an "irregular war fought by an independent group," indicating that the term itself, derived from the Spanish word for war, guerra, originated in the context of armed conflict. This concept was first used during the Spanish resistance against the French invasion under Napoleon which lasted from 1807 to 1814 (Blog Advertising, 2012). In light of this, it can be surmised that guerrilla warfare, which means partisan struggle, is the weapon of the weaker or disadvantaged side in a conflict.

Guerrilla Tactic was first introduced to Marketing in the 1960s in America. In these years, U.S. occupation of Vietnam turned into failure despite the overwhelming power of the regular U.S. army. As a result of guerrilla war, U.S. army was wiped out by the irregular Vietnamese forces. American marketers started to adopt similar guerrilla tactics and to implement aggressive and surprising marketing policies to maximize their profit (yenimakale.com, 2010).

There are various guerrilla marketing definitions.

Guerrilla marketing (GM) was first introduced by Jay Conrad Levinson in the book Guerrilla marketing in 1984, as an unconventional marketing methods based on a very low budget, by relying on time, energy and imagination instead of big marketing budgets. Thus, when implementing GM tactics, small size is actually an advantage instead of a disadvantage. Small or medium sized firms are able to obtain publicity more easily than large companies; they are closer to their customers and considerably more agile (Wikipedia, 2014, p.1).

Marketing guru, Philip Kotler has described guerrilla war in marketing as assailing on a rival's different points at intervals by demoralizing and distracting the competitor to occupy a niche in a market (Kotler P., Armstrong G., Saunders J. &, & Wong V., 1999, p. 532).

According to Tek (Tek, 1997, p. 109), Guerrilla Marketing is a marketing tactic based on creativity, imagination and fast mobility. Guerrilla forecasts the danger in market and takes measures. Guerrilla thinks local and does local. Guerrilla Marketing is based on getting market share through surprise attacks by depressing a rival.

As a result, guerrilla marketing is a smart marketing tactic which intends to get competitive advantage in the market through efficient and different marketing instruments.

Guerrilla tactics are rational, and it is able to transform its disadvantages into advantages. Jay Conrad Levinson defines guerrilla marketing in the following terms: "It is for those entrepreneurs whose budgets are low but their imaginations are great..." (Blog Advertising, 2012).

The aim of guerrilla marketing is to maximize public interest in a firm's goods and services while also minimizing the costs of advertising. Just like guerrilla warfare, this form of marketing strives to focus attention in a particular direction. The means to achieving this in advertising are "different, surprising, original and entertaining," implemented with a small budget.

The Differences Between Guerrilla Marketing And Conventional Marketing

According to the designer and brand advisor Jay Conrad Levinson, who first introduced the concept of guerrilla marketing, there are 20 differences between traditional and guerrilla marketing, and he describes those differences as follows (Levinson 1998):

Table 1 Differences Between Guerrilla Marketing And Conventional Marketing

Traditional Marketing	Guerrilla Marketing
Money is required for marketing.	If you have money, you are asked to invest but if you do not have any money, you are not obliged.
Confuses people's minds and creates a mystic atmosphere.	The guerrilla approach explains the reality clearly.
It is intended for the big business environment.	It is intended for small business organizations.
Measures performance by means of the rate of sales.	Profitability comes first.
Marketing is based on experience and judgements. That is to say, it is estimation or prediction.	Focuses on psychology and human behaviour because guerrilla advertising cannot afford to lose time for estimations. Guerrilla is aware of the fact that consumers make 90% of their decisions by subconsciously.
Is not interested in the work of competitors.	Says forget about competitors and watch those who have standards like you and cooperate with them.
Is egocentric - always says "I" and everything is based on the ego.	Guerrilla says "you." Everything which stems from guerrilla marketing such as leaflets, flyers and web pages are all related to their prospective customers.
Cares about those bills which arrive at the end of the month	Cares about relationships and asks questions such as "who have we contacted this month?"
Does not give much importance to technology.	Benefits from technology at all levels possible.
Aims at larger groups.	Targets small groups and individuals.
Aims at the unconscious and does not bother about minor details.	Targets the subconscious and emphasizes details.
Tells you to enlarge your business linearly.	Targets growth in geometric proportion.
Utilizes only a handful of marketing methods.	Has 100 weapons and chooses the most appropriate one and utilizes their intersections or results. 62 of those weapons are totally free of charge.
Starts more than one job at the same time.	Says manage your business first and focus on other issues afterwards or embark upon another enterprise.
It is a "monologue".	Is keen on dialogue, so guerrilla always says

	"you" rather than "me."
Says that the important issue is selling and forgets about the customer after the sale.	Always follows and waits on customers so there is a minimal risk of losing a customer.
Tells people, "You should take advantage of the benefits of my services and goods!"	Focuses on people's problems and finding solutions for them.
Marketing asks, "what can I sell to them?" The system is based on purchasing and selling.	Asks customers questions such as "What can I give you?" for the benefit of customers is the priority.
Argues that traditional methods such as PR are always beneficial.	Not just one but all approaches serve their purpose. A combination of these will be beneficial.
Believes that it is possible to do marketing by means of only promotional approaches.	The priority is to please customers and get their approval and satisfaction. In this case, sales are need-based and the customers come to you.

GM Process And Features

Guerilla marketing has adopted the concept of using different methods from ordinary marketing communication methods so that small companies can take stand against the big companies. At the same time, for the maximum effect which is targeted, sufficiency of minimum investment can be assumed as an advantage of the method (Levinson, 1998, p.16). Jay Conrad is the compromise of minds rather than guerilla marketing investments, and it is different from the traditional one (Levinson, 1998, p.11). For defining of a marketing communication activity in guerilla marketing, it is required to make that activity amaze the consumers, get their attention, become interactive and offer its experience. Experience and reality are accepted as major concepts among modern-day brands, and guerilla marketing especially gets attention with these two qualities (Bogusky & Winsor, 2009, p.60). As a result of these qualities, the practices of guerilla marketing draw interest of a lot of brands due to the fact that it created not only the sense of reality and experiences which don't occur with adventures, and also it achieved to create an effect with a tight budget.

For the achievement of guerilla marketing, it should be implemented quickly in addition to be used correctly and in a well-calculated way (Levinson & Hanley, 2007, p.109). However, incorrectly-done guerilla work may cause a negative reaction of the consumer against the brand. To make guerilla marketing practice bring to a successful conclusion, the company should interiorize that method and adopt a particular attitude. To prevent to give a fake and artificial impression for the guerilla work, it's necessary for the company to adopt an attitude of being willing, curious, self-confident, realist, objective, ready to compete düşünölmektedir (Levinson & Rubin, 1996, p.164).

Guerilla marketing process consists of 5 basic steps.

First step is to generate wide-spread data base. Marketing managers should have accurate information promptly regarding company's internal and external environment. This database provides managers detailed reliable information which can direct marketing activities, about prospects, customers, market's situation, and competitors' positions in the market.

Second step is to perform SWOT(strength, weaknesses, opportunities, threats) analysis. The company should recognize its strengths and weaknesses. The firm release the opportunities and threats may come from internal and external environment. SWOT analysis makes the information gathered in the first step configure systematically to formulate the marketing strategy.

Third step is selecting marketing weapons or marketing tools to convey the marketing message to the target market in accordance with the strength of the company and opportunities in external and internal environment. Furthermore, while choosing the marketing weapons, the participation of company employees should be obtained.

In the fourth step, Guerrilla marketer prepares guerrilla marketing schedule. In this schedule, choice of marketing partners and marketing weapon priorities, urgent activities and deciding times should be determined. To choose the person who will use the guns and determine the timing, quality, quickness, and value are all together essential. In these sections, the most important thing is not to use all of the guns together and to be ready to meet all the attacks that may come from rivals (Levinson, 1990, p. 255).

Last step is to attack; in other words, strategy implementation in accordance with marketing schedule and counter-attacking. The important point here is that the results should be observed continuously (Ay & Ünal, 2002, p. 78).

The Method

This study focuses on detecting some opinions towards the usage of applications such as internet, social networks, brand signs, seminars and free product distribution which are tools of guerilla marketing of Businesses to their customers in national competition environment which serve in logistic sector. In our study, a survey is applied to 49 businesses enterprises which provide logistic service in Konya city and the results are evaluated by analysing. The data obtained was analysed with SPSS 16.0 program. In this context, with the help of findings obtained from opinion of shareholders involved in the sampling, suggestions GM strategy.

Scope and limitations

The population of the study consists of businesses operating in the field of logistics in Konya.

Findings

In this section, after analyzing the data obtained from the questionnaires applied to the stakeholders, the following information was obtained:

Reliability co-efficient of the study is (α /alfa cronbach) 91.

The level of guerilla marketing scale conducted in the study is revealed in table 2.

Table 2 The Level of Guerilla Marketing Scale

	N	Mean	Std. Deviation
Total	49	3,81	,63

Table 3 Distribution of the According to their Demographic Characteristics

Gender	Frequency(f)	Percent(%)
Valid Female	5	89,8
Male	44	10,2

Total		49	100
Graduate			
Valid	Primary School	3	6,1
	High School	14	28,6
	Vocational School	13	26,5
	Bachelor's Degree	16	32,7
	Post Graduate Education	3	6,1
Total		49	100
Status			
Valid	Employer	17	34,7
	Employee	32	65,3
Total		49	100
The duration of sector experience			
Valid	0-5 years	19	38,8
	6-10 years	10	20,4
	11-15 years	5	10,2
	16-20 years	3	6,1
	21 years and more	12	24,5
Total		49	100
Family members			
Valid	Yes	14	28,6
	No	35	71,4
Total		49	100

Table 3 Distribution of the According to their Demographic Characteristics

Knows GM term			
Valid	Yes	16	28,6
	No	33	71,4
Total		49	100
Marketin Strategy			
Valid	Yes	16	28,6
	No	33	71,4
Total		49	100
Marketing Budget			
Valid	Yes	21	
	No	28	57,1

Total	49	100
Outsourcing		
Valid Yes	17	34,7
International advertising promotion agencies	5	10,2
National advertising-promotion agencies	3	6,1
Regional advertising-promotion agencies	5	10,2
Personel-promotion agencies	4	8,2
No	32	65,3
Total	49	100

10,2 % of the stakeholders surveyed in Table 3 are composed of women, 89,8 % are composed of men. 6,1% of the stakeholders are primary school graduates, 28,6% of the stakeholders are high school graduates, 26,5 % of the stakeholders are vocational school graduates , 32,7 % of the stakeholders have bachelor's degree and 6,1 of the stakeholders are post graduate education graduates. It has been observed that 34,7 % of the stakeholders are employer, 63,3% of the stakeholders are employee. It has been observed that while 38,8 % of the companies have sector experience of 0-5 years, 20,4% of them have 6-10 years, 10,2 % of them have 11-15 years, 6,1% of them have 16-20 years and 24,5% of them have 20 year and more. It has been observed that 28,6 % of the stakeholders have family members in the same company. It has been observed that 32,7 % of stakeholders knows GM terms. It has been observed that 32,7 % of companies have marketing budget. 10,2% of companies are international outsourcing, 6,1% of companies are national outsourcing, 10,2% of companies are regional outsourcing and 8,2% of companies are personel outsourcing for advertising and promotion.

According to the other statistical analyses conducted;

Differentiation of views on guerilla marketing in terms of age has been analyzed by Anova test. Since $0,994 (p) > 0,005$ is which was calculated according to this, no significant difference has been found. In other words, views on guerilla marketing do not result in differences regarding the ages of study subjects.

Views of the study subjects on guerilla marketing with regards to gender variable have been analyzed via T test. Since $687 (p) > 0,05$ is which was calculated in accordance with the analysis, no significant difference has been found. In other words, there is no difference with regards to gender variable. Accordingly, the study subjects' being male or female does not result in differences in their views on guerilla marketing.

Differentiation of views on guerilla marketing with regards to level of education has been analyzed via Anova test. Since $0,484 (p) > 0,005$ is which was calculated in accordance with the analysis, no significant difference has been found. In other words,

views on guerilla marketing do not result in differences regarding the education level of the study subjects.

Differentiation of views on guerilla marketing depending on the job title has been analyzed via T test. Depending on these results, since $0,858(p) > 0.05$ is, no significant difference has been found. In other words, views of business owners and employees on gm are no different from each other.

Differentiation of views on guerilla marketing with regards to operating period of the business on the market has been analyzed via Anova test. Since $0,875(p) > 0,05$ is which was calculated in accordance with the analysis, no significant difference has been found. In other words, views on guerilla marketing show no difference regarding the operating periods of the businesses participating in the study on the market.

Differentiation of views on guerilla marketing with regards to the employee type working with family members has been analyzed via T test. Depending on these results, since $0,802(p) > 0.05$ is, no significant difference has been found. In other words, views of individuals working with family members on guerilla marketing have been found to be no different when compared to the individuals who do not.

Differentiation of views on guerilla marketing with regards to setting marketing strategy variable of the businesses has been analyzed via T test. Depending on these results, since $0,594(p) > 0.05$ is, no significant difference has been found. In short, no difference has been found with regards to the variable of setting marketing strategy. Therefore, whether the individuals participating in the study have marketing strategy or not does not result in differentiation of their views on guerilla marketing.

Table 4 T Test Findings on the Concept of Guerilla Marketing in Terms of Being Informed of the Marketing

Guerilla Marketing Term	N	Mean	Std. Deviation	Std. Error Mean
Total Yes	16	3,73	,47	,11
No	33	3,85	,69	,12

	Levene's Test for Equality of Variances		T-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Total Equal Variances assumed	4,299	,044	-,655	47	,516
Equal Variances not assumed			-,745	41,319	,461

According to the concepts of guerilla marketing, since it is $0,044(p) < 0.05$ between the ones who had pre-knowledge on guerilla marketing and the ones who did not, significant differences have been ascertained. According to the data obtained from T-test, differences have been discovered between the ones who did not have pre-knowledge on the concept of gm ($m=3,85$, $sd= ,69$) and the ones who had ($m=3,73$, $sd=,47$). In other words, the ones having pre-knowledge on the concept of GM had positive attitudes towards it.

Table 5 T Test Results of Guerilla Marketing Concept in Terms of Budgeting for Marketing

Marketing Budget	N	Mean	Std. Deviation	Std. Error Mean
Total Yes	21	3,89	,46	,10
No	28	3,76	,73	,13

		Levene's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Total	Equal Variances assumed	4,356	,042	,738	47	,464
	Equal Variances not assumed			,785	45,835	,436

Views of study subjects on gm in terms of budgeting for marketing have been examined via T test. Since $0,042(p) < 0,05$ is which was calculated depending on the analysis results, a significant difference has been discovered. Accordingly, views of study subjects budgeting for marketing ($m=3,89$, $Sd=,46$) has more positive attitudes towards GM when compared to the subjects who did not budget for marketing ($m=3,76$, $sd=,73$).

Table 6 T Test Findings on Guerilla Marketing in Terms of Outsourcing for Advertising Activities

Outsourcing	N	Mean	Std. Deviation	Std. Error Mean
Total Yes	17	3,96	,28	,06
No	32	3,74	,74	,13

		Levene's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Total	Equal Variances assumed	10,224	,002	1,189	47	,240
	Equal Variances not assumed			1,505	44,051	,140

Views of the study subjects on gm in terms of outsourcing for advertising activities have been analyzed via T test. A significant difference has been found, as $0,002(p) < 0,05$ is which was calculated depending on the analysis results. Accordingly, views of study subjects adopting outsourcing for advertising activities ($m=3,96$, $Sd=,28$) has more positive attitudes towards gm when compared to the subjects who did not ($m=3,74$, $sd=,74$).

RESULTS

Views of 49 logistics businesses owners (and employees) on guerilla marketing have been analyzed within the scope of this study in Konya province. Differences between views stated in terms of personal details in the first section of the questionnaire applied have been analyzed statistically via T test, Anova test ad statistical analyses. As a conclusion;

The study subjects' being male or female does not result in differences in their views on guerilla marketing.

The increase in the ages of study subjects does not cause differences in their views on guerilla marketing.

No difference of views on guerilla marketing between business owners and employees has been found.

Increase on the operating period of the business does not lead to difference of views on guerilla marketing.

Whether the study subjects have pre-knowledge on guerilla marketing or not results in difference of views on guerilla marketing.

Whether the study subjects have marketing strategies or not results in difference of views on guerilla marketing.

Study subjects budgeting for marketing have more positive views on guerilla marketing.

Study participant businesses outsourcing for advertising activities have more positive attitudes towards guerilla marketing.

In conclusion, to apply guerilla marketing on small and medium sized logistics enterprises, primary features of marketing should be focused on in the first place. Businesses will achieve success only by appearing unexpectedly, having business competency that their competitors can not follow easily, applying creative marketing communication strategies, developing intriguing strategies and applying diversification strategy as well as positioning strategy.

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