

Effect of Guerrilla Marketing on Consumer Buying Behaviour of Agricultural Products in Benue State Nigeria

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ABSTRACT: The study investigated the influence of guerrilla marketing on consumer purchasing behavior of agricultural products in Benue State, Nigeria. It specifically focused on assessing the impact of guerrilla marketing strategies on product acceptance and economic advantages in the agribusiness sector. Informed by transactional marketing theory, the research utilized a sample size of 200 respondents and employed convenience sampling to gather data through structured questionnaires. The analysis, using simple linear regression, revealed a significant and positive correlation between guerrilla marketing activities and customer purchasing behavior, with a coefficient of 0.536 and a t-value of 7.457 at the 0.05 significance level. The Beta value of 0.468 further confirmed the substantial impact of guerrilla marketing on consumer buying behavior. The findings suggest that integrating guerrilla marketing tactics into conventional approaches may effectively influence consumer choices regarding agricultural products in Benue State, Nigeria.

Keywords: Guerrilla marketing, consumer buying behaviour, agricultural products, product acceptance

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INTRODUCTION

Guerrilla marketing is a strategic advertising idea that enables firms to promote their products or services in an innovative manner with limited financial resources (Okwara, Nikwocha and Onyeme, 2017). This requires a significant amount of vigor and creativity, with the goal of capturing the public's attention on a deeper and more lasting level. Certain major corporations employ nontraditional advertising strategies, claiming to engage in guerrilla marketing, while these organizations possess substantial financial resources and already enjoy significant brand visibility. Guerrilla marketing primarily involves doing activities entirely in public spaces, such as streets, shopping centers, parks, or beaches, with the aim of attracting a larger audience (Okwara, et al, 2017). Guerrilla marketing is a concept that was introduced by Jay Conrad Levinson in 1984 through his book "Guerrilla Marketing." It emerged as a response to the shift from

traditional media to online platforms. Traditional advertising media encompass platforms such as print, radio, television, and direct mail (Naglaa, 2017). However, as we are shifting away from these channels, marketers and advertisers are compelled to devise novel tactics to effectively convey their commercial messages to consumers. Guerrilla marketing is a non-traditional approach that aims to surprise consumers in order to produce a significant impact on the brand. This, in turn, generates excitement and discussion about the brand or product being promoted (Okwara et al., 2017). Experiential advertising is a method that enhances interaction with the product or services, aiming to generate a lasting impression on the consumer. By crafting a remarkable encounter for the consumer, it also enhances the probability that the consumer, or an individual who engaged with the campaign, will spread

the word to their acquaintances. Through word of mouth, the advertised product or service reaches a significantly larger audience than initially expected, resulting in a broader mass appeal. This marketing approach is highly efficient for small firms to promote their products or services, particularly when they are up against larger organizations. It is cost-effective and prioritizes reaching a wider audience rather than frequency of exposure. In order for guerilla operations to achieve success, firms do not require substantial financial investments. Rather, they simply need to possess creativity, vigor, and a sufficient amount of time (Adjnu, 2016). Guerrilla marketing is a viable method for organizations that do not offer tangible services to promote their products through unconventional channels, provided they have a well-planned strategy. Unlike traditional media, Guerrilla marketing cannot be quantified using statistics, sales, and hits. Instead, it is evaluated based on the profit generated. The purpose of this design is to effectively eliminate the confusion caused by traditional advertising and clearly convey the message of the advertised product or service. The communication to consumers will be unambiguous and succinct, with the firm avoiding any dilution of the message and maintaining a strong focus. This form of marketing also operates on the subconscious level, as purchasing decisions are frequently influenced by the subconscious mind. In order to maintain a product or service in the subconscious mind, it is necessary to engage in repetition. Therefore, if a product generates excitement and is shared among friends, it facilitates the process of repetition (Okwara et al., 2017). Vital marketing and buzz marketing are two sorts of marketing strategies included in guerrilla marketing. Guerrilla marketing employs several strategies and practices to directly engage with consumers. One of the objectives of this connection is to elicit an emotional response from the clients, while the ultimate aim of marketing is to prompt people to recall brands in a novel manner compared to their usual experiences. The methodology encompasses various methods, ranging from distributing flyers in public locations to organizing operations during large events or festivals, all while avoiding direct engagement and legal complications by carefully selecting the appropriate location and timing. Karus (2016) categorizes guerrilla marketing into various forms, including ambient, ambush stealth, viral, and street marketing. Agricultural commodities: An agricultural product refers to several types of crops, livestock, and livestock products, such as vegetables, horticultural specialties, cattle, sheep, hogs, goats, horses, poultry, furbearing animals, milk, eggs, and furs.

Statement of problem

Guerrilla marketing is a strategic concept used by firms to promote their products or services in a non-traditional

manner, often with limited financial resources. It entails utilizing intense creativity and concentration to captivate the public on a deeper and more lasting level (Okwara, Nkwoch and Onyeme, 2017). There is a mounting apprehension regarding the insufficient patronage and consumption of a majority of agricultural products in Nigeria. This is primarily due to a lack of product awareness about most agricultural films. The majority of agricultural enterprises operate on a small or medium scale, which means they lack the necessary funds to engage in traditional advertising for their products.

Research objective

The primary aim of the study is to examine effect of guerrilla marketing on consumer buying behaviour of agricultural products in Nigeria. The specific objectives are:

To determine the effectiveness of guerrilla marketing in influencing consumer buying behaviour.

To analyze various techniques involved in guerrilla marketing and how they are applied to increase product acceptance.

To expatiate the economic benefits of Guerrilla marketing in agribusiness enterprise.

Research question

The study is focused on the effect of guerrilla marketing most particularly on consumer buying behaviour of agricultural products. Specifically, it aims to answer the following research questions:

How effective is guerrilla marketing in influencing consumer buying behaviour?

What are the techniques involved in guerrilla marketing?
What are the economic benefits of guerrilla marketing?

Hypothesis

In line with the primary aim of this study, the following hypothesis is formulated in a null form

There is no significant effect of guerrilla marketing on consumer buying behaviour

Review of literature

The literature review portion has been organized into three distinct sections. The initial portion introduces the theoretical framework, the subsequent section introduces the conceptual framework, and the final section provides an empirical review of relevant investigations.

Theoretical framework

Transactional marketing

Most of the marketing messages that consumers come across daily on TV, radio, billboards, and other platforms are instances of transactional marketing (Dehlen, Granlund and Grenros, 2009). The American Marketing Association (AMA) defines marketing as the utilization of various strategies to facilitate a transaction between two parties, almost twenty years ago. This refers to the transaction of currency in return for a certain product or service. Nevertheless, the emphasis of the trade has diminished over time. In 2007, the AMA modified their description of marketing as stated in Belch and Belch (2009, p.8): Marketing encompasses the strategic activities, systems, and procedures employed by organizations to generate, convey, distribute, and trade products or services that are valuable to consumers, clients, partners, and society as a whole. This revised definition acknowledges that not all marketing transactions necessitate the exchange of currency for a product or service. Non-profit organizations and charities often receive substantial donations annually without providing any goods or services in return to the donors. As per Kotler et al (2009), marketing involves fulfilling consumer wants and the marketing operations begin even before the organization has a product or service prepared for the market. Marketing encompasses the process of evaluating needs and assessing the potential profitability of a product or service. It also includes activities commonly associated with marketing, such as advertising and public relations (PR). These tools are used throughout the lifespan of the product to attract new customers and retain existing ones by enhancing the product's features and value. Katler et al (2008, p.7) provide a more precise definition of marketing as the systematic process by which organizations generate value for customers and establish robust customer relationships in order to obtain value from customers in return. Transactional marketing is characterized by the supplier being proactive while the buyer or client assumes a more passive role (Gronroos, 1997). The marketing mix, commonly referred to as the 4ps, is a fundamental idea in transactional marketing (Gronroos, 1997). Rosenbloom and Dimitrova (2011) define marketing as the process of strategically combining and harmonizing the four elements of the marketing mix (product, price, place, and promotion) in order to create an ideal combination that fulfills the needs and wants of customers. The four Ps, namely product, pricing, place, and promotion, encompass the various strategies that marketers employ to enhance a company's competitive advantage. The initial thing to consider is the product itself. Factors that can influence the competitive advantage of the product include its quality, technological features, and design (HSU, 2011). This is related to the

second paragraph, specifically the concept of price. Consumers are more likely to accept and anticipate paying a higher price for a product that possesses distinct traits (Douglas et al., 2010). In order to produce a successful marketing mix, the pricing of a product must be consistent with the design, distribution, and promotional considerations (Kotler et al., 2009). The third aspect is place, or distribution, which pertains to the specific context or area where the product is made available. The sale of a high-quality product should take place in a high-quality setting as the location of the sale might influence the consumer's perception of the brand. Promotion is the final element in the classical marketing mix. This pertains to the promotional endeavors and additional marketing strategies, such as direct selling or public relations, that the corporation opted to employ.

Relationship marketing

Relationship marketing is considered the antithesis of transactional marketing, as it involves active participation from both the buyer and the seller in the commercial transaction. For a considerable period, transactional marketing was the sole accepted principle in the academic realm. However, as the business landscape has evolved, new marketing concepts have emerged. One such concept is relationship marketing, which entails companies prioritizing the establishment of mutual trust and commitment. A crucial component of relationship marketing is the concept of commitment. It is imperative for the organization to not only make promises, but also ensure that they fulfil these commitments. A corporation that lures clients with promises but fails to deliver on them will be unable to sustain the connection. According to Alexander and Colgate (2000), the expense of acquiring a new customer is approximately five times more than the expense of retaining an existing customer.

Conceptual framework

Marketing

The primary objective of marketing is to disseminate information and generate awareness about promotions, products, and services. Marketing influences consumer perceptions and distribution choices, leading to increased purchasing and ultimately boosting revenues for the company (Naglaa, 2017). Word-of-mouth (WOM) is the oldest and most straightforward method of advertising in the history of marketing. This notion is known as consumer-to-consumer word-of-mouth communication, where one consumer shares information about a product or service they have observed or purchased with another consumer. This strategy is currently employed and is commonly linked with many marketing firms. Word-of-mouth (WOM) is employed specifically by firms to enhance their brand and image (Naglaa, 2017).

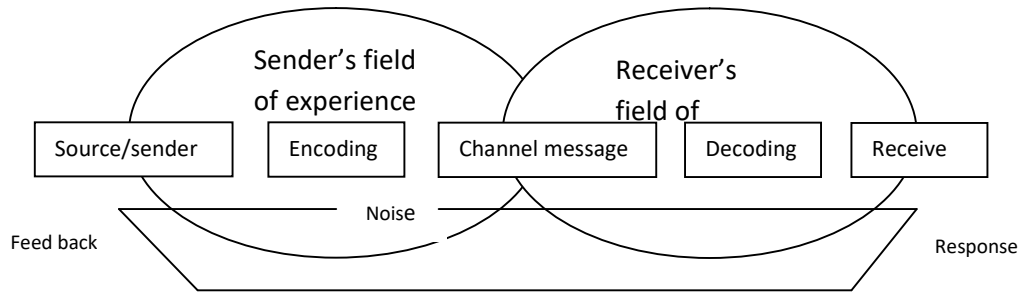


Figure 1: Basic model of communication
(Based on: Belch and Belch, 2009, *A model of the communication process*, p. 146)

The emergence of marketing coincided with the increase in literacy rates in the western world during the 1800s. During this era, the practice of outdoor advertising emerged, with firms disseminating their adverts mostly through newspapers, particularly in major urban centers. During the 1900s, the media landscape experienced significant growth, leading to the distribution of advertisements through various channels such as radio, television, movies, and more recently, the internet. In the 1900s, the field of marketing underwent significant development, as researchers established connections between marketing and the fields of behavioral study, psychology, and sociology. The understanding that marketing has an impact on sales was established by Lennart in 2016. Marketing encompasses two primary advertising approaches: business-to-consumer (B2C) and business-to-business (B2B). B2C advertising targets individual consumers, while B2B advertising targets other businesses. Business to consumer (B2C) refers to the scenario in which a firm aims to offer a product or service directly to an individual consumer. Business to Business (B2B) refers to the scenario when one firm intends to sell a product or service to another company (Lennart, 2016). When promoting a product or service, a firm employs a method of communication. Effective communication plays a crucial role in marketing since it serves as the primary means via which organizations establish connections with their clients.

Communication

Marketing revolves around the process of effective communication. A sender is generating or encoding a message that is then transferred to a recipient. Frequently, the entity initiating the communication is a corporation, while the recipient is typically the consumer or final user. The recipient subsequently deciphers the message, relying on their frame of reference and the perceptions, values, and attitudes they have previously acquired. For successful communication, it is crucial that the receiver's decoding aligns with the sender's encoding

(Figure 1). Two more crucial components of the communication model include the message itself and the selected channel for communication (Belch and Belch, 2009). During the communication process, the message is consistently subjected to many elements that can modify the message and influence its intended perception. These disruptions are referred to as noise and can occur when there is interference in the TV signal or when the receiver is distracted while receiving the message. The fundamental framework of communication serves as the foundation for all marketing strategies.

Guerrilla marketing

In the 1980s, Jay Conrad Levinson, an American, introduced the term "Guerrilla marketing," which refers to unusual marketing techniques and methods aimed at creating a substantial promotional impact. Guerrilla marketing originates from terms associated with military and conflict. This type of marketing is significantly more assertive than traditional marketing, with marketers striving to deeply influence consumers' emotions. Put simply, many marketing strategies are employed to capture the attention and influence the thoughts of consumers (Margarita, 2018). Initially, guerrilla marketing gained significant popularity among small businesses due to its ability to yield significant results with minimal budget inputs. In the present day, prominent corporations also employ the strategy of guerrilla marketing. Guerrilla marketing is characterized by its ability to captivate and astonish customers. The company's appeal generates customer interest, leading to customers actively seeking out the company rather than the company having to continually vie for their attention.

Tactics and ethics of guerrilla marketing

Margarita (2018) outlines seven tactical laws of warfare that serve as the foundation for guerrilla marketing. The primary strategic principle of guerrilla marketing is the focused allocation of a company's resources, including

time, location, and subject matter. This implies that a corporation should focus on executing a single significant promotional endeavor in a strategic place, which should be visually striking and generate substantial attention, rather than engaging in multiple smaller marketing initiatives.

The second strategic principle is to promote the philosophy in conjunction with the product, rather than solely focusing on the product itself (Margarita, 2018). It is crucial to promote the product alongside the concept as guerilla marketing aims to capture the consumer's attention beyond the individual product. The objective of guerrilla marketing is to engage the consumer in such a way that they become actively involved with the brand, rather than the company passively targeting the consumer.

The third strategic guideline involves the identification of pre-existing patterns, their analysis, and the subsequent overcoming of those patterns (Margarita, 2018). The third criterion stipulates that any guerilla marketing endeavor must possess a distinctive quality and refrain from adhering to any established patterns. In this context, "unique" refers to the requirement for a corporation to utilize the identical marketing approach to sell two distinct products. As an illustration, Nestle constructs a bench that closely resembles their popular Kit Kat chocolate, so creating a distinctive promotional strategy. However, if Marabou creates another bench like Marabou chocolate, it will not provide the same unexpected impact, as the marketing campaign will lack originality.

The fourth tactical principle of guerilla marketing is actively seeking out synergistic opportunities (Margarita, 2018). Synergies refer to the cooperative interactions between two or more factors that collectively generate a more potent impact. Guerrilla marketing aims to generate a powerful impact and influence on consumers. The fifth tactical guideline is to strategically outwit any perception filters that have been built within the target group (Baltes and Leibing, (2018).).

This necessitates the corporation to confront the consumers' preconceived beliefs through a striking marketing initiative and demonstrate the brand's core values. The sixth tactical rule advises against taking the direct route and suggests finding detours that offer alternative paths. By choosing an unexpected approach, the company can differentiate itself from other marketing messages that consumers encounter daily, thereby increasing their attraction to the product (Margarita, 2018).

The seventh tactical principle dictates that while employing guerilla marketing, a corporation should prioritize flexibility and agility over the establishment of strongholds (Margarita, 2018). Adaptability provides numerous opportunities for achievement and alters the perception of marketing. This will compel the consumer to focus on the particular marketing endeavor.

Effectiveness of guerrilla marketing on influencing consumer buying behaviour

Amidst an economic downturn, guerilla marketing has emerged as a growing strategy for organizations to get a competitive advantage over their counterparts (Okwara et al., 2017). In times of corporate downsizing and cost-cutting, companies turn to guerilla marketing as a more cost-effective alternative to traditional marketing. Instead of allocating funds towards the marketing process, guerrillas allocate their energy, time, and efforts towards creation. Upon effective implementation, firms will be able to achieve traditional profit and growth objectives while operating with a reduced marketing expenditure. An exemplar of this is the Blair Witch Project. A cohort of film students vehemently criticized an amateur horror film. By implementing an internal marketing strategy focused on disseminating false information about the non-existent 'Blair witch', the film managed to generate significant public intrigue. Despite having a modest budget of \$50,000, the movie achieved a remarkable international box office revenue of \$250 million. According to Jay Levinson, guerilla marketing prioritizes robust customer follow-up instead of neglecting customers after they make a purchase. Emphasizing customer follow-up is a more cost-effective approach, as the expense of acquiring new clients is six times more than retaining existing ones. In a challenging economic climate, it is crucial to prioritize the cultivation of interpersonal connections above sales-oriented efforts, and to target individual customers rather than larger demographics. This fosters customer loyalty, word-of-mouth recommendations, and higher average transaction value (Okwara et al., 2017).

Guerrilla marketing techniques

Word of mouth (WOM)

Word-of-mouth is a crucial outcome of guerilla marketing. The concept behind the marketing method is to employ remarkable and unforeseen marketing initiatives in order to generate conversations and discussions about the company or brand. Word-of-mouth (W.M) refers to the process by which a client becomes aware of a product marketed by a firm and subsequently shares information about it with five to 10 individuals. Word-of-mouth (W.M) is an exceedingly efficient method for small businesses to generate awareness about their firm and products. Following a customer's encounter with the product or service, they proceed to communicate their experience to their family and friends. Sharing the experience enhances the consumer base and boosts the company's sales. In order to disseminate information effectively, marketers must engage in meticulous deliberation prior to promoting a product. Considering the customer's complete interaction with the brand and strategizing ways to foster strong brand loyalty is crucial

(Salih, 2017). As previously stated, W.M is a significant consequence of employing guerrilla marketing.

Buzz marketing

Initially, buzz marketing relied solely on spoken communication. However, in the present day, the notion has expanded to include other social media platforms such as Facebook, Twitter, and MySpace, which play a significant role in generating buzz marketing. Buzz marketing has proven to be highly effective as individuals tend to place more trust in recommendations from friends and family than in traditional product promotions (Dinh et al., 2016). Naglaa (2017) suggests that the buzz necessitates a shift in our perspective on branding. One effective method to generate excitement is by employing several strategies; a notable example is leveraging celebrities in diverse promotional and marketing campaigns. According to Henry (2003), the buzz can originate from various sources such as public relations, event marketing, sports marketing, and online marketing.

Viral marketing

Viral marketing generates a cascading impact that is distinct from word-of-mouth (WOM) marketing. Viral marketing and word-of-mouth (WOM) are similar, but the distinction lies in the fact that when a customer gets aware of viral marketing, they share it with five to ten people, who in turn share it with another five to ten people, and so on. This link functions as a highly contagious virus, rapidly disseminating information. Initially, only one individual was impacted by the viral marketing. However, over time, the number of people aware of it has grown to hundreds, and the information is now spreading organically without the need for extra marketing efforts. The key to this type of marketing is to effectively target and engage the consumer's passion point, which will then lead to the dissemination of information to others (Adjnu, 2016, Lennart, 2016). In addition, Salih (2017) elucidates that consumers have a propensity to engage in discussions about brands and disseminate positive information to their acquaintances. This generates brand and product awareness. Viral marketing has emerged as a prominent trend in the current decade and is being employed by both large corporations and small businesses. They utilize various platforms such as YouTube for viral videos, MySpace for web pages, and blogs to stimulate conversation among people.

Ambient marketing

Concord Advertising, a British advertising agency that focuses in outdoor campaigns, initially employed ambient marketing in 1996. The clients' demand for unique campaign strategies prompted the agency to innovate.

The agency originated the practice of displaying advertisements in unconventional locations, such as floors, petrol pump handles, and the back of restroom doors. This distinctive approach grew to be known as ambient marketing. Ambient marketing use unconventional techniques such as holography, role-plays, and graffiti to convey its message. According to Dinh and Mail (2016), ambient marketing can be defined as the strategic placement of advertisements in atypical and unexpected locations, typically using uncommon methods. It is characterized by being the first or only advertisement of its kind in that particular area and time. The fundamental principles of Ambient marketing are novelty, ingenuity, and timeliness (Luxton and Drummond, 2000).

Ambush marketing

Ambush marketing refers to the deceptive practice where a firm falsely presents itself as an event sponsor, although lacking official sponsorship status. Simultaneously, they receive equivalent advantages as if they were the designated sponsors. Put simply, the ambushers are evading the expenses associated with sponsoring an event, while simultaneously attempting to deceive customers into believing that the company is a sponsor (Karus, 2016).

Ambush marketing is frequently employed during major sporting events due to its ability to effectively target a large audience. Some examples such events include the Olympic Games, cricket and soccer World Cups, and the Super Bowl. Ambush marketing can be classified into two distinct forms. The first type is known as ambush marketing association, which represents the traditional form. Its objective is to establish a link between a firm and a specific event. For instance, if Red Bull desires to establish a connection with racing sports, they will enhance their presence at such events. The second type is ambush marketing through deliberate instruction. This type refers to the practice of prominently displaying the company's trademarks in a position that is easily visible to the television camera (Karus, 2016). In summary, organizations who engage in ambush marketing aim to provide the appearance that they are sponsors of a certain event (Karu, 2016).

Economic benefits of guerrilla marketing in agribusiness enterprise

Guerrilla campaigns are generally characterized by their limited financial resources and their heavy reliance on unorthodox strategies to engage with the consumer. Thus, the technique is an economical approach to establish brand recognition. The economic advantages of guerilla marketing in agribusiness encompass a limited budget, the potential to become viral, and the ability to create a lasting impression.

Inexpensive

Guerrilla campaigns are usually characterized by their limited financial resources and their strong dependence on unorthodox strategies to engage with the consumer. Hence, the strategy is an economical method to establish brand recognition. According to Salih (2017), when it comes to marketing, having a creative approach is more crucial than having a large budget.

Potential for exponential online popularity

In contemporary culture, characterized by the proliferation of technology and the growing internet user base, consumers have the ability to create a lasting impact that may be disseminated globally. Guerrilla operations have the potential to rapidly spread and acquire widespread attention from millions of people (Salih, 2017). Consumer buying behaviour of agriculture product = a + B (guerrilla marketing)

RESULT AND DISCUSSION

Reliability

The alpha coefficient for the six components of the independent variable, guerrilla marketing, is 0.709, indicating a pretty high level of dependability. It should be noted that a reliability coefficient of 0.70 or more is considered to be 'acceptable'. The alpha coefficient for the three items measuring consumer buying behaviour is 0.680, indicating a pretty high level of reliability (Table 1).

Table 1: Reliability analysis.

	Cronbach's Alpha	N of items
Guerrilla Marketing	709	6
Consumer behaviour	650	3

Descriptive Analysis

The variables have a total of 200 valid observations. The arithmetic mean of guerrilla marketing is 3.6425, while the arithmetic mean of consumer behaviour is 3.7833. The metric of central tendency is commonly utilized. It is frequently referred to as the mean. The standard deviation is the positive square root of the variance. The metric quantifies the dispersion of a collection of data points. The standard deviation of guerrilla marketing is 0.7414, while the standard variation for consumer's buying behaviour is 0.84918 (Table 2).

Inferential Analysis

The Pearson's correlation coefficient between Guerrilla Marketing and customer buying behaviour is 0.468. This indicates a correlation between the aforementioned two

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation	Std Error Mean
Guerrilla Marketing	200	3.6425	0.74149	0.5243
Consumer buying Behaviour	200	3.7833	0.84918	0.6005

factors. Given that the P-value is less than 0.01, namely 0.000, it may be concluded that there is a strong connection between the two variables (Table 3). The goodness of fit analysis for the basic regression model revealed an R2 score of 0.219, indicating that the model explains 21.9% of the total variance in consumer buying behavior (Table 4). The ANOVA analysis reveals a significance level of 0.000, which is lower than the threshold of 0.01. This indicates a substantial impact of guerrilla marketing on consumer buying behavior. The two mean squares, 31.466 and 0.566, exhibit a substantial divergence, leading to a considerable disparity with a F value of 55.611 (Table 5). The correlation coefficient between guerrilla marketing and customer buying behaviour is 0.536. A significance level of 0.468 corresponds to a t value of 7.457, indicating statistical significance at the 1% level (Table 6).

Table 3: Correlation

Guerrilla Marketing	Consumer buying behaviour	P value
Guerrilla Pearson correlation	1	0.468
Marketing sign (2-tailed) N	200	0.000
Consumer Pearson correlation	1	1
Buying sig. (2-tailed)	0.000	0.000
Behaviour N	200	200

Table 4: Model Summary

Model	R	R square	Adjusted R Square	Std. Error of the estimate
1	0.68	0.219	0.215	0.75221

Table 5: ANOVA

Model	Sum of squares	DF	Mean	F.	Sig
Regression	31.466	1	31.466	55.6110	.000
Residual	112.034	198	0.566		
Total	143.500	199			

Table 6: Coefficients

	Understudied Coefficients		Standardized Coefficients		
	Model	Std. Erro	Beta	t	sig.
constant	3	1.183	0.267	6.846	0.000
Guerrilla Marketing	1	0.536	0.072	0.468	7.457

Hypothesis assessment summary

The hypothesis that aligns with the existing study literature can be stated as follows: The phenomenon of guerrilla marketing has a substantial impact on the purchasing decisions of consumers when it comes to agricultural products (Table 7). The guerilla pursues the trajectory of the weapons that successfully hit the target, rather than those that miss it.

Table 7: Hypothesis summary

Guerrilla marketing has no significant	T	P-value	Decision
Effect on consumer buying behaviour	7.457	0.000	Reject

Conclusion

Based on our research findings, we have concluded that guerrilla marketing has a substantial impact on the purchasing behavior of consumers for agricultural products in Nigeria. This research work employed the regression model as a statistical tool to analyze the findings of the questionnaire or survey. In our study, we considered customer buying behavior as the dependent variable and guerrilla marketing as the independent variable. The correlation coefficient between guerrilla marketing and customer buying behaviour is 0.468. The p-value for the correlation between the two variables is less than 0.01, namely 0.000. This indicates that the correlation is statistically significant, with a t-value of 7.457. The impact of guerrilla marketing on customer purchasing behavior. The regression analysis revealed that a majority of respondents are aware of the significant impact guerrilla marketing has on consumer buying behavior. This awareness stems from the recognition that guerrilla marketing is a highly effective and innovative strategy specifically tailored for agricultural products and services. It is regarded as a crucial tactic for the survival and prosperity of agricultural enterprises. However, word of mouth buzz marketing, viral marketing, ambush marketing, and street marketing play a crucial role in the effectiveness of guerrilla marketing and the acceptance of agricultural products and services. The study demonstrates that consumer purchasing behavior can be enhanced through robust customer loyalty and innovative advertising techniques. Positive consumer behavior can be achieved through effective marketing strategies such as word of mouth, buzz marketing, viral marketing, ambient marketing, ambush marketing, and street marketing. Customers consistently seek unique and innovative experiences, and guerrilla marketing effectively meets this demand. When a customer is satisfied, they demonstrate loyalty by consistently purchasing the same product, which ultimately leads to a rise in demand for that product.

Recommendations

Considering the favorable impact and the expanding demand in the market, we propose the following recommendations.

i. The contemporary objective of marketing is not to cause disturbance, but rather to establish connections, fulfill needs, and inspire people. Agricultural firms must raise awareness and ensure that they identify and fulfill people's wants.

ii. Guerrilla marketing should be adapted into a traditional marketing plan.
 iii. Agricultural enterprises should develop localized marketing efforts tailored to certain cultural contexts.
 iii. Agricultural marketers should enhance their comprehension of guerrilla marketing. Agricultural enterprises and farmers who engage in atypical guerrilla marketing efforts should be more mindful in their approach.

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