

# Shedding the Light on Guerilla Marketing and Purchase Intention

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## **Abstract**

Marketers are seeking the attention of customers through eye-catching advertising messages as customers are becoming more interested of new unconventional advertising approaches. Guerrilla marketing is one unique way to achieve this need. Guerilla marketing is a flourishing marketing approach that uses unconventional methods for promoting goods and services. The study aims at examining the effect of guerrilla marketing on purchase intention as well as the effect of selected demographic variables in relation to purchase intention. Quantitative approach was used and a sample of 400 respondents was surveyed in Egypt. Simple linear regression, ANOVA and T-test were used to test the hypotheses. Results showed that advertisement creativity, emotional arousal, clarity, humor, and surprise have a positive effect on consumer purchase intention. Females were found to have a higher effect than males to purchase intention. Additionally, the research showed that there is no significant effect of age on consumer purchase intention.

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