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MASTER OF SCIENCE THESIS

THE VARYING IMPACT OF GUERRILLA VS TRADITIONAL MARKETING COMMUNICATION PRACTICES ON CONSUMERS: AN APPLIED RESEARCH ON COLLEGE STUDENTS

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DEPARTMENT OF BUSINESS ADMINISTRATION
MARKETING PROGRAM

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The thesis study titled "THE VARYING IMPACT OF GUERRILLA VS TRADITIONAL MARKETING COMMUNICATION PRACTICES ON CONSUMERS: AN APPLIED RESEARCH ON COLLEGE STUDENTS" is submitted by Damir SPAHIC in partial fulfillment of the requirements for the degree of Master of Science in the Department of BUSINESS ADMINISTRATION MARKETING, Gazi University by the following committee.

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Damir SPAHIC tarafından hazırlanan "THE VARYING IMPACT OF GUERRILLA VS TRADITIONAL MARKETING COMMUNICATION PRACTICES ON CONSUMERS: AN APPLIED RESEARCH ON COLLEGE STUDENTS" adlı tez çalışması aşağıdaki jüri tarafından OY BİRLİĞİ ile Gazi Üniversitesi İşletme Anabilim Dalı Pazarlama Bilim Dalında YÜKSEK LİSANS TEZİ olarak kabul edilmiştir.

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TÜKETİCİLER ÜZERİNE GERILLA'YA KARŞI GELENEKSEL PAZARLAMA İLETİŞİM UYGULAMALARININ DEĞİŞEN ETKİSİ: ÜNİVERSİTE ÖĞRENCİLERİNİN ÜZERİNE GERÇEKLEŞTİRİLEN UYGULAMALI BİR ARAŞTIRMA

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ÖZET

Tüketicilerle iletişim ve bu iletişimin yöntemi bütün işletmeler için çok önemlidir. Tüketicilerle iletişim kurmanın en etkin, ilginç ve diğer iletişim yöntemleri ile karşılaştırıldığında en başarılı yollarından biri de, daha az kaynak kullanılan ve potansiyel tüketiciler üzerinde önemli etkisi olduğu bilinen "gerilla pazarlama" yöntemidir. Tüketicilerin geleneksel iletişim tarzına ait çok sayıda reklam ile çevrildiği pazarda, yaratıcı reklam kampanyası ile gerilla pazarlama iletişimi, seçilen sitelerde ilginç bir içerik ile tüketicilerle iletişimin yeni yollarından biridir. Gerilla pazarlama iletişimi araçları ile işletmenin sınırlı kaynaklarla büyük iletişim etkisi yaratması ve çok sayıda tüketiciye ulaşması sağlanmaktadır. Bu araştırmaya göre, piyasa koşullarındaki değişiklikler ve artan rekabet nedeniyle, birçok şirket etkili iletişim yollarını kullanmaya karar vermektedir. Bu çalışma geleneksel pazarlama iletişimi ve gerilla pazarlama iletişiminin karşılaştırılmasının yanı sıra, gerilla pazarlama iletişiminin neden ve nasıl diğer pazarlama iletişim yöntemlerinde daha etkili olduğunu belirlemesine yönelik yürütülmüştür. Buna ek olarak, bu iki tür reklam yöntemi, birinin geleneksel pazarlama iletişimi ile ilgili olduğu araştırmalarda, diğerleri ise gerilla pazarlama iletişimi ile ilgilidir. Katılımcıların 406 yanıtı ile elde edilen sonuçlar, geleneksel pazarlama iletişimi ve gerilla pazarlama iletişiminin tüketici tutumunu hangi düzeyde etkilediğini göstermektedir. Bu araştırma, gerilla pazarlama kampanyalarının tüketiciler üzerindeki etkilerini ve bunların dikkat düzeyini, ilgi düzeyini, hatırlama düzeyini ve bu reklamların öneri düzeyini dikkate alarak nasıl algıladıklarını görmeyi amaçlamaktadır. Ayrıca araştırmanın amacı, gerilla pazarlama iletişimi ve geleneksel pazarlama iletişiminin, cinsiyet, eğitim ve milliyet (uyruğu) gibi demografik faktörler aracılığıyla tüketicilere göre nasıl farklılaştığını incelemektir. Gerilla pazarlama iletişiminin temel özelliğini, bu tür yatırımların haklı gösterdiği ve önemli geri dönüşler sağladığı, çaba ve yaratıcılığın vurgulandığı maliyet etkinliğini artırmak olduğu belirtilmelidir.

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ABSTRACT

Communication with consumers for each company represents great importance where the way of communication is carefully chosen. One of the most interesting ways of communication with the public is guerrilla marketing communication, where with its instruments enables the company to make high public effects with limited resources and makes great impact on the public. On the market, where consumers are surrounded by a large number of advertisements that belong to the traditional way of communication, the guerrilla marketing communication with its creative advertising campaign, with an interesting content on selected sites, is one of the new ways of communication with consumers. According to this research, due to changes in market conditions and increased competition, many companies decide to use effective ways of communication. This article is based on the comparison of traditional marketing communication and guerrilla marketing communication, in order to determine which of these two marketing communication methods are more effective. In addition, these two types of advertisements are shown in the research where one refers to traditional marketing communication while others refer to guerrilla marketing communication. Through the answers of 406 respondents, the obtained results show in which level traditional marketing communication and guerrilla marketing communication affects consumer attitudes. This research aims to see guerrilla marketing campaigns effects on consumers and how they perceived them, with regard to the level of attention, level of interest, memorability as well as the level of recommendation of these advertisements. Also, the purpose of the research is to see how the guerrilla marketing communication and traditional marketing communication differ according to consumers through demographic factors such as gender, level of education and nationality. It should be pointed out that the main characteristic of guerrilla marketing communication is cost efficiency where emphasis is on effort and creativity where this kind of investment is shown to be justified and that provides significant returns.

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LIST OF ABBREVIATIONS

The abbreviations used in this thesis are presented in below with explanations.

Abbreviations	Explanations
AIDA	Attention, Interest, Desire and Action
D.O.O.	Limited Liability Company - D.O.O (Serbian Language; "Društvo sa organicenom odgovornoscu")
eWOM	Electronic Word of Mouth
LED	Light-Emitting Diode
SPSS	Statistical Package for the Social Sciences
WOM	Word of mouth marketing (WOM marketing) is when a consumer's interest for a company's product or service is reflected in their daily dialogs.

INTRODUCTION

Every company, regardless of the industry expresses the needs for marketing. In recent years, the value of marketing has begun to grow. For decades the role of marketing has begun to gain more value with its development and its need on the market where in the era of new technologies the role of marketing is evolving according to the changes in the market.

The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself (Brenner, 2011). Customers are sensitive on the approach of the companies as well as on the way in which the company understands them. Today, the consumers are surrounded by numerous advertisements at any moment where that exposure to advertisements leads them to avoid the watching advertisements or being part of an advertising campaign. The influence of monotonous traditional advertisements leads to a reaction to avoiding them using technology where their access is being blocked. Solution for advertising companies find in different ways of advertising and interaction in different ways with consumers.

It should also be noted that consumers are sensitive to market changes and as a result, it happens that they choose another company from the same business, which has a better offer and better understandings. In order to make purchases of products, the values must be shown to the public in a creative way. In the era of digitization and social networks, marketing is developed in a specific ways.

Guerrilla marketing communication represents a strategy for advertising products and services, in an unconventional manner with low budget spending. (Creative Guerrilla Marketing, 2016). The term "Guerrilla" comes from the military terminology. In marketing, the term "Guerrilla Marketing Communication" is used in a context where a large impact is recorded with low resource consumption.

Guerrilla marketing communication consists of several types whose goal is to attract a lot of attention and also to raise awareness and cause emotions among consumers in order to make consumers more connected with the brand (Albers-Miller, 1999: 42-57).

Guerrilla marketing communication represents an advertising strategy for companies whose goal is to promote products or services in an unconventional way with little spending and high energy and creativity that focuses on attracting public attention to an unforgettable level (Creative Guerrilla Marketing, 2016).

With an increase in the number of competitors in the market, marketing activities are becoming more complicated to follow. Small and medium-sized enterprises are struggling to understand the market in a way in which they can pursue all marketing activities according to their limited budget. Therefore guerrilla marketing communication represents solution and the answer for the marketing needs of small and medium-sized companies with limited resources. It also refers on understanding consumers' needs, using innovative ways of advertising, enables the formation of brand and consumer attachment, resulting in the formation of loyalty that enables further development of the company (Kotler, 2000).

The effect of creating a brand image, supported by a good campaign, helps to strengthen the company as well as its distinction from other companies of the same branch (Meenaghan, 1995: 23-44).

The master's thesis shows how guerrilla and traditional marketing communications affect the public where their reactions are measured with hypotheses through analysis.

The theoretical part consists of three parts, where the first part of the thesis is about origins and features of guerrilla marketing tactics of guerrilla marketing communications and its definition, as well as definitions of traditional marketing communication and their approaches with their comparison types and their features, where for each type of marketing types are presented examples. A clarification of all types of guerrilla marketing communications has been made with the best’s examples of the world.

The second part of master work consists in explaining the design of the message, the concept of communication. In order to understand consumers behaviour, two models with the same goal are analyzed, but with another way of functioning. The first model is the Hierarchy of Effects models where all elements are explained. Consumer behavior is presented through the three stages of the Hierarchy of Consumer Effects model, followed by a good example.

This section explains concepts such as creativity, credibility and brand image, where perception and understanding of consumer marketing campaigns are a major concern for all companies and its efforts to reach consumers in the market.

The third chapter refers to the analysis of the guerrilla marketing communications of companies that do business in Serbia and Turkey. The analysis of the guerrilla marketing communication is conducted from indicators that are observed, such as: object of action, place, colors, the slogan and the staff. Each advertisement of guerrilla marketing communications is viewed through indicators from the angle of the company as well from the angle of consumers.

The analysis shows how the company and the consumer see the advertisement throw presented indicators. Examples in this study present the results of a huge dose of creativity and maestrality in marketing activities.

The fourth part of the paper consists of a survey, an analysis of the obtained research results in the SPSS program. It is explained how consumers react to changes in marketing communications by looking at two advertisements in which one advertisement refers to traditional marketing communications and the second to guerrilla marketing communications. Surveys for consumers are obtained by giving responses to questions that are related to the level of interest, level of attention, memorable level, level of innovation, as well as the question of the recommendation of two advertisements to another person. Numerous questions are based on the Likert scale, while some questions are constructed so that only one of the answers can be selected. The purpose of the study is to demonstrate the impact of the guerrilla marketing communications on consumers and the appropriate tests where the aim is to measure the impact of level of interest, level of attention and the level of recommendation on the presented advertisements in the survey.

Goal of the master thesis

The aim of the master thesis is to show the comparison between the traditional and the guerrilla marketing communications as well as to discover in which level guerrilla marketing communications affects to consumer attitudes.

The aim of this research is to see how guerrilla marketing communication effects on consumers and how they perceived with regard to level of attention, level of interest, memorability as well as level of recommendation of these advertisements.

Additionally, it is aimed to demonstrate the differences between consumers in watching advertisements according to the gender, level of education and nationality.

CHAPTER ONE

GUERRILLA MARKETING COMMUNICATION

1.1. Origins of Guerrilla Phenomenon

The term Guerrilla first emerged in the 19th century, where the word itself has its own roots, which means "Little war". Expression came during the war between Spain and Portugal. At the end of the nineteenth century, where the term came to England where it received the meaning of “Fighter". In a lot of languages, word "Guerrilla" refers to a particular type of warfare (Che Guevara, 2006).

This term got publicity through activities organized by Ernesto Che Guevara, where the guerrilla tactics were used in the purpose of political and military domination. In the book Guerrilla Warfare, one of the more important elements in the guerrilla tactics of action: (Che Guevara, 2006)

Ultimate goals:

1. Victory over the enemy
2. Using the element of surprise
3. Tactical superiority

After the sixties, America had experience with guerrilla tactic in Vietnam where combat operations were carried out. Vietnam had much weaker military power than the United States. The Vietnamese replaced this deficiency with the smart use of their forces using guerrilla tactics and well-known territories (Boyd, 2018).

Market experts in America, realizing that the market was saturated, began to seek a new way of advertising. Due to the large number of commercials that had a very instent character, advertisements have become repulsive to consumers. (Hutter and Hoffmann, 2011: 39-54). It should be known that every consumer has his own time and looks to use it wisely. By engaging in a campaign, the consumer gives his time and which is often limited.

Therefore, time is a kind of investment and it is always seen how to make the smartest use of it. This little free time should take advantage of the company and intrigue consumers. The solution is in the making of a new strategy. The best thing that companies can do is to be different from their competition. Creating a different advertisement from advertisements of other companies is certainly something that will attract attention. In another words, the goal is to be unique. The concept of guerrilla marketing is introduced by Jay Conrad Levinson during the 1980s. The concept is developed with the aim of encouraging the good performance of small companies, based on their small budgets, who had to make a big impact in their advertising campaign (Levinson and Levinson, 2011).

Needs for guerrilla marketing communications are:

1. Because of big business downsizing, decentralization, relaxation of government regulations, affordable technology, and a revolution in consciousness, people around the world are gravitating to small business in record numbers.
2. Small business failures are also establishing record numbers and one of the main reasons for the failures is a failure to understand marketing.
3. Guerrilla marketing has been proven in action to work for small businesses around the world. It works because it's simple to understand, easy to implement and outrageously inexpensive (Ujwala, 2012: 120-128).

1.2. Guerrilla Marketing Communication vs Traditional Marketing Communication

In today's world when the market is developing rapidly, marketing has a tendency to develop. With the growing number of companies, the needs of the global marketing market are also growing. Definition given by the American Marketing Association defines marketing as "The activity, a set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large" (American Marketing Assosciation, 2013).

Marketing is defined also as a process by which companies create value for consumers and build strong consumers relationships in order to capture value from them in return (Armstrong, Cunningham and Kotler, 2012: 27).

Marketing consists of determining the wishes of clients; developing a strategy that could meet these needs; creating a strategy for achieving the strategy and finally applying the strategy, where clients are in the center of events (Jones, 2004: 5).

The market communication segment as one of the most important areas of marketing repersents the process of delivering the product message to the target audience in the best possible way (Clow and Baack, 2008).

Levinson defines marketing as the art of getting people to change their minds or to maintain their mindsets if they are already inclined to do business with you (Levinson J. C., 2007: 3).

“Guerrilla marketing" as a term was first introduced and published in 1983 by Jay Conrad Levinson, where it was emphasized that guerrilla marketing uses unusual inventive strategies by placing products and services for minimum costs and maximum returns (Levinson J. C., 1984: 25-89).

Guerrilla marketing communication represents the best way for a company where has ability to distinguish itself from others for something unusual. In environment where the big and small companies operate in the same sphere of business whose budgets for promotional activities difference greatly, guerrilla marketing communication, as a solution is primarily intended for small and medium-sized enterprises whose budgets are less in comparison with stronger competition.

The main point of guerrilla marketing communication is to put the business name in front of as many people as possible, in an unexpected way which presents a low-cost form of marketing (Manker, 2012).

One of the reasons why the marketing is accepted by the public is that it is simple and interesting. Simplicity and interest are the desired goals of a guerrilla marketing campaign which represent a strong competitive advantage (Levinson and Levinson, 2011).

Guerrilla marketing communication represents a way for the companies with limited budget resources with the aim to compensate monetary difference and be equal competitors on the market.

Realizing the effects of guerrilla marketing communication, it needs to be pointed out that large and developed companies also use guerrilla marketing communication for their own advertising campaigns.

Table 1.1. Differences between traditional and Guerrilla Marketing

Traditional Marketing	**Guerrilla Marketing**
Primary investment is money	Primary investment is time, effort and creativity
Model for big business	Focus on small business
Success measured by sales	Success measured by profits
What can I take from the customer?	What can I give to the customer?
Mass media usage (direct mail, radio, television, newspapers)	Marketing weapons are numerous and most are free
Advertising works	Types of non-traditional marketing succeed
How much money do you have at the end?	How many relationships do you have at the end?

Reference: Levinson J. C., 2006.

1.3. Guerrilla Marketing Tactics

The objective of guerrilla marketing communication is consumer surprise, where the effect creates a strong impression that remains in consumers mind. As it is mentioned at the beginning, this form of communication creates a far greater impression compared with traditional form of communication. Therefore the goal of the guerrilla marketing communication is oriented to the most personal and memorable level. According to written above, guerrilla marketing communication consists from creative ideas with unconventional methods in unexpected places.

One of the aspects of guerrilla marketing is to get maximum customer attention at minimal cost. Flexibility with the use of imagination makes it possible to strengthen the brand. Making simple but funn campaign is one of desired aims of guerrilla markeiting campaign.

Levinson identifies principles that represents foundation of guerrilla marketing communication: (Levinson J. C., 2007)

- Guerrilla marketing is specifically geared for the small business and entrepreneur.
- It should be based on human psychology rather than experience, judgement, and guesswork.

- Instead of money, the primary investments of marketing should be time, energy, and imagination.
- The primary statistic to measure your business is the profit, not sale.
- The marketer should also concentrate on how many new relationships are made each month.
- Create a standard of excellence with an acute focus instead of trying to diversify by offering too many diverse products and services.

1.4. Guerrilla Marketing Communication Weapons

The concept of guerrilla marketing refers to the rational use of funds on the campaign where is creation of intrigue among consumers and their participation, all in order to increase the of the company. In guerrilla marketing communication, there are several communication tools that are applied depending on the desired goal.

Out of Home, New Media and Low Budget weapons, where with their types and contents make three gerilla marketing weapons (Ujwala, 2012: 120-128).

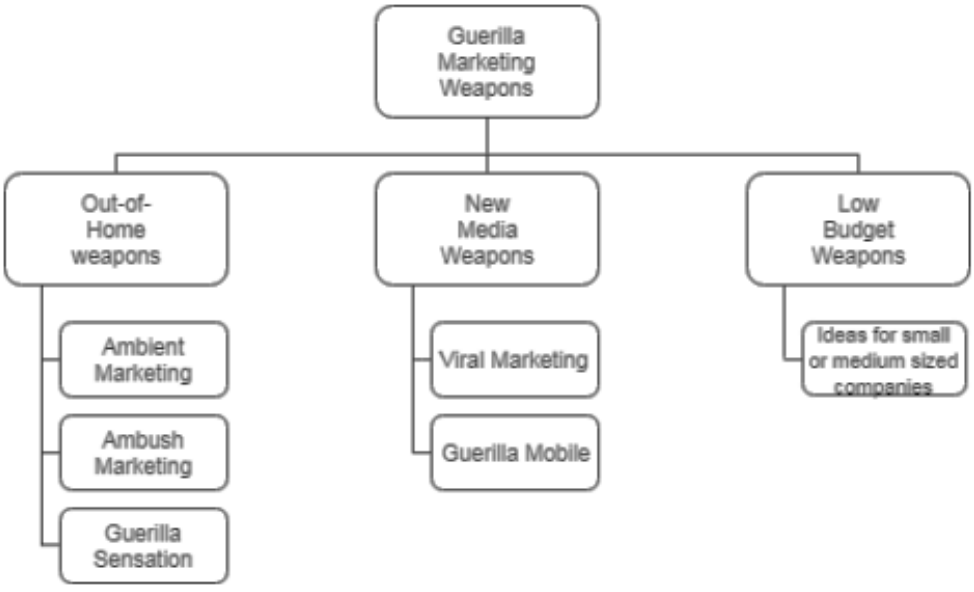

Figure 1.1. Guerrilla Marketing Weapons and its instruments (Ujwala, 2012: 120-128)

1.4.1. Out of Home Marketing Weapons

The term"Out of Home" refers to the marketing activities that are being implemented at public locations. Here, the goal is to get publicity of customers and media. Newspaper reports can create more publicity and in that way they can promote marketing activities. (Ujwala, 2012)

As we know, publicity represents type of promotion that relies on the public relations effects of a news or stories which are carried free, usually by mass media. The main objective of publicity is not sales promotion, but creation of an image through editorial or independent source. While the publicist can control the content of the story, he or she may not have any control over its placement or interpretation by the media. (Business Dictionary, 2018)

The successful weapons in the "Out of Home" weapones are: ambient marketing, ambush marketing and guerrilla sensation.

1.4.1.1. Ambient marketing

Ambient marketing is an instrument designed to surprise public by putting advertisements in unexpected places, which have the elements of guerrilla combat tactics (Hutter and Hoffman, 2011).

Ambient marketing represents a form of guerrilla marketing where advertisements are integrated into our natural surroundings, and catches our attention in places where we dont expect it (cucocreative, 2018).

Ambient marketing has evolved as a concept because it makes an effective and suitable impact on a public. It refers to the places where consumers could not expect advertisement. The idea of ambient marketing is to create surprise and positive consumers reactions with its placement. The key to a good campaign is combination of a good marketing format for communication and an effective message type of outdoor weapons. Ambient marketing has been used by large companies like Coca Cola, Nestle or Nike.

Ambient marketing can be defined also as an activity where in an unexpected places or locations advertisements are made by unconventional methods, all in order to be the first or only with such a campaign (Luxton and Drummond, 2000).

1.4.1.1.1. Examples of ambient marketing

Mini Moris at metro station

A good example of ambient marketing is the campaign for the Mini Moris car, at the metro station in Zurich, Switzerland. In the campaign the car was positioned next to the entrance/exit from the metro station. For the person who looks from the side, aim was creation of impression that many people left the car. In this way the company wanted to emphasize capacity of their model.

Figure 1.2. Mini Cooper at train station in Zurich, Switzerland 2012. (Ryan, 2010)

Straws as advertisements for yoga

An example of ambient marketing comes from Honkong where on the straw is drawn a person whose form changes during the bending of tubes into position form of yoga exercises.

Figure 1.3. Yoga Center - Yoga performance on straw. (Ryan, 2010)

Redesigned pedestrian crossing by McDonalds

One of the well-known ambient marketing campaigns is McDonald's brand with redesign of the pedestrian crossing. At the biggest public festival in Switzerland, "Zurifest", due to the popularity of the event, many competitors took part in the event. Mc Donalds felt threatened, so he worked to isolate himself from the others guerrilla marketing campaigns.

As the streets and traffic are transformed into pedestrian areas during the festival, Mc Donalds rearranged it for a couple of days to redesign a pedestrian crossing in the form of the food called "French fries" The campaign has provoked many positive reactions and captured the public's attention where it gained great publicity on the internet. (TBWA, 2010)

Figure 1.4. Mc Fries Pedestrian Crossing in Switzerland 2010. (TBWA, 2010)

1.4.1.2. Ambush marketing

Ambush marketing is a marketing method that enables promotion without payment of sponsorship and other costs. In many events where participation is very expensive, many companies can not afford such participation. then the ambush marketing technique presents one of the solutions (Ujwala, 2012: 120-128).

In other words, ambush marketing in a certain way allows participation in the event without paying for the same participation (Marketing-Schools.org, 2012).

Ambush marketing represents weapon where a company competitor attempts to associate its products with an event that already has official sponsors. It represents a marketing technique in which advertisers connect a company or their products with a certain event in order to associate public in the desired direction.

1.4.1.2.1 Examples of ambush marketing

Fiat's ambush in Volkswagen's Swedish headquarters in google street view

In May in 2012, google street view released the newly captured images. The problem was that the fiat 500 car was parked in front of the building of the Volkswagen Swedish headquarters (Minato, 2012).

Fiat employees spotted Google cars and started tracking them. The red Fiat 500 awaited a moment and parked in front of the Volkswagen Swedish Headquarters building where the car kept itself in position until google street auto recorded the environment. It is interesting that the picture with a parked car Fiat 500 in front of the Volkswagen Swedish Headquarters stood on Google for one year. This example represents ambush marketing in the best way. Ambush marketing represents the best field for the struggle of companies operating in the same sector where intellect and cunning come to the first plan.

Figure 1.5. Fiat 500 parked in Volkswagen's Swedish headquarters. (Minato, 2012)

Stella Artois on the U.S. Open, (unofficially)

An Ambush marketing example comes from the US Open 2011. The official sponsor of the event *was* Haineken.

When Haineken signed a sponsorship contract, the organizer has designated places for advertising, except for one place *that is* Long Island Rail Road metro station, which *is* located near Billie Jean King National Tennis Center. Seeing the opportunity to advertise, Stella Artois entered with his marketing campaign. Stella Artois chose the metro station closest to the stadium and covered the terminal with fifteen different billboards. An impression has emerged that Stella Artois sponsors that tennis event. The billboards were slogans: “Your Trophy Awaits”, “Service Without Faults”, “A Perfect Match”, “Ace”, “Game”, “Set”, “ Match ‘’.

Figure 1.6. Stella Artois placed tennis-themed ads at the Long Island Rail Road station (BeerToasts, 2011)

Figure 1.7. Stella Artois placed tennis-themed ads at the Long Island Rail Road station. (BeerToasts, 2011)

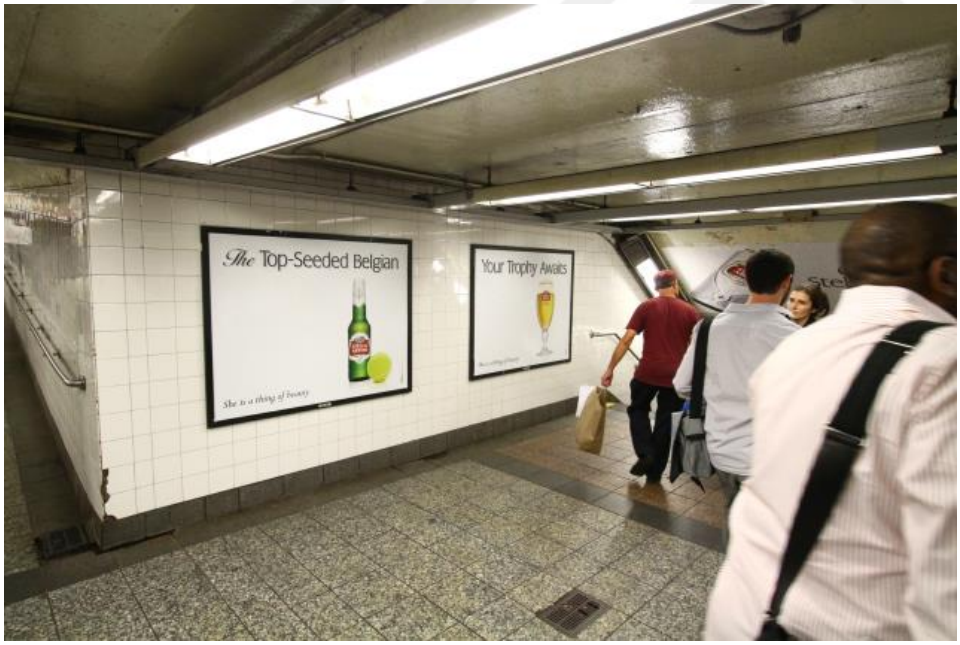

Figure 1.8. Stella Artois placed tennis-themed ads at the Long Island Rail Road station. (BeerToasts, 2011)

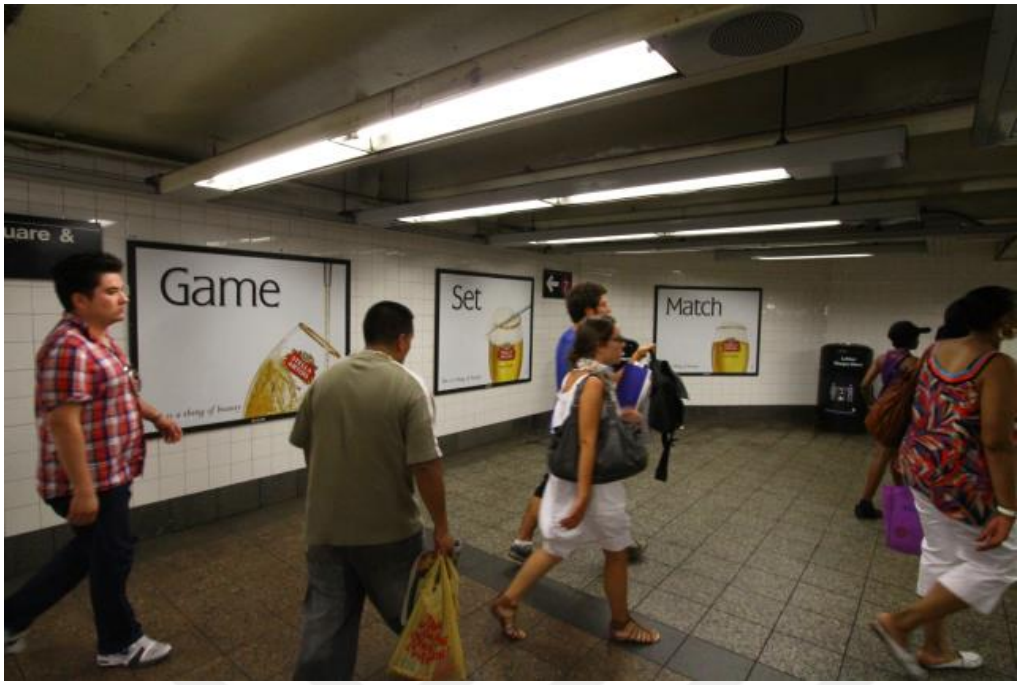

Figure 1.9. Stella Artois placed tennis-themed ads at the Long Island Rail Road station. (BeerToasts, 2011)

Figure 1.10. Stella Artois placed tennis-themed ads at the Long Island Rail Road station. (BeerToasts, 2011)

Ambush of Samsung store to Apple store

In October 2011, on the Australian market, when Apple launched the iPhone 4s, at the same time, Samsung entered the market with its new Galaxy S2. 18tor ef new iPhone 4S, rows have already been formed in stores.

The demand for the phone was high. Samsung saw that something had to be done in order to attract attention. In addition to Apple's sales facility, Samsung opened a pop-up store that was several meters away from Apple's sales store. The phone's price of the Gallaxy S2 has dropped from 850 AUS dollars to 2 AUS dollars (Minato, 2012). Since the waiting queues were largely created in Apple shops, Samsung's goal was to create a huge crowd, in another words longer waiting queues than in Apple's store. Samsung's pop-up sales store was open for few days and the goal was achieved; take away from Apple's moment the premiere of a new product by creating larger queue in Samsung's sales for a few days.

Figure 1.11. Sales store of Samsung ambushed sales store of Apple in Sydney. s (Minato, 2012)

1.4.1.3. Guerrilla sensation

The goal of the guerrilla sensation is to surprise the public in frequent places in ways that go beyond the scope of their familiarity (Hutter and Hoffmann, 2011).

Sensation marketing is specific because it refers to an action, it has unusual and spectacular content, where for example actors perform performance in some frequent public place in order to attract the attention of the environment. Guerrilla sensation has a one-time occurrence feature. Once the activity takes place, it does not repeat itself again. The goal is to surprise and fascinate public. Guerrilla sensation refers to dynamic activity.

1.4.1.3.1. Examples of guerrilla sensation

PETA with protection animal campaign

As an example of guerrilla sensation can be a PETA campaign. PETA is an organization for the protection of animals. They wanted to draw their attention to the public through their activities. PETA organization has about 1, 8 million members and receives donations from various sides. Because of the small budget, PETA is not able to use standard advertising methods and therefore has found an alternative that is free.

The campaign was held in New York City, where volunteers who were lying in platinum bags participated. Aim was to visualize how it feels like to look at the usage of animals in fashion, where the participants were imitating the position of animals in order to draw attention to the bad way of behavior towards animals.

Figure 1.12. Sensation marketing, PETA (Vegetarian Star, 2010)

Belgrade Philharmonic Orchestra

Good example of Sensation marketing is also campaign of Belgrade Philharmonic Orchestra.

In one of the most popular places in the center of Belgrade, several musicians from the Belgrade Philharmonic Orchestra organized a mini concert on the street for guests and passersby, performing a few pieces of jazz classics.

After the mini concert, the musicians formed a transparent where it was written "Thank you for not coming". Passersby and visitors were very surprised and confused (b92, 2011).

The spot was designed to provoke a reaction with a provocative message, with the goal of telling people more about art and culture and that they should more often go to the Belgrade Philharmonic Orchestra concerts and not to spent a lot of time in coffee shops.

Figure 1.13. Guerrilla marketing campaign of Belgrade Philharmonic Orchestra. (b92, 2011)

1.4.2. New Media Weapons

In the last few years, technology has made a lot of progress. Nearly 25 years ago, computers were available to the public. Their abilities before and now are very different. New technologies largely changed the life style. New technologies allow users a variety of

benefits. Some of them are best viewed in the possibilities of accessing any information, unlimited possibilities of online shoppings and in advertising campaigns. The two powerful instruments of the modern age that are described below are Viral Marketing and Guerrilla Mobile.

1.4.2.1. Viral marketing

Viral marketing consists of making an intense creative campaign that aims to have massive spread among the audience, all in an effort to cover as many people as it is possible. In other words, viral marketing provides the ability to create a place in consumer awareness by creating an interesting campaign and spreading among the social networks. (Millan, 2017) Viral marketing is a way of trying to deliver a marketing message that spreads at high speed amongst consumers.

Viral marketing is manifested in the message form, which represents form of video. Here the term "Virus" does not have a negative meaning. It represents the speed at which the message spreads.

Characteristics of Viral Marketing (Millan, 2017):

1. Creation of emotional stories which connects audience,not just to the target audience, but to everyone. Make it interesting for those who are not interested at first.
2. Allow audience interaction
3. Make it easy to share
4. Multiplatform messages

In the last few years, the possibilities of implementing viral marketing campaigns have advanced a lot. Video clips that are shared via World Wide Web are most often included in the video with an advertising message with certain information where the consumer, according to content, is forwarding to their friends. Therefore, it can be said that videos are one of the alternatives to known television advertisements.

1.4.2.1.1. Example of viral marketing

Nescafé *'s* Instant Connections campaign

One of the best examples of viral marketing campaign is Nescafe's campaign "Press together". In Germany in Berlin 2015, the company Nescafe installed two coffee machines in a place intended for crossing the street at place where are traffic lights.

The principle of functioning of Nescafé's Instant Connections campaign depended on the interaction of the people who were on the opposite sides of the street. In addition to each traffic light, there was a pedestrian crossing button that, where after its pressing, the waiting time for crossing the street reduces for a few seconds.

Instead of pedestrian crossing button, Nescafe manufactured devices for coffee with displays (lcd screens). The system functioned as follows; after people press the button on both sides, the image of people on the opposite sides of the street appearhes on the lcd screens where a few seconds later cups of coffee comes out of the devices.

The aim of the advertisement was to connect the people and create positive energy through smile and communication. Nescafé 's Instant Connections campaign until now got 183,699 views. According to Nescafe, in one day they inspired 318 coffee connections and sparked 33 high fives, 285 waves, 839 smiles and countless conversations. (NESCAFÉ Deutschland, 2015).

Figure 1.14. Nescafe instant coffee mashine (NESCAFÉ Deutschland, 2015)

Figure 1.15. Nescafe instant coffee mashine at the trafic light (Covatti , 2015).

Figure 1.16. Nescafé*'s* Instant Connections campaign on the pedestrian crossing (Covatti , 2015)

Figure 1.17. Surprise of Nescafé*'s* Instant Connections campaign (Marketing Society, 2015)

WestJet 's Christmas Surprise

One of the good examples of viral marketing is campaign of West Jet airline company. Viral video got incredible public reactions. Video shows how the airline company surprised its passengers with gifts at the Calgary International Airport, which passengers had wished few hours earlier. It should be noted that the list of wishes was very long. The wishes of the passengers consisted of, for example, socks, toys and smartphones, tablets and television.

In Canada, at the airports of Toronto Pearson İnternational Airport and John C. Munro Hamilton International Airport, West Jet airliner made an unusual boarding pass with one panel. On that panel was Santa Claus who started communication with the passengers where he took theirs wishes, but without any assumption that the wishes could be fulfilled.

After the passengers boarded into the plane and after WestJet got the list of wishes of the passengers, within in five and a half hours, WestJet staff prepared everything and waited for passengers at another airport. In the luggage saloon, travelers got their own wishes and gifts with their name on them.

According to the West Jet's marketing campaign, it can be noted that she has a philanthropic approach to the consumers.

What needs also to be emphasized is that this campaign started with preparation in August and finished in November, where about 150 workers of West Jet company were involved, where they did a great job; from coordination of logistics at the airport, fast purchases and packaging, gift giving through security measures at the airport until providing service to a passenger after the landing.

Figure 1.18. West Jet's surprise on the airport. (WestJet, 2013)

Figure 1.19. West Jet's surprise on the airport (WestJet, 2013)

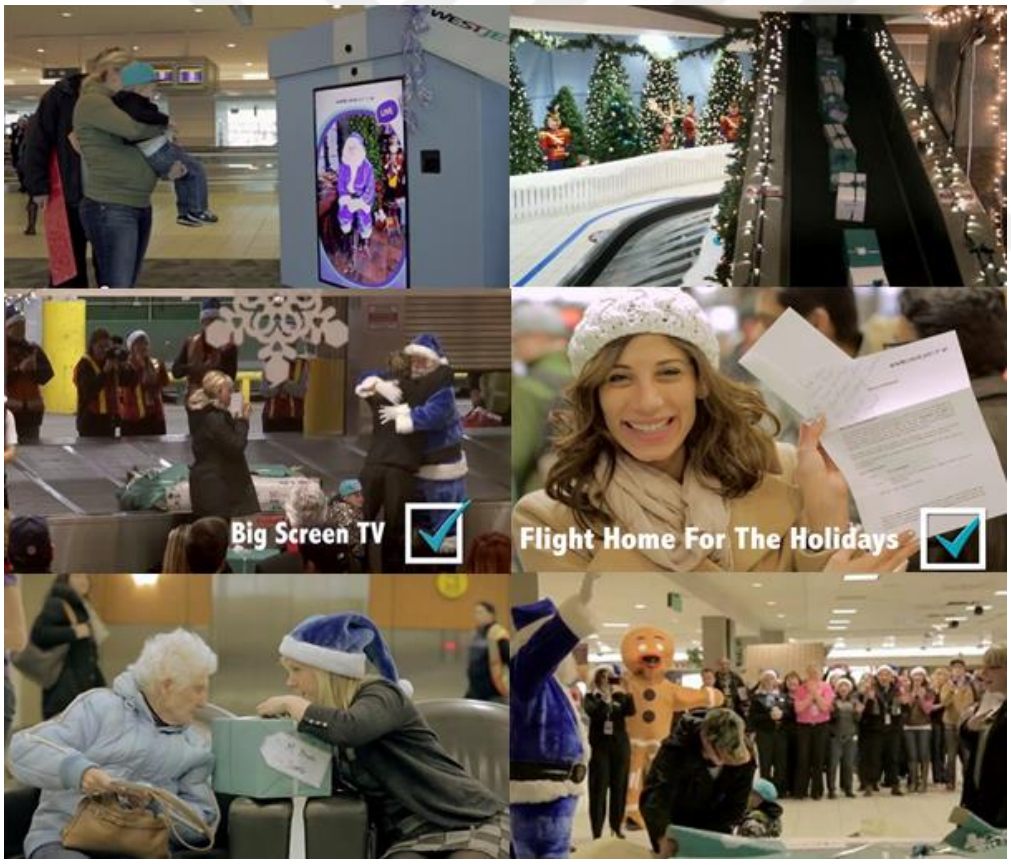

Figure 1.20. West Jet's surprise on the airport (Turner, 2013).

According to Richard Bartrem, WestJet's vice president of communications and community relations, told me that the company had expected perhaps 800,000 views from the video.

But in the few short days since Christmas Miracle went live, it had topped 13 million views, been seen in more than 200 countries and made the news in the U.K., Australia, Japan, Poland and Malaysia. The real payoff: good will that advertising can't buy, for a cost that Bartrem calls "nowhere near as much as you would have expected" West Jet did great work (Bender, 2013). The viral campaign got international attention and became one of the most-viewed and shared viral advertisements of 2013 in the world, and increased WestJet's sales by 86% compared to the same period last year. The advertisement " WestJet Christmas Miracle: Real-time Giving" increased brand awareness and loyalty opportunities from within and beyond North America, as evidenced through video views and overwhelmingly positive media and consumer feedback, all celebrating WestJet's caring culture (Evans, 2013).

1.4.2.2. Guerrilla mobile

Mobile phones are one of the most popular markets in the world. With their modernization, new smartphones are enabled to use wifi or wireless internet connection. Increasing the usage of mobile phones and their continuous improvement with applications, have enabled the seller or company to offer another channel of advertising. Companies have been enabled to create campaigns for mobile devices.

By knowing the identity of the owners of the phone, companies can use the information that they receive, where they are able to select the time when they could send the advertisement to the users and where user can see it or ignore it. Using new technology, guerrilla mobile can be used for marketing purposes very often.

Mobile platforms have gained momentum and are increasingly being used for marketing activities. Other mobile phone range of promotions include in addition to blootooth, sms as well as mms, all in order to inform consumers about certain discounts.

For example, it is easier for a company to create a mobile application that informs consumers rather than make a page on social networks. Using the consumer's phone, as a means of distributing information and promotional activities provides great support to customer relationship management department and provides great opportunities for the promotions and also improvements for other ideas with aim to develop new means of advertising (Horky, 2014).

Every weekend, smartphone owners spend in average 163 minutes communicating and using social media networks on their phones. From Monday to Thursday, they spend 87 minutes doing the same. Throughout the world, 79 percent of smartphone owners have their smartphones with them on average 22 hours a day (Stadd, 2013).

With their modernization, mobile phones have enabled the operation of the guerrilla marketing and through them.

The following methods of using the mobile phones for business related marketing messages relevant to the guerrilla marketing online are: (Revolvy, 2017)

- Bluetooth proximity marketing
- Using SMS, MMS for sending vouchers and discounts
- Mobile photos in internet competitions, introduced in an examples

1.4.1.3. Low budget weapons

This weapon refers to guerrilla marketing, for small and medium-sized companies that have a small budget for marketing activities. It should be emphasized that, regardless of the small size of company, it is considered equally competitive on the market as large one. İn another words, it represents a "lever ideas for small and medium – sized companies" (Ujwala, 2012: 120-128).

Difference between the companies is just the capital of small and medium-sized companies which is smaller compared with large companies and where the priority is on more efficient usage of resources. "Guerrilla Marketing should put this into practice by focusing on the local culture with its geographical, sportive, social network, among with its rituals, needs, habits, norms, traditions, and values. Because clever ideas appear through unconventional methods which are supposed to catch the attention of the target group." (Ujwala, 2012: 120-128).

The concept of guerrilla marketing communication refers to the rational usage of funds on the campaign, the creation of intrigue among consumers and their participation in order to increase the profits of the company.

1.5. Guerrilla marketing weapons and corresponding effects

Each gerilla maketing instrument achieves different effects on consumers. Depending on the instrumetns of the guerrilla marketing weapons, the effects on consumers are as follows:

1. Surprise effect
2. Diffusion effect
3. Low-cost effect

Hutter and Hofman describe six instruments that have the role of maximizing the effects.

Table 1.2. Surprise, diffusion, and low cost effects and corresponding instruments

Effects	**Instruments**	**Description**
Surprise effect	- *Ambient marketing* - *Sensation marketing*	Surprised consumers direct their attention to the advertising message or guerrilla action that happens in their surroundings.
Diffusion effect	- *Viral marketing* - *Guerrilla marketing PR*	Consumers voluntarly diffuse the advertising message beacuse they are surprised or by interested in guerrilla action
Low-cost effect	- *Ambush marketing*	The guerrilla action requires relativly little expenses because the advertising message is placed and diffused in a flexible and unconventional manner that avoids traditional advertising costs

Reference: Hutter and Hoffman, 2011: 39-54

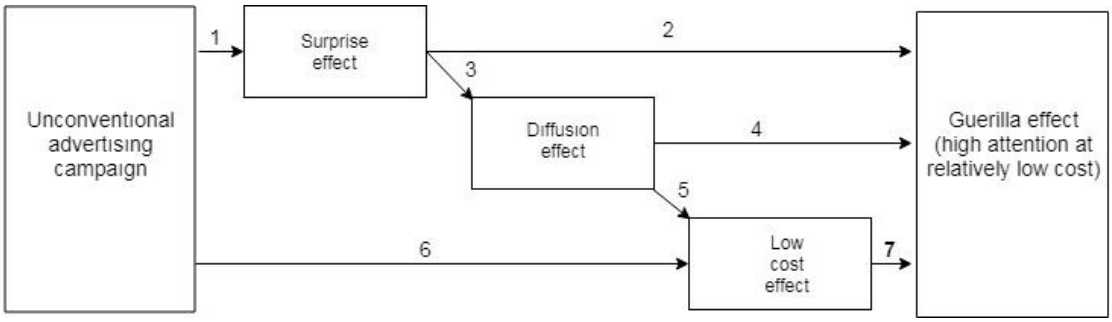

Figure 1.21. Guerrilla Efect Model (Hutter and Hoffmann, 2011: 1-16)

After showing the advertisement in public, a surprise effect is created (**path 1).** If expectancies are disconfirmed and the degree of disconfirmation passes a certain threshold, the resulting emotional reaction is surprise (path2). Surprise leads to a change in the cognitive activation. According to activation theory a surprised individual suspends his previous activity and focuses his attention on the surprising event **(path 2).**

Consumers, who are surprised by these unexpected advertisements, can hardly avoid processing the advertising message where the surprise effect helps to attract the attention of consumers who try to obviate being exposed to advertisements **(path 3)**.

Since friends are considered more credible than anonymous persons or commercial communication, WoM messages are highly persuasive. Because of this diffusion effect the attention of numerous recipients will be directed to the surprising message and to the brand The diffusion effect is obtained by spreading messages through various communication channels **(path 4)**.

The diffusion effect helps to reach a wide audience causing no or little costs, because consumers (viral marketing) or the media (guerrilla PR) pass on the advertising message. The higher the diffusion effect, that means the message has reached more than one person **(path 5).**

It refers to the situation when the message is sent in a way that requires little financial efforts **(path 6).**

Company takes free riding approach to cut costs and raise the number of recipients simultaneously to maximize the low cost effect (**path 7**) (Hutter and Hoffman, 2011).

Guerrilla effect refers to how to get as much attention as possible at relatively low costs. (Hutter and Hoffman, 2011). In further work, analyzed terms are: surprise effect, diffusion effect and low-cost effect.

1.5.1. Surprise Effect

The surprise effect in gerilla marketing is the most important element. Surprise consumers with interesting activities or content with the intention of attracting attention to the advertisement. In order to attract the attention of customers, advertisements are created with interesting content with possibility for participation of customers.

The principle of guerrilla access is to draw attention to the public and to people with unexpected activities. Hutter and Hoffmann define surprise as the outcome of divergence and unexpectations (Hutter and Hoffman, 2011: 39-54).

One of the main features to be recorded in the public, that the advertisement is unique and different from other special. In other words, uniqueness attracts attention. One of the essential elements in attracting attention is humor (Hutter and Hoffman, 2011: 39-54).

According to the Schefren (2014), "It is better to be different then to be better", because the "Better" is subjective, and "Different" is a matter of the fact (Lassen, 2014).

As one of the main elements, humor must be present in advertisement beacuse just with it gerilla marketing communication campaign can be realized. Being different, unusual with interesting ways for humor, are the characteristics of a successful marketing campaign that can cause a suprise reaction. According to Kirby and Marsden, the temporary emotional state of being surprised tends to motivate people to talk about the product, where the surprise is associated with it" (Kirby and Marsden, 2006: 177).

1.5.2. Diffusion Effect

In classical advertising, the number of recipients often determines the price of a campaign to a large degree (e.g., cost-per-thousand for advertisements in TV, radio or print media). What is certainly triggering the guerrilla effect is a surprising event, while the effect of diffusion occurs over time. The diffusion effect is achieved by spreading the message through the recipients and their messages (Hutter and Hoffmann, 2011).

Gerilla marketing campaign can not be understood only as an event but as a process (Levinson and Levinson, 2011). Hospes divides the effect into two approaches. First refers

on direct approach campaign in which communication takes place between the audience and the company (Hospes, 2007).

The indirect approach relates to two-step flow communication where the audience develops communication with others and sends messages with details about event (Hospes, 2007) and (Armstrong, Cunningham and Kotler, 2012).

In addition to the audience, it should also be noted that the message or event is shared by the media which represents an important instrument for spreading the message (Hutter and Hoffman, 2011: 39-54).

Communication between individuals takes place through the word of mouth. Prea Dahlen et al. (2009). According to research from 2009, about 80% of the communication was realized through the face to face. (Dahlén, Granlund, and Grenros, 2009: 155-163). Traditional information through the mouth, initially as a rule affects only a proportionately closed circle of people. Information fluctuates in small groups that share similar interests.

Since on-line communities are not determined by direct contact, information can spread much further. Online communities favor the support and growth of dominant products and comprehensive standards (Girard, 2009: 152-153). Around 20% involves online communication, as well as communication on social networks, forums and blogs, and is treated as word-of-mouth (Levinson and Levinson, 2011) or electronc word of mouth (eWOM). (Kietzmann and Canhoto, 2013: 146-159).

Levinson divided the communication into two parts. Word of mouth, which refers to face to face communication; and word of mouse or (electronic word of mouth) that refers to online communication (Levinson J. C., 2007). To be worthy of a campaign and a story, it must be extraordinary and interesting. (Godin, 2015).

Word of mouth can have a positive and negative connotation. When experiences are positive, then recommendations and divisions are realized in large numbers. (Kirby and Marsden, 2006). The information that comes from friends is also supported by a strong level of credibility and trust (Thomas, 2006: 64-72). It should also be noted that a negative word of

mouth is stronger than a positive word of mouth, so a good skill is needed to avoid the possibility of a negative word of mouth occurring (Holmes and Lett, 1977: 35-40).

If it's about credibility, it can be said that WOM represents a situation in which the information recipient knows a communicator (positive impact on credibility), while eWOM presents anonymity between the communicator and the receiver of the information (negative impact on credibility).

If it's about privacy, at WOM, the conversation is private, through a real-time conversation. With eWOM, the shared information in public via social networks is not private and can be sometimes viewed by anyone at any time. As far as accessibility is concerned, with WOM accessibility is less accessible while eWOM is easily accessible. (Alcocer, 2017)

In electronic word of mouth communication, the content of the message consists of text or on-line material, where through the link allows access to that content. (Hung and Li, 2007)

Video clips that are shared via internet are most often included in the video with an advertising message with certain information where the consumer, according to content, is forwarding to their friends. Therefore, it can be said that videos are one of the alternatives to spots on television.

1.5.3. Low-Cost Effect

According to Hutter and Hoffmann, marketers can choose to place advertising in a place where they can spend a small amount of money and where they will still beat the competition (Hutter and Hoffman, 2011: 39-54).

Companies that use gerilla marketing, determining how they will operate in the campaign, can outperform competition. This success stems from low costs and strong publicity. A low-cost effect means that the advertising message is sent and diffused in a flexible and unusual manner which avoids ordinary advertising costs (Hutter and Hoffman, 2011: 39-54).

The effect is created in two ways, according to Hutter and Hoffmann (2011): either a campaign requiring little expenses is planned, or a more expensive campaign obtains a large diffusion effect, implying a low cost per person reached.

Gerilla markeitng is presented as a low-cost method and as such is highly desirable by many companies (Hutter and Hoffman, 2011: 39-54).

Reidl says that a campaign would be the guerrilla marketing campaign, it must be cheap (Choudhary, 2013: 24-27).

Levinson says that low-cost is one of the main features of the guerrilla marketing communication (Levinson J. C., 2007).

1.6. Aspects of Risk in Guerrilla Marketing

With the increasing popularity of marketing guerrillas, the number of marketing campaigns for which many companies are deciding, with the aim of attracting as much attention, is growing. The risks of gerilla marketing are:

1.6.1. Risks

Before implementing the guerrilla marketing campaigns, it is necessary to remove the possible risks (Tolley, 2016):

1.6.1.1. Misunderstanding

In the guerrilla markerting campaign, one of the biggest concerns of companies is the misunderstanding of the campaign. Using the advertising scheme, the focus of the campaign is uniqueness, where the company sees that it is presented in the right context in addition to the visual work.

1.6.1.2. Visibility

One of the essential elements of the campaign is visibility. It relates to the visibility of the company in the public. Furthermore, it represents the level of representation of the company in the public. The uniqueness of the campaign with a new way of advertising is crucial in acquiring the desired attention. The problem of visibility is that if all the elements of the plan do not match and do not work together.

1.6.1.3. Time

The time of realization of the marketing campaign affects the campaign in many ways, which is one of the key factors of success. Campaign planning time is quite demanding and takes a long time. Therefore, with good organization of work and the development of a good time plan it can be controlled.

In order to prevent possible campaign errors, duration of preparation should be detailed and long. In planning, time should be dedicated to the main characteristics of the campaign, such as: how it will be done, how to direct the campaign, and how to achieve strong public influence. In order to simplify the process of managing campaign activities, it is advisable to use Gantt and PERT diagrams. (Posnera and Applegarth, 2008: 56-63)

Every type of guerrilla marketing carries a certain risk, where there is a difference in the amount of risk.

Table 1.3. Guerrilla marketing instruments and the levels of their risks

Effects	**Instruments**	**Business Risk**
Surprise effect	- Ambient marketing	Medium
	- Sensation marketing	High
Diffusion effect	- Viral marketing	Medium
	- Guerrilla PR marketing	Low
Low-cost effect	- Ambush Marketing	Medium

Reference: Guerrilla Online, 2015

1.7. Example of Wrong Organized Guerrilla Marketing Campaign

Figure 1.22. Failed guerrilla campaign “Aqua Teen Hunger Force” of Turner Broadcasting Systems (Guerrilla Marketing Blog, 2010)

An example of how one campaign can become a negative and unwanted effect is the campaign of the Aqua Teen Hunger Force, a cartoon aimed at 18 to 24 year olds on Adult Swim, a block of programming on Turner’s Cartoon Network in Boston in 2007. Promotional LED signs have been designed to promote the program, but they have been misidentified as an expedient device.

The goal of setting LED signs is to attract attention but however because of the way it was spotted, the campaign was given a negative publicity because it was misunderstood. The public identified them as explosive equipment in which they caused a negative surprise and concern for the citizens. The idea of putting the signs on bridges with their own energy supply, in their light in the dark had further contributed to the campaign being as an unwanted outcome. When the citizens reported to the police that the elements of the suspicious content were on public places in the city, the police and demining units came out for investigation.

It is also interesting that the marketing company, which designed the signs, failed to inform the police about the specific purpose of the device. It should be noted that due to wrong organized campaigns there were no significant sanctions. Turner Broadcasting company paid millions to local authorities in order to solve the problem (Kurt, 2008).

CHAPTER TWO

THE EFFECT OF GUERRILLA MARKETING COMMUNICATION ON CONSUMER BEHAVIOR

2.1. Message Design

Message design carries important information for consumers. The message should be different from the rest because the consumers are overloaded with commercials. So the message has to be specific and carry influence and emotion. The message arouses awareness of consumers, and consciousness is a part of the mind thinking, it belongs to activity of determination, making choices (Murphy, 2013: 28-29).

2.2. Concepts of Communication

According to (O'Keef, 1998), there are three different concepts of communication (O'Keefe, 1988):

- Expressive
- Conventional
- Rhetorical

2.2.1. Expressive

The expressive design is simple, where communication is clear and people express their opinions that are caused by messages. Messages that are received are well understood by the listeners, whose response on messages is given in the form through certain opinions, feelings, and reactions (O'Keefe, 1988) .

2.2.2. Conventional

Conventional design is a special concept of communication where communication is established between a speaker and a listener by their cooperation and interaction.

In other words “Speakers cooperate by playing the game and doing the things they are obliged to do, while listeners cooperate by playing the game and attending to conventionally significant features of the context” (O'Keefe, 1988).

2.2.3. Rhetorical Design

Rhetorical design logic describes the knowledge of conventional social forms and relations that are subsumed within themselves and situations that are mutable rather than fixed “ (O'Keefe, 1988). In addition to the concept of communication, companies must also know how to attract or interest consumers and, of course, persuade them to buy a product or service.

2.3. The Hierarchy of Effects Model

The model was created by Robert J Lavidge and Gary A Steiner 1961 which displays advertising and effects of the consumers buying behaviour in six steps (Sinh , 2013: 92-96).

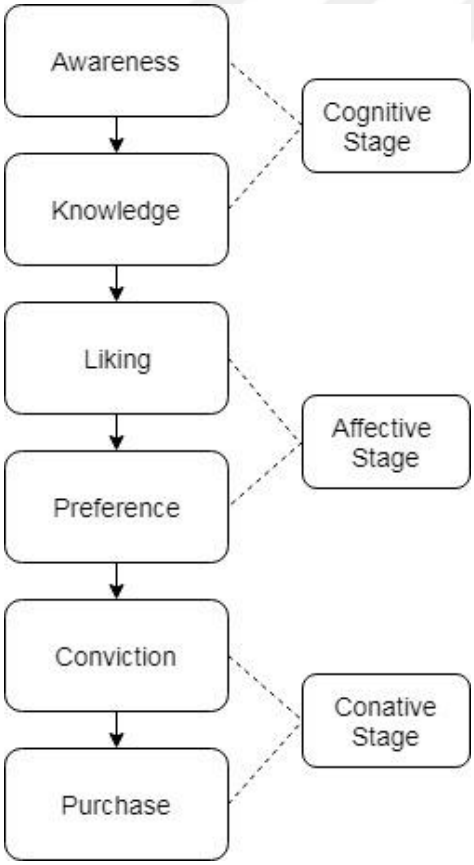

Figure 2.1. The hierarchy of effects model suggests six steps for consumer buying behaviour (Mansfield, 2014)

2.3.1. Awareness

Awareness is one of the most important steps. It represents the starting point in the purchase. Brands must have to be sure that the customer knows about their existence or the presence of the brand on the market. The existence of products is obtained exclusively through advertising. If it is known that a particular person needs a particular product, then the company must convict the person to buy his product where that conviction realizes through advertising.

2.3.2. Knowledge

A customer begins to collect or receive information about the product through the interaction. In the digital era, this step is important because customer expects to get all the information in a few clicks. If consumer doesn't find what he looks for, he will quickly switch to the competitors brand. The advertiser's job is to make all information about the product available.

2.3.3. Liking

Liking presents a situation where a customer builds a desire and liking for a particular product or service and where emotional advantages stimulate customers to think and make choice.

2.3.4. Preference

At this stage, advertisers will want to separate customer from competitor and focus him on their products. In order to outperform competition, advertisers try to highlight the benefits of the product in various ways. During this phase, the customer wants to try out the products of the company as well as its competitors. During the choosing, differentiation and selling price must be in the first plann in order to make sure that the customer prefers one product or brand from the others that are offered. This phase involves selecting and testing it where the question arises, which separates one product from the others, all according to the opinion of the customer.

2.3.5. Conviction

The stage is about making a decision. It represents a stage in which customers thoughts about a particular brand are concluded. In this phase, the customer may be convinced that he will go for buying the product of a particular brand.

So after the customer has tried the product, on the basis of experience it makes a decision whether it will be the user of that brand or is going to continue to choose another brand. Companies see the solution exactly in testers, which buyers can see in the quality of the product. This phase involves selecting and testing where the question arises “According to the opinion of customers”, what is that which separates one product from the others”.

2.3.6. Purchase

Purchase for buyers should be easy, simple and comfortable. Some of the ways to encourage purchases are to provide simple and multiple payment methods. This makes product easy to use and available for purchase.

2.4. Hierachy of Effects Consumer Behaviour Stages

Lavidge and Steiner further grouped these six stages into three main stages of consumer behaviour (Mansfield, 2014):

1. Cognitive Stage
2. Affective Stage
3. Conative Stage

2.4.1. Cognitive Stage

It represents the stage of collecting informations, where customer is aware of the existence of a brand and his product, where the customer carries out information about it. Customers processing depends on their motivation to understand the information.

The cognitive phase is the stage of information processing by customers. To make the company interested in customers at the earliest stage, their content should contain the following (Mansfield, 2014):

1. To deliver clear information that the company wants buyers to know
2. To be prominent about the product is clear and understandable, adjusted to the age for which it is foreseen.
3. Add a fun item that aims to identify product content with audience or consumers.

Awareness and Knowledge = Cognitive

Example of a cognitive phase is advertisement of Dove company with it's advertisement and slogan “Our Essential Nourishment moisturiser provides skin care from within” (Dove UK, 2012). In the first plan Dove emphasized the advantages of their products.

Figure 2.2. Advertisement of the brand Dove as an example of cognitive stage (Dove UK, 2012)

This advertisement is cognitive. Advertisement is clear and communication is direct, where in the first plan Dove emphasizes the advantage and benefits of the product.

Figure 2.3. Advertisement of the brand Dove as an example of cognitive stage (Dove UK, 2012)

2.4.2. Affective Stage

It represents the stage of feeling when the consumer starts developing the desire for the product. İn other words It represents the phase in which a relationship with the buyer is formed. It refers on the way how public feel the brand. Through the advertisement, the brand connects with the public.

At this stage, the focus is on waking up emotions with the values of the brand and its campaigns. In order to show the difference between cognitive and affective focused communications, an example of Dove brand has been taken.

This commercial is affective. The content of the commercial does not relate to products but it is a commercial in which the values of consumers expose and create emotions that Dove wants, all in order to associate with the brand and consumers.

In an unusual way company Dove highlighted the consumer's self-confidence. Company Dove in cooperation with FBI - trained forensic artist, made a social experiment in order to increase womens thinking with recognising their own beauty in themselfs.

Figure 2.4. Advertisement of the brand Dove as an example of affective stage (Dove US, 2013)

Advertising takes place in a situation where consumers have described themselves to a person who draws with a pen and where there is no visual contact. Afterwards, the other person described these persons to the trained artist. The goal was to present how other people see us and how we see ourselves.

Figure 2.5. Advertisement of the brand Dove as an example of affective stage (Dove US, 2013)

The result is that people look better in the eyes of others. With the campaign "You're more beautiful then you are" highlighted the values that it feels like with consumers (Dove US, 2013).

Figure 2.6. Advertisement of the brand Dove as an example of affective stage (Dove US, 2013) (Print screen)

2.4.3. Conative Stage

The cognitive phase refers to intellect, and the affective phase relates to emotions, this phase refers to the purchase of products, after the customer sees all aspects of the product. Conviction and Purchase = Conative (Mansfield, 2014).

This phase is considered as an important because it initiates the purchase of products. In other words, acceptance of products by customers follows a wide range of brands that the buyer might be interested in, after being satisfied with the use of the first product.

What the company should do at this stage and even after this phase is: (Mansfield, 2014)

- Establish trust in product through product rewievs
- Improving customer experience of a product or service for instance in the form of tutorials
- Convincing customers of their need for a service, through a guide, etc.

2.5. AIDA Model

Acronym “AIDA” represents a shortcut from the word attention, interest, desire (or decision) and action. “AIDA” is one of the basic postulates of modern marketing. It presents itself as a communication model whose goal is to plan and control communion in each of the phases of communication with consumers. If the advertising or campaign does

not contain one of these four elements, the campaign will not be good. Furthermore, using the AIDA model helps to plan a targeted communication campaign (Hanlon, 2013).

AIDA presents the following:

2.5.1. Awareness

It represents the process of creating consumer awareness of a product or service through words, images and others in order to attract attention. With this element, attention is drawn to the locations where consumers do not expect advertising, which is in the form of the guild of marketing communication Ambient marketing.

2.5.2. Interest

It represents one of the stages in which the benefits of a product or service are generated on the basis of which customers show interest in the product or service.

2.5.3. Desire

It represents a phase in which the attention of customers is captured and where a desire is created based on the steps of the company's campaign. In order to get the communication out of interest in the desire, in this phase, the company makes emotions through the involvement of customers where customers recognize themselves in one of the role in the advertisement.

2.5.4. Action

At this stage the customer from the stage “Desire” after demonstrations characteristics of the product by the company, convictions for their need, and after customer interest in a product where customer is recognized in the commercial through the emotions, moves to phase which comes to purchasing of the product.

At the stage of the action, the post-sales work also dominates where the customer relies on the brand through applications and brochures where it increases brand attachment.

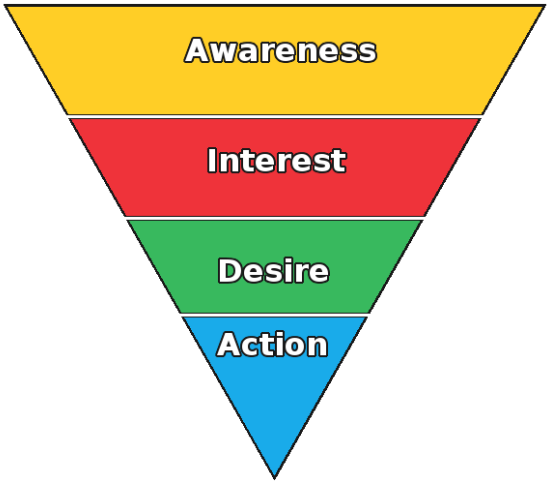

Figure 2.7. AIDA Model (Hanlon, 2013)

In order to identify the cognitive phases that the consumer is passing in the process of purchasing a product or service phases the AIDA model can also be used.

The AIDA model is fairly widespread among marketers where the goal is to stimulate the desired action and to strengthen the purchase (Hanlon, 2013). The model is most commonly used in vehicles in the form of commercials (Cris, 2018).

2.6. Creativity

Creativity refers to the conversation of new generations of ideas into realization. Creativity represents the ability to establish correlations between certain phenomens as well as creating of new solutions. Creativity is based on processes of thinking and production (Linda, 2014).

To the question “What is the key to success in a marketing campaign”, many will say creativity. Creativity represents a skill that can be developed and managed. Creativity comes out from a good base of knowledge and sense of balance (Linda, 2014). Creative advertising is striking and memorable to the public, precisely because of its unusuality. Creative advertising is something unforgettable, which has a long duration and has been talked about for a long time in public (Reinartz and Saffert, 2013).

Many experts believe that creative advertising is more effective in attracting attention to many products, where money invested in creative advertising is smartly invested in money that provides good results.

2.7. Credibility

Credibility can be defined as the truthfulness of information provided by the brand and transmitted through media channels (Swait and Tülin, 1998: 131-157, 191-199).

Credibility is reflected through words and symbols that signify the safety and validity of the products in the public. It should be noted that, even the most creative marketing campaign will not lead to the desired goal if the public don't believe to a brand. Coca Cola Apple and Google, in addition to their values and the thrust they have from the public, have strong credibility (CoreBrand, 2014).

Credibility represent a measurement of your relationship effectiveness. (McCrorey, 2005). Also, it can be said that the credibility acquired by standing behind of said.

There are four stages of establishing credibility: (McCrorey, 2005)

1. Rapport - Sets the stage
2. Trust - Speeds time to influence
3. Influence – Individual thinks differently
4. Persuasion – Individuals acts differently

1. Rapport - Sets the stage

Rapport represents the basis of trust. Although there is no guarantee of belief, it is more about the internal instinct and on the basis of what is seen. Furthermore, based on communication and behavior, rapport is the feeling that comes to people when they communicate and develop an opinion about each other.

2. Trust - Speeds time to influence

Trust speeds up communication and represents a good base for getting faster decisions or results. The feeling of trust is different for each person. Each person bases confidence on the basis of some criteria on the basis of which he develops interaction with others. Trust is a feeling that allows people to trust one another

3. Influence - Person thinks differently

Influence is reflected in the management of people's minds and levels of trust that people themselves show. Influencers are not able to make a decision but can share in determining outcomes (McCrorey, 2005). The impact refers to the use of what is known to the person, such as the way of communication and business approach, where that knowledge through a certain way represents abillty to find the way of impact on persons.

4. Persuasion - Person acts differently

When it comes to the consumer-affected zone, the next phase is the persuasion phase. The aim of this phase is persuading a person to take action and go for buying. In other words, the point at which action is taken or is done is called “Conclusion of the Contract” (McCrorey, 2005). Reputations are indispensable in successful business in order to make the communicator understandable and relevant. That is why we are able to say that reputation directly determines the effects and results of lobbying.

According to the magazine “Forbes”, Reputation Institute made the list of World's most reputable companies in 2017. In given table is presented the top ten best companies in the world. Results are based on the feedback received from about 170,000 respondents who are familiar with them. Reputation Institute with its headquarters in Boston provides the public service such as, how to measure and improve the reputation on market. The institute for reputation uses RepTrak Pulse system whose assignment is to memorize results (Strauss, 2017). The measurement system is carried out through the monitoring of seven categories: (Strauss, 2017)

1. Products and services
2. Innovation
3. Work place
4. Management
5. Citizenship
6. Leadership
7. Performance

Table 2.1. The World's Most Reputable Companies in 2017

Rank	Company	Rep Track Pulse Score
1.	Rolex	80.38
2.	LEGO Group	79.46
3.	The Walt Disney Company	79.19
4.	Canon	78.28
5.	Google	78.22
6.	Bosch	78.13
7.	Sony	77.74
8.	Intel	77.74
9.	Rolls-Royce Aerospace	77.66
10.	Adidas	77.27

Reference: Strauss, 2017

2.8. Consumers brand image

According to the Amercan Marketing Association, brand represents the name, term, symbol, design or as a set of all these elements whose goal is to identify the goods and services of the sellers and to differentiate them from the other sellers in the market. (American Marketing Assosciation, 2013). The efforts made in the marketing campaign are aimed at changing the attitude and thinking of consumers. The brand has a value that is reflected through the quality and satisfaction of consumers.

One of the strongest tools to attract consumers are low prices and quality. Brand attitude refers to people thinking about a product or service, or whether a product meets the needs of consumers. In other words, the attitude of the brand represents the opinion of consumers about the product that is formed from research market (IGI Global, 2015).

Before the purchasing process, in the decision-making process, the brand and its connotation are an important part (Beverland, Napoli and Lind, 2007). Before purchasing, customers are consulting with their environment about prices and quality. (Keller, 2002). The purpose of the purchase of product comes after the client see commercial of the product on the television and advertisements in stores.

Research shows that increasing attention to a brand increases the ability to purchase the same brand (Chandon, Hutchinson and Young, 2002). Brand image represents an opinion about the brand. Furthermore, it represents the perception of the brand in the minds of customers. The brand image is based on interaction and experience with a brand that develops over time (Pahwa, 2017).

CHAPTER THREE

GUERRILLA MARKETING COMMUNICATION IN SERBIA AND IN TURKEY

This chapter consists from analyzes of guerrilla marketing communication campaigns of domestic and international brands in Serbia. For the evaluation will be used table, consisting of indicators and certain elements. The table refers to a different part whose meaning is explained in the following way.

“Displaying” - observing from the perspective of the company and its involvement in the campaign.

“Displayed” - refers to consumers viewing, which describes consumers experiences with campaign.

Indicators for evaluating and displaying the gerilla marketing campaign are: object, place, color, slogan, people. As we have already mentioned, guerrilla marketing is a marketing strategy that is based on low costs using unconventional resources and funds, all in order to draw attention to consumers and encourage sales. It is used by companies of all sizes; small, medium and large enterprises.

3.1. Guerrilla Marketing Campaign in Serbia

3.1.1. Green Area as a place for advertisement in Belgrade

Figure 3.1. Green area in Begrade, “Place for Your Advertisement” (Domino Magazin, 2013)

Table 3.1. Analysis of advertisement on the green area ın Belgrade

INDICATOR	Object	Place	Color	Slogan	People
DISPLAYING	Letters from grass, green field for advertisement	Center of Belgrade	Green	Place for your advertisement	/
DISPLAYED	Creativity	Visibility	Refreshment for eyes	Surprise Free announcment	/

In Belgrade in 2013, a place for advertising was made on the coast of the river Sava and near the bridge “Brankov most” on the green area. The owner of the land cut the grass with mower and made the letters with the rest uncuted grass, where from the Serbian language into the English language means “Place for your advertisement”, all with the aim to encourage companies to advertise themself on its place. Belgrade, the capital of Serbia, consists from two parts, New and Old Belgrade.

The location offered for advertising is extremely visible from the other side of the Sava river. Across of mentioned green area, there is a fortress “Kalemegdan” famous tourist place on which there are always people and which is very visible from the fortress. (Domino Magazin, 2013). In this campaign was used guerrilla marketing instrument from the group Out-of-home, it is ambient marketing.

3.1.2. Advertisement of Fiat on Airport “Nikola Tesla” in Belgrade

Figure 3.2. Advertisement of Fiat on the Airport “Nikola Tesla” in Belgrade (Tanjug, 2016)

Figure 3.3. Advertisement of Fiat on the airport “Nikola Tesla” in Belgrade (m2c, 2016)

Table 3.2. Analysis of Fiat's advertisement on the Airport “Nikola Tesla” in Belgrade

INDİCATOR	**Object**	**Place**	**Color**	**Slogan**	**People**
DISPLAYING	The back part of the car Fiat 500L installed on the luggage track.	Airport of Nikola Tesla in Belgrade	The two most common colors represented in the sale of cars blue and red	/	/
DISPLAYED	Creativity, inovation	Produce sensne of honor and happiness	Fiat 500L in red color awakes sense of nostalgia	/	/

At the airport “Nikola Tesla” in Belgrade in March 2016, the place for taking the luggage from plane was redesigned by Fiat company. Fiat installed on the tapes for luggage back part of the Fiat's 500L car where it looks like luggage goes out from the trunk of a car. This advertisement is an example of ambient marketing.

This is certainly good advertisement for Fiat company, primarily because it is unusual advertisement at the airport and because they show that they can get the biggest luggage through their trunk of a car. It should be mentioned that Fiat’s cars or the back part of the carsö are stil on the same place. These cars produce a sense of honor, because first of all the passengers see at the airport are cars produced in Serbia.

Also it should be said that Fiat 500L in red color produces nostalgia due to the former car factory of Fiat in Serbia which was working for a long time and after more than fifteen years is renewed by Fiat company and Government of Serbia. In this campaign of Fiat, at the airport Nikola Tesla in Belgrade was used guerrilla marketing communication instrument from the group Out-of-home weapons which is ambient marketing.

3.1.3. Vip mobile operator and its ecomotivation campaign

Figure 3.4. “Vip ecomotivation” campaign and rearranged bus station. (Designed, 2013)

Figure 3.5. “Vip ecomotivation” campaign and shop windows in the Belgrade (Designed, 2013)

Table 3.3. Analysis of Vip mobile operator and its “Vip ecomotivation” campaign

INDICATOR	Object	Place	Color	Slogan	People
DISPLAYING	Redesigned bus station and shop window for the collecting plastic waste.	Center of Belgrade	Eco and nature colors with colors of company.	Take a part and Eco motivate	/
DISPLAYED	Evokes and increases awareness of environmental pollution.	Redesign stations with flowers provides a pleasant stay.	Awakes feeling of nature at the station	Pleasant surprise; Invitation to participate in the campaign	/

VIP mobile d.o.o. is a private mobile operator in Serbia. Serbia is one of the countries that has problems with recycling packaging and with eco awareness. In Belgrade in 2012, Vip company launched a campaign called “Vip Eco motivation” with the slogan “Take a part and eco-motivate”.

Goal of the Vip d.o.o. company was to create eco-motivation movement and draw attention and raise people's awareness of pollution and join the packaging recycling campaign. At certain points in Belgrade were set up shop windows with space for insertion of plastic packaging. VIP company also rearranged several bus stations within the Vip Eco-motivation campaign. In this campaign is used marketing instrument such as ambient marketing which comes from the group Out-of-home weapons.

3.1.4. Nescafe "Start Here" campaign

Figure 3.6. Nescafe “Start Here” campaign. (Cannes, 2015)

Figure 3.7. Nescafe "Start Here" campaign (Cannes, 2015)

Figure 3.8. Nescafe “Start Here” campaign (Cannes, 2015)

Figure 3.9. Nescafe "Start Here" campaign (Cannes, 2015)

Figure 3.10. Nescafe “Start Here” campaign (Cannes, 2015)

Table 3.4. Analysis of Nescafe “Start Here” guerrilla marketing campaign

INDICATOR	**Object**	**Place**	**Color**	**Slogan**	**People**
DISPLAYING	Nescafe bus station with display screen	Center of Belgrade, near the Faculties of University of Belgrade	Red	“Start here”	Staff was located nearby where communication was made trough display with people.
DISPLAYED	Surprise, happiness	Attracts attention	Positivity	Invitation for taking a part in campaign.	Creating communication with students.

As an example of viral marketing, in Belgrade in 2015, Nescafe made a campaign with slogan “Start Here” by rearranging two bus stations in center of Belgrade near the Faculties of University of Belgrade.

On one side of the bus station, a touch screen display was added, where after pressing the display, people received feedback in the form of text and coffee from the side of the promoter. As it can be seen from the pictures, the people who took part in the campaign were very pleasantly surprised. Communication which was made through the screen (display) in the station, represents interesting way of communication between the company and the people at the station. System works according to the next; after pressing the button, a message appears on the screen which is written by the staff, who were located close to the bus station and who were communicating with the users via computer.

In this campaign is used instrument of guerrilla marketing communication which comes from the group “New media weapons”, that is viral marketing.

3.1.5. Red Elephant car washing company

Figure 3.11. Red Elephant guerrilla marketing campaign (The Big Ad, 2017)

Table 3.5. Analysis of the Red Elephant guerrilla marketing campaign

INDICATOR	Object	Place	Color	Article/slogan	People
DISPLAYING	Sticker with two faces	Belgrade, at parking places	White, gray and red	/	/
DISPLAYED	Unpleasant situation and nice surprise	Crowds	Seeing the sticker is an unpleasant situation and after relief.	/	/

Red Elephant is a car washing company who made a guerrilla marketing campaign in Belgrade in 2012. Red Elephant company made a sticker that is put on the windshield whose aim is to simulate dirtiness of birds. Two side sticker, where on one side there is an imitation of a bird's feces, and on the another side is the name of a car wash company, that alludes that car should be clean. Reaction by the public was very interesting.

When they came to the car, they were very unpleasant surprised, but after they noticed that this “surprise” was not really, they felt better. On the other side of sticker were a details of the company. In this campaign of Red Elephant car wash company was used ambient marketing which comes from the group Out-of-home weapons.

3.1.6. Fit Curves Gym’s Guerrilla Marketing Campaign

Figure 3.12. Guerrilla marketing campaign Fit Curves (Golden Drum, 2014)

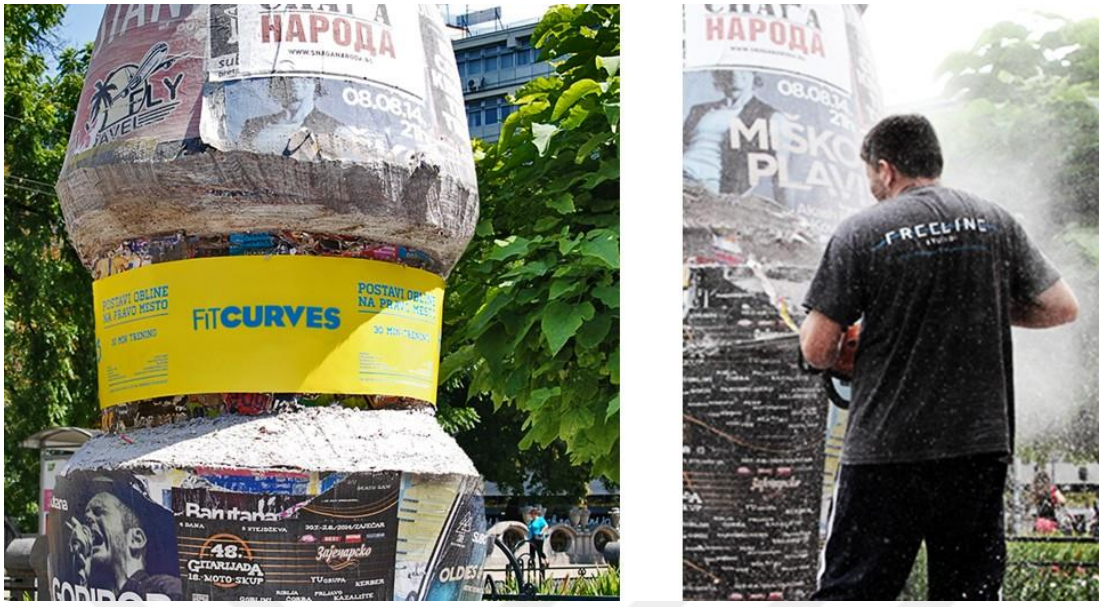

Figure 3.13. Guerrilla marketing campaign of Fit Curves (McCANN Beograd, 2014)

Table 3.6. Analysis of Fit Curves Gym's guerrilla marketing campaign

INDICATOR	**Object**	**Place**	**Color**	**Slogan**	**People**
DISPLAYING	Poster wall formed in a good shape	Center of Belgrade	Yellow	Get your curves in shape	/
DISPLAYED	Creativity, imagination	Good visibility and performance	Optimism, persuasion	Invitation for practice	/

Belgrade, as a city which is crowded with various advertisements, is a place where it is hard to attract people's attention. Generally small companies have small budget so the strength of the campaign is in the creativity. In order to promote the new international brand Fit Curves, in 2014 in the center of Belgrade, near the Faculties and Rectorate of University of Belgrade, was posted advertisement which was formed by tools. Previously, there was a small pillar with a large layer of posters. The thickness of the poster allowed the realization of the advertisement. Poster layer thickness had less than half a meter thickness of previously pasted posters that were cut off with a motor tester, creating a nicely built body of the person.

The slogan was "Get Your Curves in Shape", which was written on the belt of figure which associated on a fit beautiful line. A creative idea got a lot of public attention. In campaign

of Fit Curves in Belgrade is used ambient marketing, which belongs to the group Out-of-home weapons of guerrilla marketing communication.

Figure 3.14. Fit Curves guerrilla marketing campaign (Golden Drum, 2014)

3.1.7. Guerrilla marketing campaign of Belgrade Philharmonic Orchestra

Figure 3.15. Guerrilla marketing campaign of Belgrade Philharmonic Orchestra (b92, 2011)

Table 3.7. Analysis of guerrilla marketing campaign of Belgrade Philharmonic Orchestra

INDICATOR	**Object**	**Place**	**Color**	**Slogan**	**People**
DISPLAYING	Mini concert organized by Belgrade Philharmonic Orchestra	Center of Belgrade	/	Thank you for not coming	Musicians from the Belgrade Philharmonic Orchestra
DISPLAYED	Enjoyable time nice program	Sense of confusion	/	Feeling of shame	Nice music played by good musicians

In one of the most popular places in the center of Belgrade, a part of the Belgrade Philharmonic Orchestra, organized a mini concert on the street for guests and passers by performing a few pieces of jazz classics. After the mini concert, the musicians formed a transparent, which said “Thank You for Not Coming”. Passersby and visitors were very surprised and confused (B92, 2011).

A video clip has been seen by several thousand people through social networks in one day. The spot was designed to provoke a reaction with a provocative message, with the goal of telling people more about art and culture. Main message was that they should more often go to the Belgrade Philharmonic Orchestra concerts and not to spend a lot of time in coffee places. In the campaign of Belgrade Philharmonic Orchestra is used “Guerrilla Sensation” (or how some authors say “Sensation Marketing”) that belongs to the group Out-of-home weapons.

3.2. Guerrilla Marketing Campaign in Turkey

3.2.1. Guerrilla marketing campaign of Coca-Cola with “Bırr” buss stations

Figure 3.16. Guerrilla marketing campaign of Coca-Cola and “Brrr” bus stations (Reşber, 2013)

Table 3.8. Analysis of guerrilla marketing campaign of Coca-Cola

INDICATOR	**Object**	**Place**	**Color**	**Article/slogan**
DISPLAYING	Ice cubes and recognizable bottle of coca cola	Bus station	White	Brrr writings
DISPLAYED	Pleasant temperature, ice house environment.	Protection from the hot weather	Snow, ice, winter	Coldness

In the summer months of 2007, Coca-Cola Company launched a marketing campaign in Turkey. The campaign consisted of changing the appearance of bus stations. Since summer months in Turkey are very warm, the company came up with the idea to promote it by making it easier for the public to travel in traffic. Company changed and redesigned bus stations with cooling devices. The station in white and blue color, symbolized snow and coldness. On the stations or on the roof was shown slogan "Brrr" which symbolizes coldness on that warm weather. In the campaign of Coca Cola company was used ambient marketing.

3.2.2. Turkcell "Exam Stress Relief" Bus Stops

Figure 3.17. Stress Relief campaign of Turkcell in Istanbul (Özkan, 2011)

Table 3.9. Analysis of guerrilla marketing campaign of Turkcell

INDICATOR	**Object**	**Place**	**Color**	**Slogan**
DISPLAYING	Redesigned bus station with elements for stress elimination	Bus station Center of Istanbul	Yellow	Shout, yell, relax
DISPLAYED	Support, relaxation and youth	Opportunity for throwing the stress	Color of Turkcell Madness and craziness	Support for stress relief

In 2011 Turkcell launched the ”Stress Relief” campaign. Turkcell wanted to be with students during the stressful period or during the exam. Therefore, the campaign meant the reorganization of bus stations.

The name of the campaign was, in translation from Turkish to English, “Exam Stress Relief” and slogans on the station were “Shout”, “Calm Down” and “Shake the Head”. Within the station there were instruments whose aim was to allow relaxation after exams.

That's why Turkcell chose a yellow color where students at Turkcell bus station could throw out energy and stress through the instruments. In this marketing campaign is used ambient marketing. Students who went to the exam and who came up with questions that they did not expect are situations that lead to stress and nervousness among students. In the two days of the campaign, about 30,000 students visited and used the stations. About 250,000 people saw the campaign and the number of visits to social networks was around 50,000 (Özkan, 2011).

3.2.3. Becel Elevators

Figure 3.18. Guerrilla marketing campaign of Becel Elevators (Kargın, 2008)

Table 3.10. Analysis of guerrilla marketing campaign of Becel company with elevators

INDICATOR	**Object**	**Place**	**Color**	**Slogan**
DISPLAYING	Redesigned elevator	Istanbul Elevator	Logo of the brand, slogan and stairs.	"Love your heart. Move on!"
DISPLAYED	Curiosity, good campaign	Move yourself, make steps for your health	Road of the healthy heart.	Encouragement for doing sport

Becel is an oil-producing company. In 2008, with the slogan “Love Your Heart and Move on”, Becel launched a campaign ın oreder to increase the awareness of healthy life. The message from Becel is that people should use stairs instead of elevators. From a medical point of view, it is common knowledge that oil affects the health of the heart. Becel had the goal of turning his attention to the consumption of oil which leads to various heart diseases.

In other words, Becel company wanted to say to consumers that if they use oil, they should use stairs and not elevator. For this advertisement, a minimal design was used here such as non-crowded design and imaginary stairs that reminded like stairs in a house. Becel also points out that their oil is good and healthy to use. In other words, message was there for possible situations such as, if the oil is used and there is not enough walk, there is a deterioration of the health condition. In marketing campaign of Becel it is used ambient marketing which belongs to the group Out-of-home weapons.

3.2.4. Cafe Crown “Have a Café Crown Break”

Figure 3.19. Guerrilla marketing campaign of Cafe Crown (Karakoç, 2009)

Figure 3.20. Guerrilla marketing campaign of Cafe Crown (Karakoç, 2009)

Figure 3.21. Guerrilla marketing campaign of Cafe Crown (Karakoç, 2009)

Table 3.11. Analysis of guerrilla marketing campaign of Café Crown

INDICATOR	**Object**	**Place**	**Color**	**Article/slogan**	**People**
SHOWING	Café Crown coffee vehicle	Student dormitories	Orange	'Have a Café Crown Break	Coffee service staff
SHOWN	Freedom Easy approach	Easy approach house service, house atmosphere.	Colors of Café Crown Confidence	Happiness, moments of enjoyments	Support, encouragement

Cafe Crown in 2009 with a campaign “Have a Cafe Crown Break” made the distribution of coffee in an interesting way.

With the slogan “Cafe Crown reaches you even if you are on the fifth floor”, company wanted to show that they care about students, which represent their important target groups. At the time of the exam, Cafe Crown provided support to students by going to student dormitories and provided them with coffee in an unusual way (with a crane which can reach more than fifth floors). Cafe Crown was aware of the fact that students do not always have access to the canteen because working time of it is limited, which means that in this situation they have to leave the home (campus home) and go to the first store to take a coffee which, in the exam time represents a loss of time. Cafe Crown chose the best moment for the campaign which is the time of the exams. In the campaign of Café Crown is used viral marketing which belongs to the group of New Media Weapons.

3.2.5. Vodafone Silence Area

Figure 3.22. Guerrilla marketing campaign of Vodafone with it's silence area (Reşber, 2013)

Table 3.12. Analysis of guerrilla marketing campaign of Vodafone

INDICATOR	Object	Place	Color	Slogan	People
DISPLAYING	Silence place, Crowded	Concert place	Red	If it rings, the silence is here	/
DISPLAYED	Calm environment shelter for conversation	Noisy place	Color of Vodafone, attention	Help on the place	/

In 2009, Vodafone Company went out to the public with its guerrilla marketing campaign in Turkey. Vodafone, as a company that represents one of the major mobile operators in Turkey, saw the opportunity to advertise in a very good way.

In the area where concerts are held, the company Vodafone has installed "Vodafone Silence Rooms". Slogan of the campaign was "If it rings, the silence is here". The place where the concert realizes is very noisy. Communication at the noisy place represents one of the biggest problems for people. Vodafone has recognized the opportunity to advertise and come up with a modern solution. Also, the cabin represents a place where people can communicate without having to raise a voice to understand each other. Vodafone came out to consumers with the indirect message "Attention, we are here" gave support and help. In the campaign of Vodafone was used ambient marketing.

3.2.6. Turk Telekom "Nothing like house" bus stops

Figure 3.23. Guerrilla marketing campaign of Turk Telekom with slogan "Nothing Like Home" on the bus stop (CHIP Online, 2010)

Table 3.13. Analysis of guerrilla marketing campaign of Turk Telekom

INDICATOR	Object	Place	Color	Slogan	People
DISPLAYING	Redesigned bus station with the elements of the home atmosphere	Istanbul Bus Stop	Green and blue	"Nothing like home"	/
DISPLAYED	Convenience, Stability	Chance to feel for a moment that you are at home.	Peace, tranquility, balance	Comfort	/

In 2010, Turk Telekom company made guerrilla marketing campaign with slogan "Nothing Like Home". The campaign consisted of reorganization of several bus stations, with home atmosphere motives. More precisely, the bus stand has been given shape of room in the house. Adding the furniture and colors of the slogan companies changed the concept of the station.

The goal of the campaign was to create a home-made atmosphere. One of the disadvantaged places is bus stations. At normal bus stations seating seats are uncomfortable and unpleasant where people can feel happy and filled with a house. It was exactly the goal of Turk Telekom, to turn the uncomfortable place into a nice and pleasant place. Adding the furniture and colors of the company, concept of the bus station has been changed. It should be mentioned that in this campaign is used ambient marketing weapon.

3.2.7. Coca Cola Mutluluk Makinası - 14 Şubat Sevgililer Günü

Figure 3.24. Coca Cola's vending machine in Metro City mall in İstanbul (Sosyalmedyaport, 2013)

Figure 3.25. Guerrilla marketing campaign of Coca Cola in the Metro City mall in Istanbul (Creative Guerrilla Marketing, 2012)

Table 3.14. Analysis of guerrilla marketing campaign of Coca Cola

INDICATOR	**Object**	**Place**	**Color**	**Slogan**	**People**
DISPLAYING	Coca Cola's Vending machine	Inside of Metro City Mall in Istanbul	Red	Valentine day's vending machine	Staff over the camera leads the situation
DISPLAYED	Opportunity to prove love, freedom	Enjoyment, Relaxation	Color of the companies Color of love and positivity	Happiness, positive energy	Controlling situation with providing surprises

Inspired by the Valentine's Day, in 2012, Coca-Cola made a guerrilla marketing campaign at the Metro City Center in Istanbul with Valentine's Day motto where an interesting vending machine was installed.

With a camera hidden in the machine, the staff could monitor who was in front of the machine. In this way it was possible to settle down who is a love couple. Therefore, when the couple approached the machine, in order to take the product, the machine was requesting for evidence which shows that the persons who were in front of the vending machine are a pair and the best proof was kiss of the couple or a short dance in the form of a waltz. After that, gifts were distributed through the vending machine of Coca Cola.

An intriguing vending machine attracted a lot of attention which can be seen in the picture. Furthermore, company wanted to send message “Come with your love, prove your love and machine will work automatically”. Campaign of Coca Cola is conducted from ambient marketing which belongs to the out-of-home weapons.

Also, Coca-Cola wanted to improve her mood and smiles around the environment to her customers, sharing positive energy. The color of the campaign was red because the red color follows the colors of the company and also the color of the Valentine's Day is red.

3.2.8. Guerrilla marketing campaign of Pınar “Gurme Sausage”

Figure 3.26. Guerrilla campaign of Pınar Gurme Sausage (Reşber, 2013)

Table 3.15. Analysis of guerrilla marketing capmaign of Pınar Gurme Sausage

INDICATOR	Object	Place	Color	Slogan	People
DISPLAYING	Billboard button Sausage	Street in İstanbul	Golden yellow with poster of meet	"Gourmet sausage from the most special place"	Staff controls situation and signs of consumer
DISPLAYED	Curiosity, nice pleasure, happiness	Taking attention	Awakes sense of hunger	Special sausage for you	Delivery form the restaurant until consumer

Pınar Gurme Sausage in 2015 in Istanbul made a guerrilla marketing campaign near the restaurant in order to popularize their new product. The slogan of the campaign was “Pınar Gurme Sausage From the Most Special Place ".

The campaign was based on the touch screen billboard. By pressing the button on the billboard itself, within less than two minutes, Pınar staff would appear to deliver the food to the consumer. The reactions were very positive. Consumers showed huge interests and happiness. In this campaign is used “Guerrilla Sensation”, or in another expression which is also known as “Sensation Marketing”, which belongs to the out-of-home weapon group.

3.2.9. Guerrilla marketing campaign of Hyundai Getz at Atatürk Airport

Figure 3.27. Guerrilla marketing campaign of Hyundai Getz at Atatürk Airport (Kahraman, 2010)

Table 3.16. Analysis of the guerrilla marketing campaign of Hyundai Getz

INDICATOR	Object	Place	Color	Slogan	People
DISPLAYING	Hyundai's back part of car used at place for taking the luggage	Atatürk Airport in İstanbul	Hyundai Getz in 3 different colors.	“Inside of Him There is a Place for Everything”	/
DISPLAYED	Confidence, stability	Creativity	Broadness, large assortment	Capacity, comfort, good characteristics of the brand.	/

At Istanbul Ataturk Airport in 2004, Hyundai Getz set up its vehicle, the exact shape of their vehicle where it was representing the luggage space capacity of the Hyundai Getz car luggage. Only the shape of the car was surfaced while the width of the luggage was authentic to the Hyundai Getz car. The slogan of the campaign was “Inside of Him There is a Place for Everything”. Reactions of consumers were very positive. In this campaign was used ambient marketing which belongs to the group out-of-home weapons.

The problem is that sometimes luggage can be stuck in the trunk. The emergence of this kind of advertising in a public place gets good attention, which is a good way of advertising in public.

3.2.10. Guerrilla marketing campaign of Ikea

Figure 3.28. Guerrilla marketing campaign of Ikea in Istanbul at bus station (Şenpınar, 2009)

Table 3.17. Analysis of guerrilla marketing campaign of Ikea

INDICATOR	Object	Place	Color	Slogan	People
DISPLAYING	Red sofa	Bus station in İstanbul	Red	“This Way of Story is Different”	/
DISPLAYED	Attractiveness, Place for enjoyment	Relaxation	Color of love	Comfort, possibility for talking on pleasure.	/

In 2008 Ikea presented a new model of furniture in Istanbul in a fun way. Normally, the chairs on the bus stations are uncomfortable and Ikea saw the potential in them so she decided to test new product on the market in a nice way. The bus station was rearranged by displaying the price on the wall of the station and setting up a new concept of furniture. At the bus station, color of sofa was red. At the bus station between bright colors, red sofa was very visible.

Sofa with red color shines with positive energy and represents the color of love. In this way consumers had opportunity to feel the new product as well as to talk about it and about other topics. The slogan of the campaign was “This Way of the Story is Different”. Therefore, Ikea wanted to say that, when the comfort of the sofa is felt, the way of talking is different.

The characteristics that Ikea points out are comfort and design. Also, what should be mentioned is that this campaign belongs to ambient marketing.

3.2.11 Guerrilla marketing campaign of Master Card at the airport

Figure 3.29. Guerrilla marketing campaign of MasterCard at the airport Ataturk in Turkey. (Sabbagh, 2009)

Table 3.18. Analysis of guerrilla marketing campaign of MasterCard

INDICATOR	**Object**	**Place**	**Color**	**Slogan**	**People**
DISPLAYING	Luggage waiting room suitcase, stamps.	Ataturk airport in Istanbul.	Suitcases in red and yellow color.	All over the world with you.	/
DISPLAYED	Curiosity, innovativity	Surprise	Colors of Master Card, provide sense of confidence	Relaxation, encouragement	/

At airport Ataturk in Istanbul in 2009 at the luggage waiting place, MasterCard put two suitcases that were spin around all day. The suitcases were in the colors of the company (red and yellow) with a tape and a logo on it. Since most of the suitcases at the airport are in dark colors, the red and yellow suitcases have attracted a lot of attention. Master Card wanted to show that MasterCard cases with a lot of stamps represent experience by working in a large number of countries in the world.

MasterCard cards with labels on them represent the experience gained through travel around the world. “All Over the World With You " was the slogan of the campaign.

MasterCard wanted to point out that it is always with the consumers, giving them a sense of relaxation because they know that the MasterCard can be used in the country where the consumer is located. Furthermore, the advertisement offers a sense of relaxation as consumers know that the card is usable in the country they came in .Colors of MasterCard provide confidence because a lot of people use this card. In this advertisement is used ambient marketing.

3.2.12. Guerrilla marketing campaign of Coca Cola

Figure 3.30. Guerrilla marketing campaign of Coca Cola in Istanbul (C-Section, 2012)

Figure 3.31. Guerrilla marketing campaign of Coca Cola in Istanbul (C-Section, 2012)

Figure 3.32. Guerrilla marketing campaign of Coca Cola in Istanbul (C-Section, 2012)

Table 3.19. Analysis of guerrilla marketing campaign of Coca Cola

INDICATOR	**Object**	**Place**	**Color**	**Slogan**	**People**
DISPLAYING	Truck of happiness that shares products and gifts of Coca Cola.	Highway in Istanbul	Red, Coca Cola's company color.	/	Staff of Coca Cola share gifts
DISPLAYED	Surprise, happiness	Place for refreshment on hot weather	Color of Coca Cola, excitement	/	Staff of Coca Cola provides enjoyments

In Istanbul 2012 Coca Cola organized a marketing campaign. The campaign consisted of trucks of happiness that shared the products and gifts of Coca Cola. The Coca Cola truck, which was full of surprises, moved on one of Istanbul's main roads. The goal of the campaign was to keep the truck at the appropriate time on a frequent place where the company could attract and communicate with a large number of consumers.

At the door of the truck there was a button, which was first pressed by a consumer on the basis of which he received gifts from the truck. Soon other consumers, leaving their vehicles, began to push the button and get gifts.Gifts were products of Coca Cola, pies and stuffed toys. Coca Cola campaign used viral marketing, which belongs to the group out-of-home weapons.

What also should be mentioned is that Coca-Cola exposed consumers to the high risk. Organized campaign was very dangerous and risky because passengers, who abandoned their vehicles in order to take gifts, expose themselves to the risk. This kind of inviolability is not allowed to any company abroad.

CHAPTER FOUR

GUERRILLA MARKETING COMMUNICATION RESEARCH ON CONSUMER BEHAVIOR

4.1. Purpose of the research

The aim of this research is to see how guerrilla marketing communication effects on consumers and how they perceived with regard to level of attention, level of interest, memorability as well as level of recommendation of these advertisements.

Additionally, it is aimed to demonstrate the differences between consumers in watching advertisements according to the gender, level of education and nationality.

Therefore, in this research analyses show how the public reacts to the comparative advertisements of traditional and guerrilla marketing communications products of companies with the facts that public haven't created emotions and relations in the past about them. In this way, the analysis of the obtained data in the program of IBM Statistical Package for the Social Sciences – SPSS version 23, which aims to determine the effect that advertisements leave to consumers. The hypotheses have been established under the terms of the efforts that have been defined and tested in the study.

4.2. Methodology and Research

On the market of Turkey, brands like Miele and Vaude are present on the market in Turkey, Furthermore, used advertisements in the survey are not known and have not been shown to the public in Turkey.

The research is based on the marketing scale whose authors are Bruner, C., Hensel, P.,& James, K.E. (2007). Scale has been taken from the Marketing Scales Handbook. Vol. 4: A Compendium of Multi-Item Measures for Consumer Behavior & Advertising. An example of the used scale is in the appendix (Jankovska, 2015).

Marketing scales consists of Likert's model, which consists of five levels in which the respondent expresses his opinion which has been applied in five questions, also as well as two questions, which consists of choosing one of three offered answers.

The same scale, with the same structure of questions and different image brands is used to analyze consumer reactions for five brands. The research is based on data collection through paper-based surveys and results obtained through the statistical program SPSS version 23 (Statistical Package for the Social Sciences) the analysis was compiled from data obtained through surveys, constructed hypotheses, performed statistical tests and its results.

The paper also uses statistical tests such as the one-way analysis of variance (ANOVA). The one-way analysis of variance (ANOVA) is used to determine whether there is a difference whether there are any statistically significant differences between means or two or more independent or unrelated groups (Leard Statistics, 2018).

The Independent Samples t Test compares the means of two independent groups in order to determine whether the population means significantly significant. In other words, The Independent Samples t Test helps compare whether the two groups have different average values. The Independent Samples t Test presents a parametric test (Kent State University, 2018).

The Paired Sample t Test, also known as the Sample t Test, is a statistical procedure used to determine whether the mean difference between the two sets of observations is zero. It is used when each subject is measured twice (Complete Diserttation, 2018).

According to statistics, the frequency is the number of times the event occurs. Frequency analysis represents the field of statistics which deals with the the number of occurrence (frequency) and where it analyzes the measures of central tendency, dyspresia, percentages (Research Optimus, 2018).

4.2.1. Explanation of the way of research

In order to conduct the analysis in a good way, the questions in the survey are grouped in the following way:

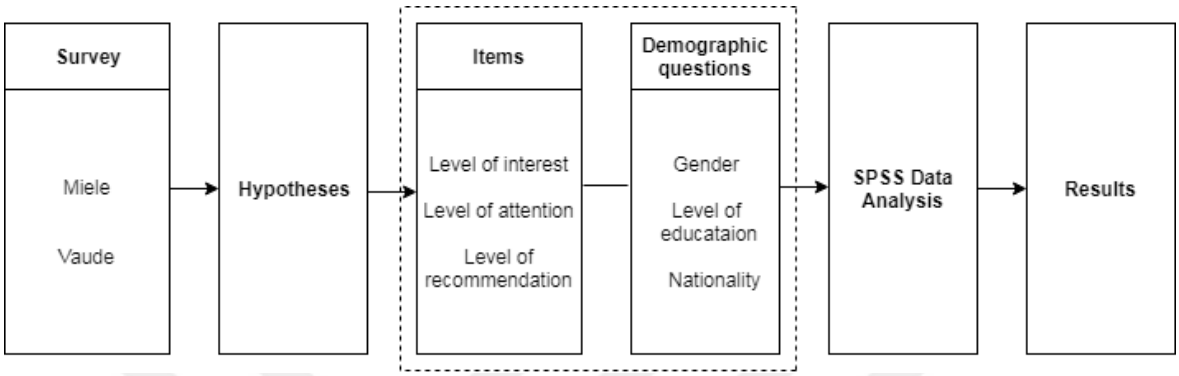

Figure 4.1. The stages of research

The research consists of the following phases; the phase of filling in the survey, the phase of constructing the hypothesis, the phase of formation of items and their comparison with demographic issues, the phase of the SPSS analysis and the phase of the obtained results.

For the term “Level of Interest”, the elements (Fun, Appealing, Interesting, Exciting, Fascinating) are assumed. The values are calculated in such a way that the answers to the above questions are calculated in a sum divided by five. Level of attention and level of recommendation are established as they are shown in the survey.

4.3. The used images of brands in the survey

4.3.1. Advertisements for Miele Brand

Figure 4.2. Miele Billboard Advertisement (Affordable Vacuum, 2012)

Figure 4.3. Miele Street Advertisement (Mayer McCann Erickson, 2012)

4.3.2. Advertisements of Vaude Brand

Figure 4.4. Billboard Advertisement of Vaude (DEUTSCHLANDSTART, 2018)

Figure 4.5. Vaude Street Advertisement (Scholz and Friends, 2009)

Personnel surveys were filled at Gazi University, where all students from different departments were questioned. Among students, the diversity is reflected with demographic questions such as the level of studies, gender and citizenship (whether they are foreign or domestic students).

In the survey is used Likert Scales model, which is one of the most reliable ways to measure opinions, perceptions and behaviors (Encyclopaedia Britannica, 2016). An analysis of the research is made in the SPSS program in which analyzes such as the Independent-Sample t Test, One Way ANOVA, Paired-Samples t Test and descriptive statistics are used, through which hypothesis tests were performed.

4.4. Researches elated to the topic of the master thesis

Master thesis, whose content has been made by the guerrillas of marketing communications, exists in a large scale and is available on the Internet. Each thesis differs in its own way, while the master work master database is similar.

Indregård and Hæreid (2015) whose theme is "Guerrilla Marketing: A low-cost strategy for startups" is a master work which was conducted through interviews with 6 customers who were asked for various contents where people randomly gave their ratings and thinking.

Stierna and Sandberg (2006), whose master's thesis subject is "Guerrilla Marketing, Reaching the Customer in an Untraditional Way" where the aim is to look at the phenomenon of guerrilla marketing whose research is conducted through seven interviews with profound respondents.

Kudryavtseva (2012) whose master's thesis subject is "Guerrilla Marketing: A New Concept in Practice, the Sport Master Case", whose research was based on expert marketing interviews and where qualitative method of research is used in the analysis.

Belić and Jönsson (2012) whose master's thesis subject is "Guerrilla Marketing and its Effects on Consumer Behavior", whose research was based on interviews of over ten people through saved questions and images, which were used to compare traditional and marketing communications, and where the qualitative analysis of data was used in processing the data. The aim of this study is to explore how the use of guerrilla marketing campaigns affects consumer behavior in terms of brand attitude, brand image and purchasing intention.

Yörükoğlu (2014) whose master's thesis subject is "Relationships Dramatization Between Guerrilla Marketing and Consumer / Gerilla Pazarlama ile Tüketici Arasındaki Oyunlaştırma İlişkisi", whose qualitative research was based on the analysis of campaigns of companies that used guerrilla marketing communications.

Martinsson and Semenescu (2012) whose master's thesis subject is "The Ambient Strategy to Diminish the Resistance Study on Ambient Advertising and the Contemporary Consumers Resistance towards Advertising", whose research was based on interviews of eight people through questions and images related to ambient marketing.

4.5. Limitations of the Research

One of the limitations in the research is that the research is conducted at Gazi University above the students of Gazi University, where is also a part of foreign students who study at the Gazi University in various programs. Therefore, the research includes only Gazi University students, which represents one aspect of the limits in the analysis. Also, time represents one of the limitations in the research. Within the period of time less than two months it was necessary to collect 406 questionnaires. Furthermore, one of the limitations were costs where one questionaire has 10 pages, therefore costs of research were high.

4.6. Demographic Profile of the Respondents

The research included 406 respondents who gave their opinion and answers by filling out the survey whose source is in the Handbook marketing scale (Bruner, Hensel and James, 2005).

When sharing the survey, 450 surveys were distributed however, 406 were filled. With regard to demographic questions, there are three questions related to gender, level of education and nationality.

Results of question which is related to a gender show that from 406 people, 265 are female and 141 are male. The demographic question which is related to the level of education, it is determined that 67 respondents are the first year, 107 are second year, 109 are third year, 62 are the fourth year, 38 respondents are on the master degree and 23 respondents are on PhD studies.

The third demographic question is related to the nationality of the interviewed person where it was found that there are 346 persons who are Turkish citizens and 60 persons are foreign citizens.

Table 4.1. Demographic data for gender

Gender	Number of respondents	Percentage
Male	141	34,73%
Female	265	65,27%

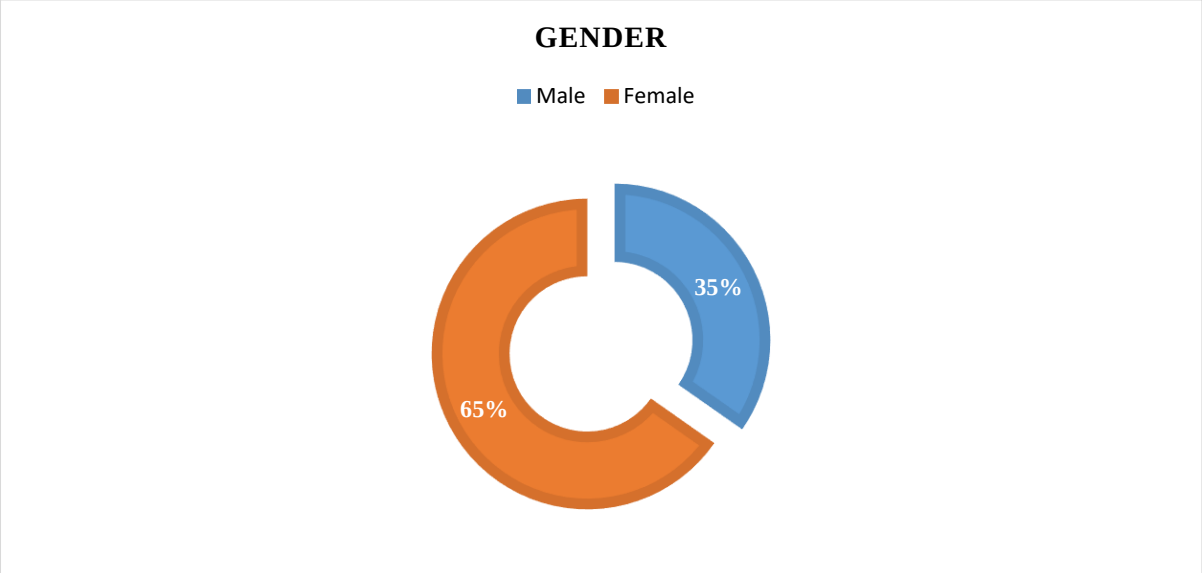

Figure 4.6. Gender of respondents

Table 4.2. Level of education of respondents

Level of education	Number of respondents	Percentage
1st year	67	16,50%
2nd year	107	26,35%
3rd year	109	26,84%
4th year	62	15,27%
Master Degree	38	9,35%
PhD	23	5,66%

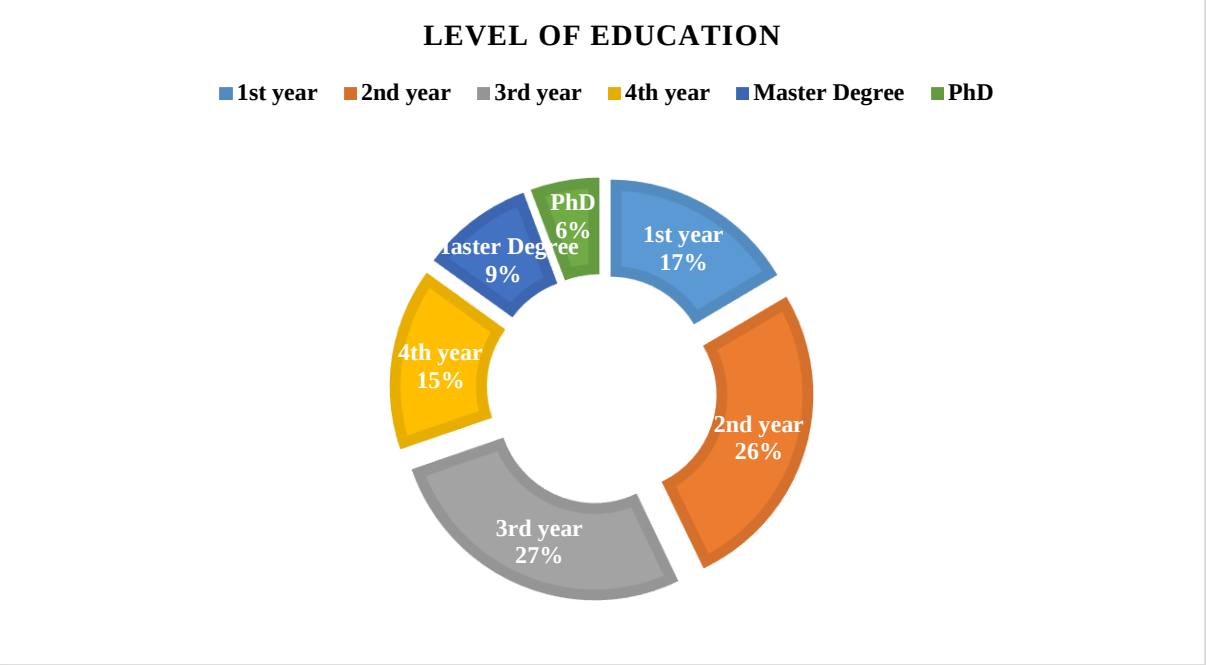

Figure 4.7. Level of education of respondents

Table 4.3. Nationality of respondents

Nationality	Number of respondents	Percentage
Turkish citizen	346	85%
Foreign citizen	60	15%

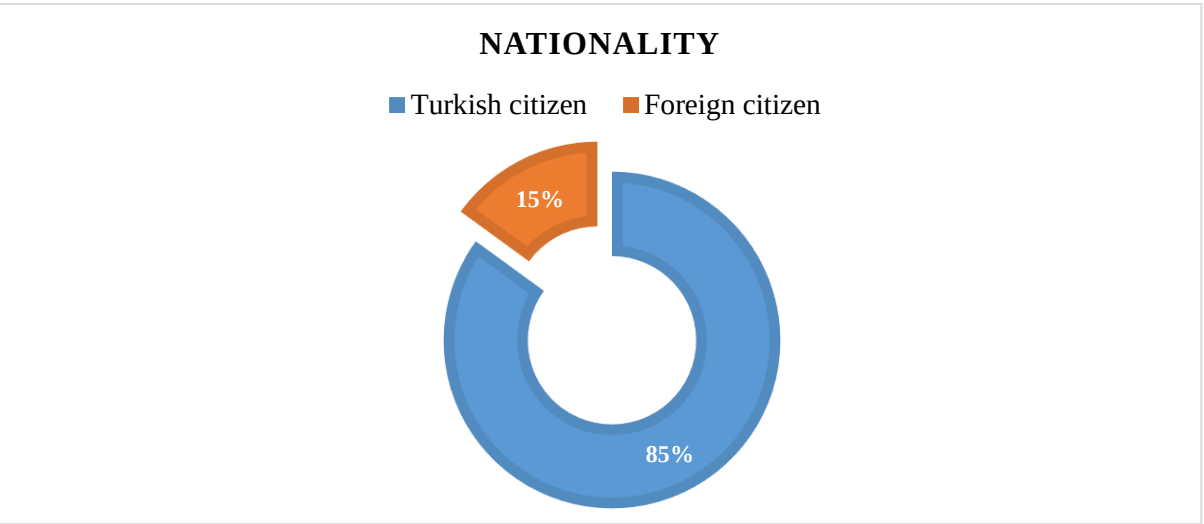

Figure 4.8. Nationality of respondents

4.7. Interpretation of research results

4.7.1. Interpretation of research results for the Miele brand

Results of the responses to questions through frequency analysis, as well as the hypotheses and results of the hypothesis are presented below.

4.7.1.1. Results of the questions presented through frequency analysis for the Miele brand.

Q3 – According to the advertisements above, please specify your level of attention?

The tables and graph below represent the results of responses to the question "According to the advertisements above, please specify your level of attention?".

Table 4.4. Level of attention of Miele billboard advertisement

Level of attention of Miele billboard advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all or very slightly	42	10,3	10,3	10,3
	Mildly	160	39,4	39,4	49,8
	Moderate	158	38,9	38,9	88,7
	Quite a bit	37	9,1	9,1	97,8
	Very much	9	2,2	2,2	100,0
	Total	406	100,0	100,0	

Table 4.5. Level of attention of Miele street advertisement

Level of attention of Miele street advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all or very slightly	2	,5	,5	,5
	Mildly	14	3,4	3,4	3,9
	Moderate	41	10,1	10,1	14,0
	Quite a bit	213	52,5	52,5	66,5
	Very much	136	33,5	33,5	100,0
	Total	406	100,0	100,0	

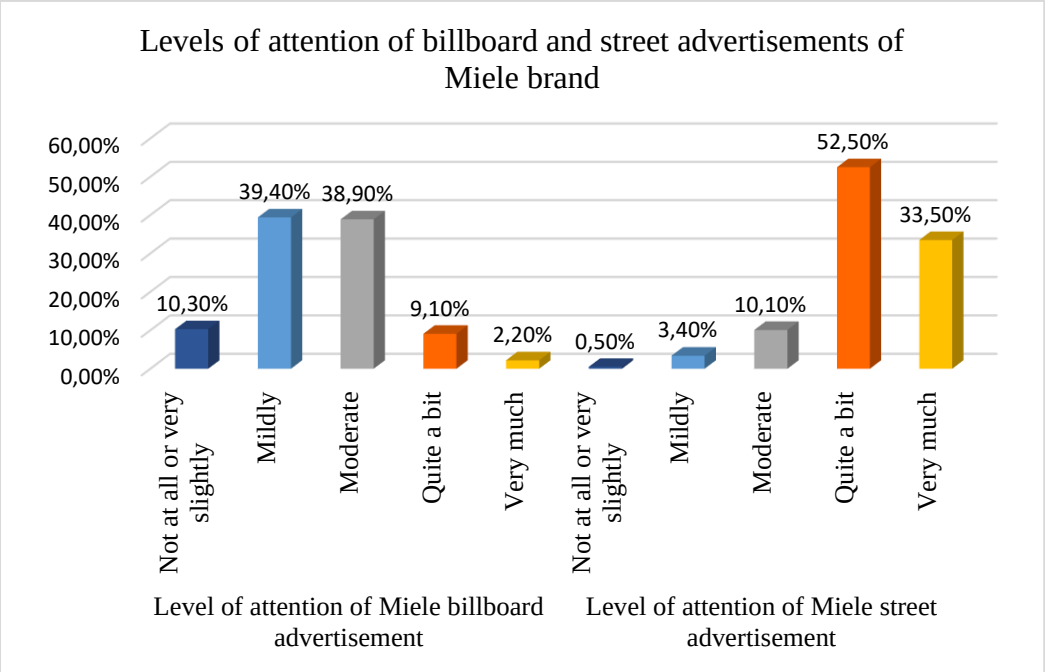

Figure 4.9. Answers of respondents for the levels of attention of Miele advertisements

The graphic represents the comparison of answers of respondents for the level of attention of Miele billboard and street advertisements. According to the obtained results, it is found that Miele billboard advertisement received the most responses from “Mildly” with 39,40% and “Moderate” with 38,90% of answers received. For the street advertisement of the Miele advertisement, most answers were received from the offered answers such as "Quite a bit" with 52.50% responses and answer “Very much” with 33.50% responses. Therefore, it is found that street advertisement recorded a greater level of attention than the billboard advertisement.

Q5 – Do you perceive this advertisement as being memorable? (one choice)

Table 4.6. Results of the Miele brand related to the question "Do you perceive this advertisement as being memorable? (one choice)"

Miele	Frequency	% - Percentage
Yes, a lot.	51	12,60%
Maybe for the moment, no later.	111	27,30%
No, there is nothing specific that I can memorise.	2	0,50%
No I don't memorise advertisements at all.	7	1,70%
Miele billboard advertisement is more memorable than Miele street advertisement.	5	1,20%
Miele street advertisement is more memorable than Miele billboard advertisement.	230	56,70%
No, I have aversion to this brand.	0	0

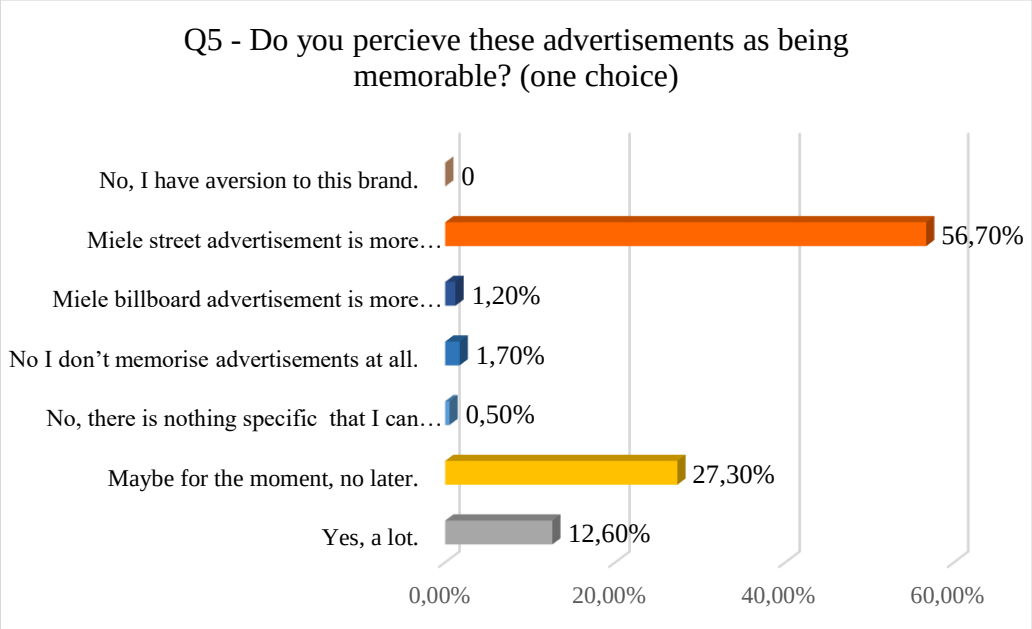

Figure 4.10. Answers of respondents on the question:"Do you perceive these advertisements as being memorable? (one choice)"

On the figure 4.16. offered answer such as "Miele street advertisement is more memorable than Miele billboard advertisement" received 56.7% responses versus the opposite response that received 1.2% responses which showed that Miele street advertisement is more memorable than Miele billboard advertisement.

Also, among the offered answer “Maybe for the moment, no later” received 27% responses and the answer “Yes a lot” received 12,6% responses, while the other received data are less relevant.

Q6 – Which of the Miele advertisements are more innovative?

Table 4.7. Answers of respondents on the question: “Which of the Mielle advertisements are more innovative”

Innovation of Miele brand advertisements					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Miele billboard advertisement	10	2,5	2,5	2,5
	Miele street advertisement	386	95,1	95,1	97,5
	No one	10	2,5	2,5	100,0
	Total	406	100,0	100,0	

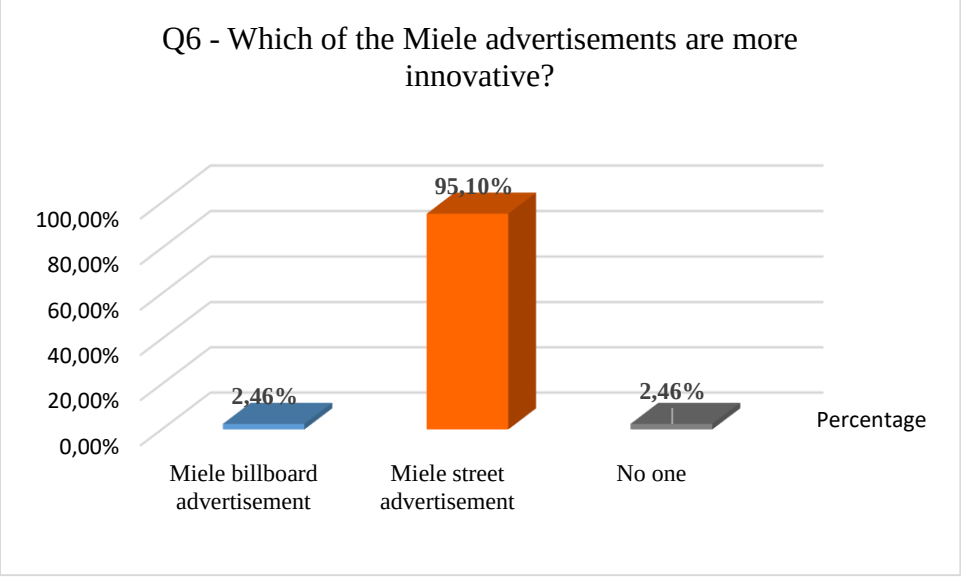

Figure 4.11. Answers of respondents on the question: “Which of the Miele advertisements are more innovative”

In response to the question “Which of the Mielle advertisements are more innovative”, respondents said that with 95.10% Miele street advertisement is more innovative than the Miele billboard advertisement, which received 2.46% of the answers.

Q7 – Do you want to suggest this advertisement to a friend?

Table 4.8. Level of recommendation of Miele billboard advertisement

Level of recommendation of Miele billboard advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely No	42	10,3	10,3	10,3
	No	197	48,5	48,5	58,9
	Maybe	134	33,0	33,0	91,9
	Yes	28	6,9	6,9	98,8
	Definitely Yes	5	1,2	1,2	100,0
	Total	406	100,0	100,0	

Table 4.9. Level of recommendation of Miele street advertisement

Level of recommendation of Miele street advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely No	2	,5	,5	,5
	No	23	5,7	5,7	6,2
	Maybe	113	27,8	27,8	34,0
	Yes	169	41,6	41,6	75,6
	Definitely Yes	99	24,4	24,4	100,0
	Total	406	100,0	100,0	

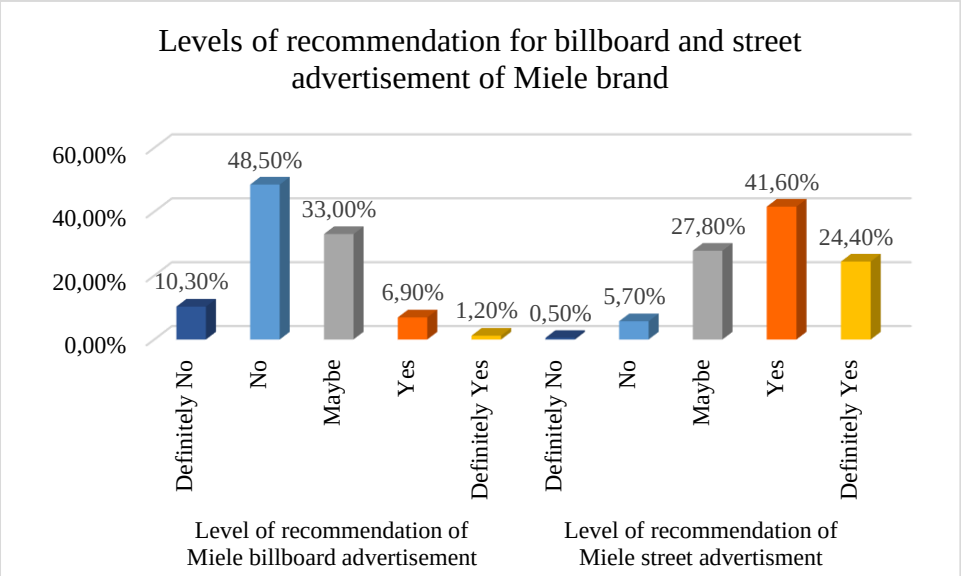

Figure 4.12. Answers of respondents for the levels of recommendation of Miele advertisements

On the graph is presented comparison of the answers of respondents for the levels of recommendation of billboard and street advertisements of Miele brand. According to the obtained results, for the Miele billboard advertisement it is found that offered answers such as “No” 48.50% and “Maybe” 33.00% represents the answers which received the highest number of responses from the all answers.

For Miele street advertisement it is established that answers such as “Yes” with 41.60 %, “Maybe” with 27.80% and “Definitely Yes” with 24.40% answers represent the highest number of received responses. Based on answers of respondents, it is found that respondents would like to recommend to their friends Miele street advertisement.

Q36 – Overall impression of the Miele brand

On the question of “My overall impression of this brand”, through the answers of the respondents, through the Likert scale, it is established what kind of impression advertisements can create about the brand. It should be noted that the advertisements shown in the survey were not seen before by respondents.

The question “My overall impression of this brand” has been processed through the SPSS program (Frequency Analysis) for all brands individually.

Q36 - The overall impression of the Miele brand

Table 4.10. The overall impression of the Miele brand by respondents

The overall impression of the Miele brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	1	,2	,2	,2
	Dislıke	18	4,4	4,4	4,7
	Neither like nor dislike	87	21,4	21,4	26,1
	Like	220	54,2	54,2	80,3
	Like very much	80	19,7	19,7	100,0
	Total	406	100,0	100,0	

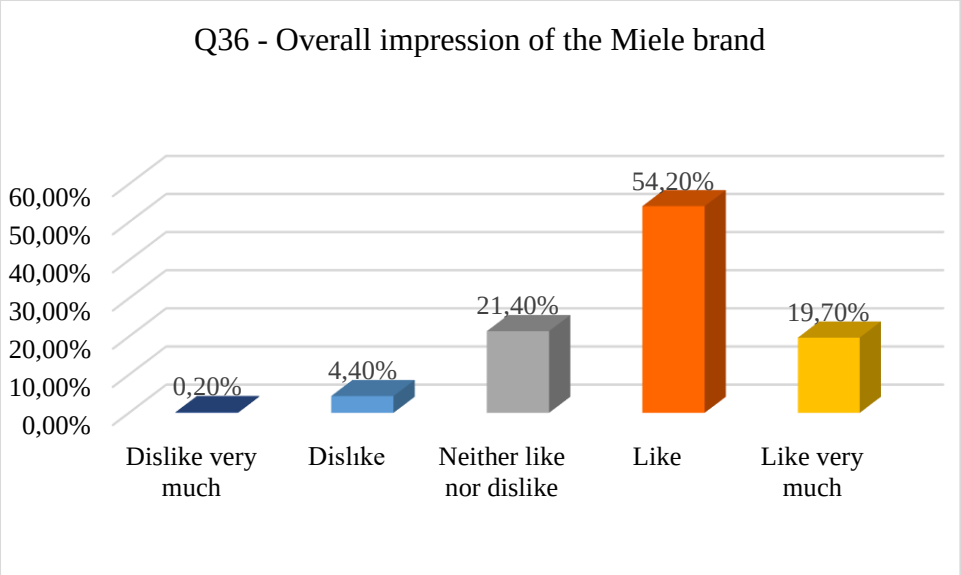

Figure 4.13. Overall impression about the Miele brand by respondents

According to the obtained results, for the Miele billboard advertisement found that offered answers such as “Like” with 54.20%, “Neither like nor dislike” with 24.40% and “Like very much” with 19.70% received the highest number of responses.

4.7.1.2. Hypotheses of the Miele brand

The first three hypotheses refer to the analysis of the difference between the level of interest of Mielle billboard advertisement and demographic factors (gender, level of education and nationality).

H_1: There is a significant difference between the level of interest of Miele billboard advertisement and gender.
H_2: There is a significant difference between the level of interest of Miele billboard advertisement and the level of education
H_3: There is a significant difference between the level of interest of Miele billboard advertisement and nationality.

The next three hypotheses (H_4, H_5, and H_6) refer to the analysis of the difference between the level of interest Miele street advertisement and demographic factors such as gender, level of education and nationality.

H_4: There is a significant difference between the level of interest of Miele street advertisement and gender.
H_5: There is a significant difference between the level of interest of Miele street advertisement and the level of education.
H_6: There is a significant difference between the level of interest of Miele street advertisement and nationality.

The next hypothesis H_7 refers to the differences between the levels of interest of traditional and guerrilla marketing communications.

H_7: There is a significant difference between the level of interest of Miele street advertisement and the level of interest of Miele billboard advertisement.

The next three hypotheses (H_8, H_9, and H_{10}) refer to the analysis of the difference between the level of attention of Miele billboard advertisement and demographic factors (gender, level of education and nationality).

H_8: There is a difference between the level of attention of Miele billboard advertisement and gender.
H_9: There is difference between the level of attention of Miele billboard advertisement and the level of education.
H_{10}: There is a difference between the level of attention of Miele billboard advertisement and nationality.

The next three hypotheses (H_{11}, H_{12} and H_{13}) refer to the analysis of the difference between the level of attention of Miele street advertisement and demographic factors (gender, level of education and nationality).

H_{11}: There is a difference between the level of attention of Miele street advertisement and gender.
H_{12}: There is a relationship between the level of attention of Miele street advertisement and the level of education.
H_{13}: There is a difference between the level of attention of Miele street advertisement and nationality.

The following hypotheses, hypothesis H_{14} refers to the analysis of the difference between the level of attention of Miele billboard advertisement and the level of attention of Miele street advertisement and H_{15} refers to the analysis of the difference between the level of recommendation of Miele billboard advertisement and the level of recommendation of Miele street advertisement.

H_{14}: There is a significant difference between the level of attention of Miele billboard advertisement and the level of attention of Miele street advertisement.
H_{15}: There is a significant difference between the level of recommendation of Miele billboard advertisement and the level of recommendation of Miele street advertisement.

4.7.1.3 Results of the analysis of the hypothesis for the Miele brand

The first three hypotheses relate to the analysis for the level of interest of Miele billboard advertisement and demographic factors (gender, level of education and nationality). According to hypotheses tests, H_1 and H_3 are rejected and hypothesis H_2 is accepted.

Hypothesis H_2: There is a difference between the level of interest of Miele billboard advertisement and the level of education.

The one-way analysis of variance (ANOVA) is used to analyze the data in hypothesis H_2.

Results for H_2 hypothesıs are shown in the table below;

Table 4.11. Test of Homogeneity of Variances for the level of interest of Miele billboard advertisement

Test of Homogeneity of Variances			
Level of interest of Miele billboard advertisement			
Levene Statistic	df1	df2	Sig.
1,520	5	400	,183

Table 4.12. ANOVA test for the level of interest of Miele billboard advertisement.

ANOVA					
Level of interest of Miele billboard advertisement					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	18,890	5	3,778	5,528	,000
Within Groups	273,390	400	,683		
Total	292,280	405			

For H_2 hypothesis which is accepted, in the Test of Homogeneity and ANOVA tables, following the significance value of ANOVA table, that showed that there is a strong statistical differences where the significance value is 0,000 and following the Test of Homogeneity of Variance table, it is shown that significance value is 0.183 where using the Tamhane Test has determined which groups differ from each other.

Based on the significance value, in the Multiple Comparisons table of the Post Hoc Tests, the Tamhane Test found that groups, the first year and fourth year, second year and fourth year, third year and fourth year are significantly different from one another. Therefore, it has been found that above mentioned groups think different.

According to the first and fourth year it refers to the fourth group whose mean value is 3,04. Also, for the second and fourth year if refers to fourth year whose mean value is higher and also for the third and fourth year it refers to fourth because of the higher mean value. Therefore, it has been proven that there is a difference between the level of interest of Miele billboard advertisement and the level of education. Furthermore, it means that each of the above mentioned groups understand the advertisements in different ways.

The next three hypotheses (H_4, H_5, H_6) refer to the analysis between the level of interest of the Miele street advertisement and demographic factors (gender, level of education and nationality).

According to the results of hypothesis tests, H_4 and H_5 are rejected and H_6 is accepted. For H_4 hypothesis it has been found that there is no difference between the level of interest of Miele street advertisement and the gender.

For H_5 hypothesis it is found that there is no difference between the level of interest of Miele street advertisement and the level of education.

In this part, only results for the H_6 hypothesis will be displayed.

Hypothesis H_6: There is a difference between the level of interest of Miele street advertisement and nationality.

Independent Samples t Test is used to analyze data in H_6 hypothesis.

Table 4.13. Group Statistics table for the level of interest of Miele street advertisement and nationality

Group Statistics					
	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Level of interest of Miele street advertisement	Turkish citizen	346	4,3931	,58340	,03136
	Foreign citizen	60	4,2233	,57176	,07381

Table 4.14. Independenpt Samples t Test for the level of interest of Miele street advertisement

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	T	Df	Sig. (2-tailed)
Level of interest of Miele street advertisement	Equal variances assumed	,731	,393	2,086	404	,038
	Equal variances not assumed			2,116	81,772	,037

In the Levene's Test for Equality of Variances, significance value Sig.(2-tailed) is 0,037. Considering that 0,037 is less than 0.05 it is found that H_6 hypothesis is accepted.

Therefore, it is proved that there is a significant difference between the level of interest of Miele street advertisement and nationality. According to the table of descriptives and higher mean value, it has been shown that these differences refer to a Turkish citizens who have a higher mean value. In other words, Turkish citizens and foreign citizens understand the level of interest in a different way. According to the results it means that Miele street advertisement is more interesting for the respondents who are Turkish citizens.

The next hypotheses H_7 refers to the analysis of the difference between the level of interest of the Miele billboard advertisement and the level of interest of the Miele street advertisement.

H_7 :There is a difference between the level of interest of Miele street advertisement and the level of interest of Miele billboard advertisement.

Paired Samples t Test is used to analyze data in H_7 hypothesis.

Results of analysis are shown below.

Table 4.15. Paired Sample Statistics for the analysis of the level of interest of the Miele billboard advertisement and the level of interest of the Miele street advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of interest of the Miele billboard advertisement	2,6281	406	,84952	,04216
	Level of interest of the Miele street advertisement	4,3680	406	,58412	,02899

Table 4.16. Paired Samples Test for the levels of interest of Miele billboard and street advertisements

Paired Samples Test									
		Paired Differences					T	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of interest of the Miele billboard advertisement - Level of interest of the Miele street advertisement	-1,73990	,93446	,04638	-1,83107	-1,64873	-37,517	405	,000

In the table of Paired Samples Test whose result of significance value Sig. (2-Tailed) is 0,000, it confirms that there is a statistical difference between the levels of interest of Miele billboard advertisement and the level of interest of the Miele street advertisement.

According to the table of descriptives and higher mean value for the level of interest of Miele street advertisement, it has been found that for the respondents, Miele street advertisement is much more interesting than the Miele billboard advertisement.

The following three hypotheses (H_8, H_9, H_{10}) refer to the difference between the level of attention of Miele bilboard advertisement and demographic factors (gender, level of education and nationality). According to the results, H_8 hypothesis and H_{10} hypothesis are rejected and H_9 is accepted.

For the hypothesis H_8 it has been found that there is no difference between the level of attention of Mielle billboard advertisement and gender. For the hypothesis H_{10} it is established that there is no difference between the level of attention of Miele street advertisement and nationality. Results are presented for the H_9 hypothesis in tables bellow. The presented analyses with tables are only for hypothesis H_9.

Hypothesis H_9: There is a difference between the level of attention of Miele billboard advertisement and the level of education.

One-way analysis of variance is used to analyze data in H9 hypothesis.

Table 4.17. Descriptives table for the level of attention of Miele billboard advertisement and level of education

Descriptives

Level of attention of Miele billboard advertisement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1st year	67	2,1940	,92505	,11301	1,9684	2,4197	1,00	4,00
2nd year	107	2,6916	,93578	,09047	2,5122	2,8709	1,00	6,00
3rd year	109	2,4312	,79776	,07641	2,2797	2,5827	1,00	5,00
4th year	62	2,8226	,75800	,09627	2,6301	3,0151	1,00	5,00
Master Degree	38	2,6316	1,07606	,17456	2,2779	2,9853	1,00	5,00
PhD	23	2,5217	,73048	,15232	2,2059	2,8376	1,00	4,00
Total	406	2,5443	,89540	,04444	2,4570	2,6317	1,00	6,00

Table 4.18. Test of Homogeneity of Variances for the level of attention of Miele billboard advertisement

Test of Homogeneity of Variances			
Level of attention of Miele billboard advertisement			
Levene Statistic	df1	df2	Sig.
1,918	5	400	,090

Table 4.19. ANOVA table for the level of attention of Miele billboard attention

ANOVA					
Level of attention of Miele billboard advertisement					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	17,038	5	3,408	4,430	,001
Within Groups	307,664	400	,769		
Total	324,702	405			

According to the results of the ANOVA table, significance value is 0,001, which shows that there is a difference between the groups. Observing to the Test of Homogeneity Variances, significance value is 0,090 so the Tamhane test is used to find which groups differ from one another.

Results showed that, according to the level of attention of the Miele billboard advertisement there is the difference between the different groups of level of education such as first and second year, first and fourth, third and fourth year. According to the obtained results, hypothesis H_9 is accepted. Therefore, it has been established that there is a statistical difference between the level of attention of Miele billboard advertisement and the level of education, where according to the comparison of higher mean values of the mentioned groups, between the first and second it refers to the second and between the first and fourth it refers to the fourth and also between the third and fourth it refers to the fourth year of education.

The next three hypotheses (H_{11}, H_{12}, and H_{13}) refer to the analysis of the difference between the level of attention of Miele street advertisement and demographic factors (gender, level of education and nationality).

According to hypothesis tests and their results, H_{11}, H_{12} and H_{13} are rejected. The analysis found that there is no statistical difference between the level of attention of Miele street advertisement and gender, as well as the level of education and nationality.

The next hypothesis H_{14} refers to the analysis of the difference between the level of attention of Miele billboard advertisement and the level of attention of the Miele street advertisement. According to the obtained results, the hypothesis H_{14} and H_{15} are accepted. Results for the hypotheses H_{14} are presented via following tables:

Paired Sample t Test is used to analyze the data in hypothesis H_{14}.

$H_{14:}$ There is a difference between the level of attention of Miele billboard advertisement and the level of attention of Miele street advertisement.

Table 4.20. Paired Samples Statistics for the level of attention of Miele billboard advertisement and the level of attention of Miele street advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of attention of Miele billboard advertisement	2,5443	406	,89540	,04444
	Level of attention of Miele street advertisement	4,2562	406	1,76618	,08765

Table 4.21. Paired Samples Test of the level of attention of Miele billboard advertisement and the level of attention of Miele street advertisement

Paired Samples Test									
		Paired Differences					T	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of attention of Miele billboard advertisement – Level of attention of Miele street advertisement	-1,71182	2,01432	,09997	-1,90835	-1,51530	-17,124	405	,000

In the Paired Samples Test table where result of significance Sig. (2-Tailed) is 0,000 which indicates that there is a statistical difference between the levels of attention of Miele billboard and street advertisements where H_{14} hypothesis is accepted. According to the table of Paired Table Statistics, the mean value which is 4,2562 for the level of attention of Miele street advertisement is higher then the level of attention of Miele billboard advertisement. Therefore, according to the higher mean value, it means that for respondents Miele street advertisement causes more attention than the Miele billboard advertisement.

Also, Paired Samples t Test is used to analyze the data in H_{15} hypothesis.

Hypothesis H_{15} refers to the analysis of the difference between the level of recommendation of Miele billboard advertisement and the level of recommendation of Miele street advertisement.

Hypothesis H_{15}: There is a difference between the level of recommendation of Miele billboard advertisement and the level of recommendation of Miele street advertisement.

Results of the analysis are presented in the tables bellow.

Table 4.22. Paired Samples Statistics for the level of recommendation of Miele billboard advertisement and the level of recommendation of Miele street advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of recommendation of the Miele billboard advertisement	2,4015	406	,81280	,04034
	Level of recommendation of the Miele street advertisement	3,8424	406	,88319	,04383

Table 4.23. Paired Samples Test for the level of recommendation of Miele billboard advertisement and the level of recommendation of Miele street advertisement

Paired Samples Test									
		Paired Differences					T	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	Level of recommendation of Miele billboard advertisement - Level of recommendation of Miele street advertisement	-1,44089	1,16118	,05763	-1,55418	-1,32760	-25,003	405	,000

In the table of Paired Samples Test, significance value Sig.(2-tailed) is 0,000. On the basis of the obtained results, it is found that there is a statistical difference between the levels of the recommendation of Miele billboard and street advertisements where H_{15} is accepted. According to the Paired Sample Staticstics table, mean values of the level of recommendation of Miele street adevertisement is higher then the mean value of the level of recommendation of Miele billboard advertisement. Therefore, it is found that respondents want to recommend to their friends Miele street advertisement more than Miele billboard advertisement.

4.7.2. Interpretation of research results for the Vaude brand

4.7.2.1. Results of the questions presented through frequency analysis for the Vaude brand

Results of the responses to questions through frequency analysis, as well as the hypotheses and results of the hypothesis are presented in the tables below.

Q11 – According to the advertisements above, please specify your level of attention?

The tables and graph below represent the results of responses to the question: “According to the advertisements above, please specify your level of attention?”

Table 4.24. Level of attention of Vaude billboard advertisement

Level of attention of Vaude billboard advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all or very slightly	109	26,8	26,8	26,8
	Mildly	173	42,6	42,6	69,5
	Moderate	107	26,4	26,4	95,8
	Quite a bit	9	2,2	2,2	98,0
	Very much	8	2,0	2,0	100,0
	Total	406	100,0	100,0	

Table 4.25. Level of attention of Vaude aircraft wing advertisement

Level of attention of Vaude aircraft wing advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all or very slightly	5	1,2	1,2	1,2
	Mildly	19	4,7	4,7	5,9
	Moderate	66	16,3	16,3	22,2
	Quite a bit	174	42,9	42,9	65,0
	Very much	142	35,0	35,0	100,0
	Total	406	100,0	100,0	

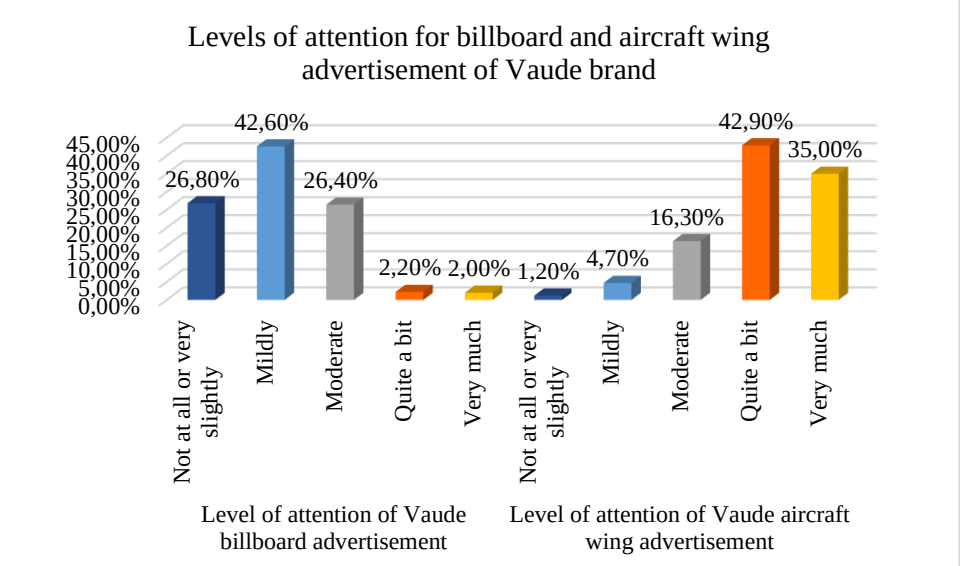

Figure 4.14. Answers of respondents for the levels of attention of Vaude advertisements

The graphic presented the comparison of answers of respondents for the levels of attention of Vaude billboard and aircraft wing advertisements According to the results obtained, for the Vaude billboard advertisement it was found that responses such as “Mildly” from 42.60%, “Not at all or very slightly” with 26.80% and “Moderate” with 26.40% received the highest number of responses. For the Vaude aircraft wing advertisement it has been confirmed that responses such as “Quite a bit” were offered with 42.90% and “Very much” with 35% received the highest number of responses. On the basis of the results, it is determined that Vaude aircraft wing advertisement got a higher level of attention than the Vaude billboard advertisement.

Q12 – Do you perceive these advertisements as being memorable? (one choice)

Table 4.26. Answers of respondents on the question: “Do you perceive these advertisements as being memorable? (one choice)”

Vaude	**Frequency**	**% - Percentage**
Yes, a lot.	30	7,40%
Maybe for the moment, no later.	85	20,90%
No, there is nothing specific that I can memorise.	11	2,70%
No I don’t memorise advertisements at all.	5	1,20%
Vaude billboard advertisement is more memorable than Vaude aircraft wing advertisement.	4	1%
Vaude aircraft wing advertisement is more memorable than Vaude billboard advertisement.	270	68,50%
No, I have aversion to this brand.	1	0,20%

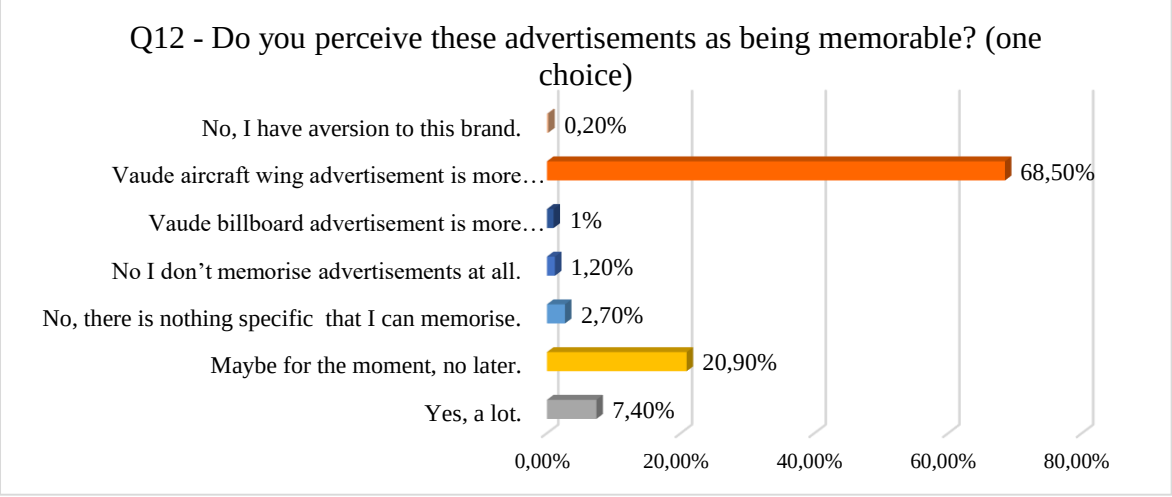

Figure 4.15. Answers of respondents on the question: "Do you perceive these advertisements as being memorable? (one choice)" for the brand Vaude.

Following figure 4.15. it is showed that the offered answers “Vaude street advertisement is more memorable than Vaude billboard advertisement” received 68.5% of responses compared to the opposite answer which received 1% of responses, it has been found that Vaude street advertisement is more memorable than the Vaude billboard advertisement. Second by the highest number of responses is the answer “Maybe for the moment, no later”, which received 20.9% of responses while the third answer is “Yes, a lot” received 7.4% of responses.

Q13 - Which of the Vaude advertisements are more innovative

Table 4.27. Answers of respondents on the question: "Which of the Vaude advertisements are more innovative?"

Innovation of Vaude advertisements					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vaude billboard advertisements	3	,7	,7	,7
	Vaude aircraft wing advertisement	381	93,8	93,8	94,6
	No one	22	5,4	5,4	100,0
	Total	406	100,0	100,0	

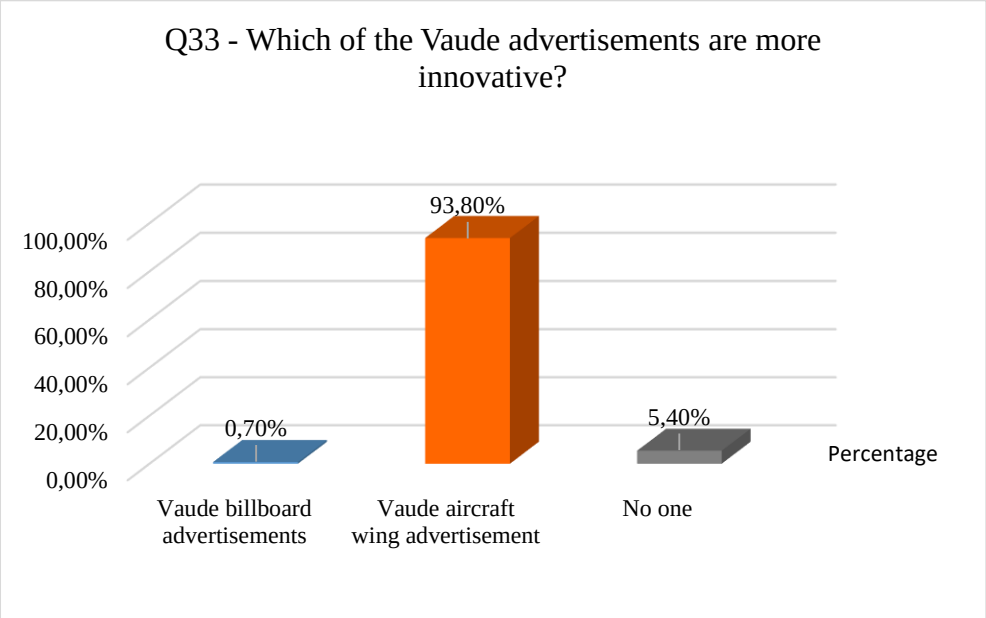

Figure 4.16. Answers of respondents on the question: “Which of the Vaude advertisements are more innovative?”

According to the answers given to the question: “Which of the Vaude advertisements are more innovative?”, It is shown that Vaude aircraft wing advertisement with 93.80% is more innovative than the billboard billboard Vaude, which recorded 0.70% of responses.

Q14 – Do you want to suggest this advertisement to a friend?

Table 4.28. Level of recommendation of Vaude billboard advertisement

Level of recommendation of Vaude billboard advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely No	78	19,2	19,2	19,2
	No	204	50,2	50,2	69,5
	Maybe	109	26,8	26,8	96,3
	Yes	14	3,4	3,4	99,8
	Definitely Yes	1	,2	,2	100,0
	Total	406	100,0	100,0	

Table 4.29. Level of recommendation of Vaude aircraft wing advertisement

Level of recommendation of Vaude aircraft wing advertisement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely No	2	,5	,5	,5
	No	20	4,9	4,9	5,4
	Maybe	77	19,0	19,0	24,4
	Yes	168	41,4	41,4	65,8
	Definitely Yes	139	34,2	34,2	100,0
	Definitely No	406	100,0	100,0	

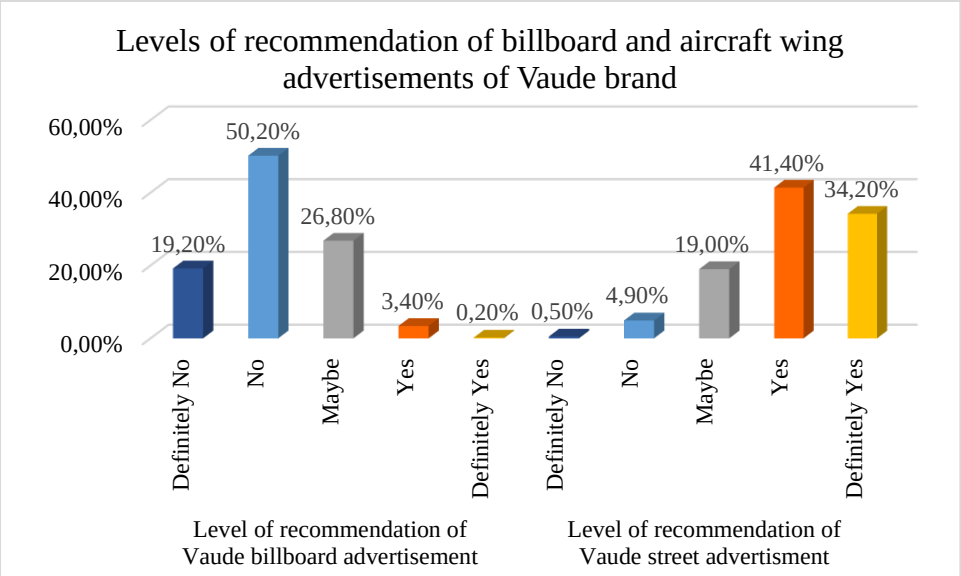

Figure 4.17. Anwers of respondents for the levels of recommendation of Vaude advertisements

The graph 4.17. presents the comparison of answers of respondents for the levels of recommendation of billboard and aircraft wing advertisements of Vaude brand.

According to the obtained results of the Vaude billboard advertisement, offered answers such as “No” with 50.20%, “Maybe” with 26.80%, “Definitely No” with 19.20% received the highest number of responses.

For Vaude aircraft wing advertisement, it is found that answers such as “Yes” with 41,40 %, “Definitely Yes” with 34,20% and “Maybe” with 19% represent the highest number of received responses.

Based on the answers of the respondents, it has been established that respondents would like to recommend to others Vaude aircraft wing advertisement.

Q36 - Overall impression of the Vaude brand

On the question of “My overall impression of this brand”, through the answers of the respondents, through the Likert scale, it is established what kind of impression advertisements can create about the brand. It should be noted that the advertisements shown in the survey were not seen before by respondents.

The question “My overall impression of this brand” has been processed through the SPSS program (Frequency Analysis) for all brands individually.

Table 4.30. Overall impression of the Vaude brand by respondents

Overall impression of the Vaude brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	4	1,0	1,0	1,0
	Dislıke	9	2,2	2,2	3,2
	Neither like nor dislike	46	11,3	11,3	14,5
	Like	208	51,2	51,2	65,8
	Like very much	139	34,2	34,2	100,0
	Total	406	100,0	100,0	

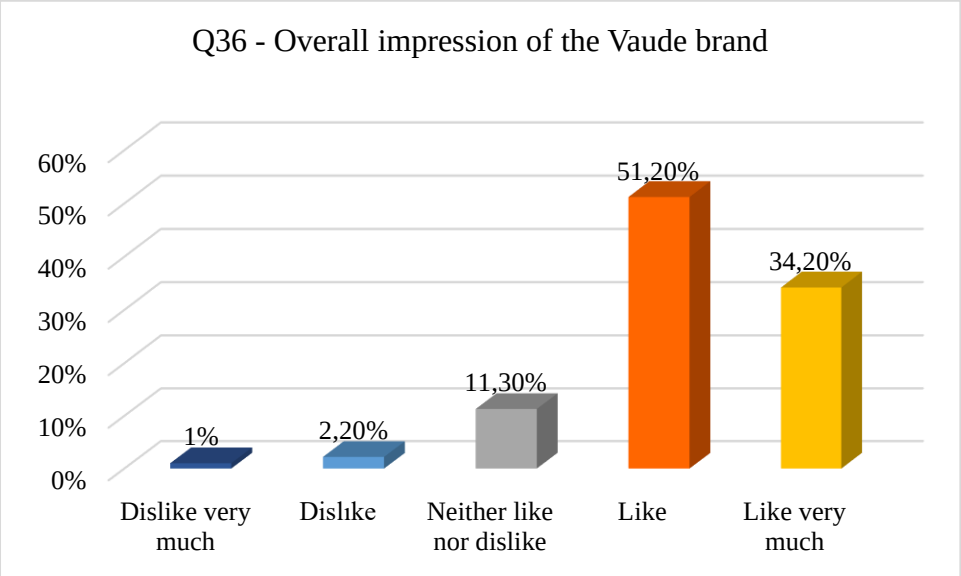

Figure 4.18. Overall impression about the Vaude brand

According to the obtained results, for the Vaude billboard advertisement it is found that offered answers such as “Like” with 51.20%, “Like very much” with 34.20% and “Neither like nor dislike” with 11.30% received the highest number of responses.

4.7.2.2. Hypotheses of the Vaude brand

The first three hypotheses refer to the analysis of the difference between the level of interest of Vaude billboard advertisement and demographic factors (gender, level of education and nationality).

H_1 : There is a significant difference between the level of interest of Vaude billboard advertisement and gender.

H_2 : There is a significant difference between the level of interest of Vaude billboard advertisement and level of education.

H_3 : There is a significant difference between the level of interest of Vaude billboard advertisement and nationality.

The next three hypotheses (H4, H5, H6) refer to the analysis of the difference between level of interest of Vaude street advertisement and demographic factors (gender, level of education and nationality).

H_4: There is a significant difference between the level of interest of Vaude aircraft wing advertisement and gender.

H_5: There is a significant difference between the level of interest of Vaude aircraft wing advertisement and the level of education.

H_6: There is a significant difference between the level of interest of Vaude aircraft wing advertisement and nationality.

The next hypothesis H7 refers to the difference between the level of Vaude billboard advertisement and the level of interest of Vaude aircraft wing advertisement.

H_7: There is a significant difference between the level of interest of Vaude aircraft wing advertisement and the level of interest of Vaude billboard advertisement.

The next three hypotheses (H8, H9, and H10) refer to the analysis of the difference between the level of attention of Vaude billboard advertisement and demographic factors (gender, level of education and nationality).

H_8: There is a significant difference between the level of attention of Vaude billboard advertisement and gender.

H_9: There is a significant difference between the level of attention of Vaude billboard advertisement and the level of education.

H_{10}: There is a significant difference between the level of attention of Vaude billboard advertisement and nationality.

The next three hypotheses (H11, H12, and H13) refer to the analysis of the difference between the level of attention of Vaude aircraft wing advertisement and demographic factors (gender, level of education and nationality).

$H_{11:}$ There is a difference between level of attention of Vaude aircraft wing advertisement and gender.
$H_{12:}$ There is a significant difference between the level of attention of Vaude aircraft wing advertisement and the level of education.

$H_{13:}$ There is a difference between the level of attention of Vaude aircraft wing advertisement and nationality.

The following hypotheses, H14 refers to the analysis of the difference between the level of attention of Vaude billboard advertisement and the level of attention of Vaude aircraft wing advertisement and H15 refers to the analysis of the difference between the level of recommendation of Vaude billboard advertisement and the level of recommendation of Vaude aircraft wing advertisement.

$H_{14:}$ There is a significant difference between the level of attention of Vaude billboard advertisement and the level of attention of Vaude aircraft wing advertisement.
$H_{15:}$ There is a significant difference between the level of recommendation of Vaude billboard advertisement and the level of recommendation of Vaude aircraft wing advertisement.

4.7.2.3. Results of the analysis of hypotheses for the Vaude brand

The first three hypotheses (H_1, H_2 H_3) refer to the analysis of the difference between the level of interest of the Vaude billboard advertisement and the demographic factors such as gender, level of education and nationality. Considering the results of the analysis, it has been established that the H_1 hypotheses and H_3 hypothesis are rejected and that the hypothesis H_2 is accpeted. Therefore, for hypothesis H_1 it has been established that there is no statistical difference between level of interest of Vaude billboard advertisement and gender.

Also, according to the results for the H_3 hypothesis it is found that there is no statistical difference between the level of interest of Vaude billboard advertisement and nationality.

Results are presented just for hypothesis H_2 which is accepted.

Hypothesis H_2: There is a significant difference between the level of interest of Vaude billboard advertisement and the level of education.

One-way variance analysis (ANOVA) is used to analyze the H_2 hypothesis. The results of the analysis are shown in the tables below.

Table 4.31. Descriptive table for the level of interest of Vaude billboard advertisement and the level of education

Descriptives								
Level of interest of Vaude billboard advertisement								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
1st year	67	2,0030	,77106	,09420	1,8149	2,1911	1,00	3,80
2nd year	107	2,3140	,71116	,06875	2,1777	2,4503	1,00	4,00
3rd year	109	2,2569	,65833	,06306	2,1319	2,3819	1,00	4,00
4th year	62	2,4968	,74371	,09445	2,3079	2,6856	1,00	4,00
Master Degree	38	2,4632	,76137	,12351	2,2129	2,7134	1,00	4,20
PHD	23	2,3130	,83301	,17370	1,9528	2,6733	1,00	3,80
Total	406	2,2892	,73638	,03655	2,2173	2,3610	1,00	4,20

Table 4.32. Test of Homogeneity of Variances for the level of interest of Vaude billboard advertisement

Test of Homogeneity of Variances			
Level of interest of Vaude billboard advertisement			
Levene Statistic	df1	df2	Sig.
,771	5	400	,571

Table 4.33. ANOVA table for the level of interest of Vaude billboard advertisement

ANOVA					
Level of interest of Vaude billboard advertisement					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9,503	5	1,901	3,618	,003
Within Groups	210,110	400	,525		
Total	219,612	405			

In the ANOVA table, significance value is 0,003. In the Test of Homogeneity Variances, the significance value is 0,571. Since the significance value is higher than 0,05, in the Multiple Comparasions table, it means that the Tamhane Test is used for determinating that the following group, where the first year and the fourth year are significantly different from one another.

In the descriptives table, according to the higher mean value, it is found that the mean value of the fourth year is higher, which means that it refers to the fourth year.

Therefore, it means that the $H_{2.}$ hypothesis is accepted where it has been concluded that there is a statistical difference between the level of interest of Vaude billboard advertisement and the level of education, which refers to the fourth year.

The following three hypotheses (H_4, H_5, H_6) refer to the analysis of the difference between the level of interest of Vaude aircraft wing advertisement and demographic factors such as gender, level of education and nationality. According to the obtained results of the analysis, it shows that the H_4 and $H_{6.}$ are rejected which means that there is no statistical difference between the level of interests of Miele street advertisement and gender, as well that there is no statistical difference between level of interest of Miele billboard advertisement and nationality.

Therefore, results are presented just for the H_5 hypothesis, which is accepted.

Hypothesis H_5: There is a significant difference between the level of interest of Vaude aircraft wing advertisement and the level of education.

One-way variance analysis (ANOVA) is used to analyze the H_5 hypothesis. Results for the hypothesis are shown in the following tables.

Table 4.34. Descriptives table for the level of interest of Vaude aircraft wing advertisement and the level of education

Descriptives								
Level of interest of Vaude aircraft wing advertisement								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
1st year	67	4,3791	,53951	,06591	4,2475	4,5107	2,60	5,00
2nd year	107	4,5308	,56174	,05431	4,4232	4,6385	2,80	5,00
3rd year	109	4,4018	,62863	,06021	4,2825	4,5212	2,20	5,00
4th year	62	4,4452	,71464	,09076	4,2637	4,6266	1,80	5,00
Master Degree	38	4,3737	,50973	,08269	4,2061	4,5412	3,40	5,00
PHD	23	4,0696	,62844	,13104	3,7978	4,3413	3,00	5,00
Total	406	4,4172	,60695	,03012	4,3580	4,4765	1,80	5,00

Table 4.35. Test of Homogeneity of Variances for the level of interest of Vaude aircraft wing advertisement

Test of Homogeneity of Variances			
Level of interest of Vaude aircraft wing advertisement			
Levene Statistic	df1	df2	Sig.
,535	5	400	,750

Table 4.36. ANOVA table for the level of interest of Vaude aircraft wing advertisement

ANOVA					
Level of interest of Vaude aircraft wing advertisement					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4,405	5	,881	2,434	,034
Within Groups	144,795	400	,362		
Total	149,199	405			

In the ANOVA table, significance value is 0,034. In the Test of Homogeneity Variances, significance value is 0,750, where since the result of significance value is greater than 0,05, in the Multiple Comparisons table it means that the Tamhane Test found that second year

and PhD studies are significantly different from one another. According to the Descriptives table and higher mean value, it has been established that it refers to the second year.

Therefore, it has been found that there is a statistical difference between the level of interest of Vaude aircraft wing advertisement and the level of education, which refers to the second year. According to the results, it has been found that Vaude aircraft wing advertisement is more interesting for the respondents who are the second year.

The next hypothesis H_7 refers to the difference between the level of interest of Vaude billboard advertisement and level of interest of Vaude street advertisement. According to the obtained results H_7 hypothesis is accepted.

Hypothesis H_7: There is a difference between the level of interest of Vaude street advertisement and the level of interest of PortAventura billboard advertisement.

The Paired-Samples t Test is used to analyze the H_7 hypothesis. Results for the hypothesis are presented in the following tables.

Table 4.37. Paired Samples Statistics for the level of interest of Vaude billboard advertisement and level of interest of Vaude aircraft wing advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of interest of the Vaude billboard advertisement	2,2892	406	,73638	,03655
	Level of interest of the Vaude aircraft wing advertisement	4,4172	406	,60695	,03012

Table 4.38. Paired Samples Test for the level of interest of Vaude billboard advertisement and level of interest of Vaude aircraft wing advertisement

Paired Samples Test									
		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of interest of Vaude billboard advertisement - Level of interest of Vaude aircraft wing advertisement	-2,12808	,88150	,04375	-2,21408	-2,04208	-48,644	405	,000

In the Paired Samples Test table, significance value Sig.(2-tailed) is 0,000. Since the result of a significance value is less than 0,05, it means that the H_7 hypothesis is rejected where it has been established that there is a statistical difference between the level of interest of Vaude billboard advertisement and the level of interest of Vaude aircraft wing advertisement.

According to the higher mean value for the level of interest of Vaude aircraft advertisement, it has been found that, aircraft wing advertisement for respondents is much more interesting than the Vaude billboard advertisement.

The next three hypotheses (H_8, H_9, and H_{10}) refer to the analysis of the difference between the level of attention of Vaude bilboard advertisement and demographic factors such as gender, level of education and nationality. According to the results of the analysis, it is established that the $H_{8.0}$ hypothesis is accepted that the hypotheses H_9 and H_{10} are rejected.

Therefore, for H_8 hypothesis it is found that there is no statistical difference between the level of attention of Vaude billboard advertisement and gender.

Hypothesis H_9: There is a significant difference between the level of attention of Vaude billboard advertisement and the level of education.

Analysis of variance ANOVA is used to analyze H_9 hypothesis. Results for H_9 and H_{10} hypotheses are presented in the tables.

Table 4.39. Descriptives table for the level of attention of Vaude billboard advertisement

Descriptives								
Level of attention of Vaude billboard advertisement								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1st year	67	1,8955	,98680	,12056	1,6548	2,1362	1,00	6,00
2nd year	107	2,1308	,94254	,09112	1,9502	2,3115	1,00	6,00
3rd year	109	2,0275	,81034	,07762	1,8737	2,1814	1,00	5,00
4th year	62	2,2581	,84805	,10770	2,0427	2,4734	1,00	5,00
Master Degree	38	2,5000	1,15665	,18763	2,1198	2,8802	1,00	5,00
PHD	23	2,5217	1,03877	,21660	2,0725	2,9709	1,00	5,00
Total	406	2,1404	,94411	,04686	2,0483	2,2325	1,00	6,00

Table 4.40. Test of Homogeneity of Variances table for the level of attention of Vaude billboard advertisement

Test of Homogeneity of Variances			
Level of attention of Vaude billboard advertisement			
Levene Statistic	df1	df2	Sig.
2,798	5	400	,017

Table 4.41. ANOVA values for the level of attention of Vaude billboard advertisement

ANOVA					
Level of attention of Vaude billboard advertisement					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	14,533	5	2,907	3,356	,006
Within Groups	346,464	400	,866		
es	360,998	405			

Analysis of variance ANOVA is used to analyze H9 hypothesis

In the Anova table, the significance value is 0,006. In the Test of Homogeneity of Variances, significance value is 0,017. Since the significance value is less than 0,05 in the Post Hoc Tests, Multiple Comparasions based on the Tukey HSD Test it has been found that groups of the first year and master studies are significantly different from one another. In the table of Descriptives, according to the higher mean value of the master degree, it is concluded that Vaude billboard advertisement gets more attention from the respondents who are on the master studies. Therefore, it means that the hypothesis H_9 is accepted, which shows that there is a statistical difference between the level of attention of Vaude billboard advertisement and the level of education, which refers to the master studies.

Hypothesis H_{10}: There is a difference between the level of attention of Vaude billboard advertisement and nationality.

An independent-Sample t Test is used to analyze the H10 hypothesis. The results of the hypothesis are presented in the following tables.

Table 4.42. Group Statistics for the level of attention of Vaude billboard advertisement and nationality

Group Statistics					
	Nationlity	N	Mean	Std. Deviation	Std. Error Mean
Level of attention of Vaude billboard advertisement	Turkish citizen	346	2,0954	,91976	,04945
	Foreign citizen	60	2,4000	1,04476	,13488

Table 4.43. Independent Samples Test for the level of attention of Vaude billboard advertisement

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Level of attention of Vaude billboard advertisement	Equal variances assumed	4,298	,039	-2,320	404	,021	-,30462	,13132	-,56278	-,04646
	Equal variances not assumed			-2,121	75,691	,037	-,30462	,14366	-,59076	-,01849

In the Independent Samples Test table, in the Levenes Test for Equality of Variance, the significance value is 0,039. Significance value Sig.(2-tailed) is 0,037, where since the result of Sig.(2-tailed) is less than 0,05 it is found that the $H_{10.}$ hypothesis is rejected. According to the higher mean value of the foreign citizens, it has been established that Vaude billboard advertisement causes more attention among foreign citizens.

Therefore, it has been found that there is a statistical difference between the level of attention of Vaude billboard advertisement and nationality, which refers to the foreign citizens.

The following three hypotheses (H_{11}, H_{12}, and H_{13}) refer to the analysis of the difference between the level of attention of Vaude street advertisement and demographic factors such as gender, level of education and nationality. Considering the results of the hypothesis and their analysis, it has been established that the hypotheses H_{11}, H_{12} and H_{13} are rejected, which means that there is no statistical difference between the level of attention of Vaude street advertisement and gender, level of education and nationality.

The next hypothesis H_{14} refers to the analysis of the difference between the level of attention of Vaude billboard advertisement and the level of attention of Vaude aircraft wing advertisement.

Hypothesis H_{14}: There is a difference between the level of attention of Vaude billboard advertisement and the level of attention of Vaude aircraft wing advertisement.

The Paired-Samples t Test is used to analyze H_{14} hypothesis. The results of the hypothesis are presented in the following tables.

Table 4.44. Paired Samples Statistics table for the level of attention of Vaude billboard advertisement and level of attention of Vaude aircraft wing advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of attention of Vaude billboard advertisement	2,1404	406	,94411	,04686
	Level of attention of Vaude aircraft wing advertisement	4,0591	406	,93569	,04644

Table 4.45. Paired Samples Test for the level of attention of Vaude billboard advertisement and level of attention of Vaude aircraft wing advertisement

Paired Samples Test									
		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of attention of Vaude billboard advertisement - Level of attention of Vaude aircraft wing advertisement	-1,91872	1,29225	,06413	-2,04480	-1,79264	-29,918	405	,000

In the Paired Samples Test table, significance value Sig.(2-tailed) is 0,000. Since the significance value is less than 0,05 it shows that the H_{14} hypothesis is accepted. According to the Paired Samples Statistics table and higher mean value for the level of attention of Vaude aircraft wing advertisement, it has been found that Vaude aircraft wing advertisement gets more attention then the Vaude billboard advertisement.

Therefore, it has been found that there is a statistical difference between the level of attention of Vaude billboard advertisement and the level of attention of Vaude aircraft wing advertisement.

H_{15} hypothesis refers to the analysis between the level of recommendation of Vaude billboard advertisement and the level of recommendation of Vaude aircraft wing advertisement.

Hypothesis H_{15}: There is a difference between the level of recommendation of Vaude billboard advertisement and the level of recommendation of Vaude street advertisement.

The Paired-Samples t Test is used to analyze H_{15} hypothesis. The results of the hypothesis are presented in the following tables.

Table 4.46. Paired Samples Statistics table for the level of recommendation of Vaude billboard advertisement and level of recommendation of Vaude aircraft wing advertisement

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Level of recommendation of Vaude billboard advertisement	2,2685	406	1,84038	,09134
	Level of recommendation of Vaude aircraft wing advertisement	4,0345	406	,89376	,04436

Table 4.47. Paired Samples Test for the level of recommendation of Vaude billboard advertisement and the level of recommendation of Vaude street advertisement

Paired Samples Test									
		Paired Differences					T	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of recommendation of Vaude billboard advertisement – Level of recommendation of Vaude aircraft wing advertisement	-1,76601	1,97313	,09793	-1,95851	-1,57351	-18,034	405	,000

In the Paired Samples Test table, significance value Sig.(2-tailed) is 0,000. As the result of the significance that is less than 0,05, it shows that the H_{15} hypothesis is rejected. Therefore, it has been found that there is a statistical difference between the level of recommendation of Vaude billboard advertisement and the level of recommendation of Vaude aircraft wing advertisement.

According to the higher mean value for the level of recommendation of Vaude aircraft wing advertisement, it has been established that respondents would recommend to their friends much more Vaude aircraft wing advertisement than Vaude billboard advertisement.

Table 4.48. Results of analyzed hypotheses

	Demographic questions	**Miele**	**Vaude**
Level of interest of billboard advertisement	Gender	H1	H1
	Level of education	H2 ✓	H2 ✓
	Nationality	H3	H3
Level of interest of street advertisement	Gender	H4	H4
	Level of education	H5	H5 ✓
	Nationality	H6 ✓	H6
Difference between the levels of interest of advertisements		H7 ✓	H7 ✓
Level of attention of billboard advertisement	Gender	H8	H8
	Level of education	H9 ✓	H9 ✓
	Nationality	H10	H10 ✓
Level of attention of street advertisement	Gender	H11	H11
	Level of education	H12	H12
	Nationality	H13	H13
Difference between the levels of attention of advertisements		H14 ✓	H14 ✓
Difference between the levels of recommendation of advertisements		H15 ✓	H15 ✓

As a result of all analysis, the presented table has aim to provide a clear presentation of hypotheses where it is established that there is a difference between the items. Hypotheses with a red emblem represent hypotheses for which it has been found that there is a difference between certain items.

CONCLUSION AND SUGGESTIONS FOR THE FUTURE WORK

This thesis has made it possible to get a better insight into advertising, in an interesting way which gives results according to the economic situation and the changes in the world market, where the funds provided for advertising campaigns in each company are given according to the economic situation. Guerrilla marketing communication is needed for companies whose scope of work and budgetary resources are smaller, compared to the competition that can take advantage and compensate for this difference in size and scope of business.

According to its characteristics, guerrilla marketing communication represents an ideal solution for companies with a weak budget and the desire to achieve maximum in advertising effect. Furthermore, guerrilla marketing communication with its instruments can be used by all companies whose goal is to take attention as much it is possible and make the influence on the consumers attitude. The aim of this paper is to demonstrate the differences between consumers in watching advertisements of traditional marketing communications and guerrilla marketing communication according to demographic factors such as gender, level of education and nationality.Therefore in order to examine the hypotheses, a statistical program SPSS (Statistical Package for the Social Sciences) version 23, where it were used analyses such as One Way ANOVA, Independent Samples t Test, Paired Samples t Test and frequency analysis.

The fact that traditional marketing communications in some way has become monotonous so it was created an opportunity to compare and evaluate the guerrilla marketing communications among students at Gazi University.

Traditional marketing communication can never be out of date. It represents a base for all new ideas and ways to communicate with the public. Therefore, it was established that the traditional marketing communication, which is shown in the survey by billboard advertisement and guerrilla markerting communication by street advertisement, has generated interesting results by analyzing the level of interest of advertisements and demographic answers.

The aim of the master thesis is to show the comparison between traditional and gerilla marketing communications, as well as to discover in which level traditional marketing communication and gerilla marketing communications affect consumers attitudes.

The research was based on the reaction of the younger population at the Gazi University, which included 406 students, where 346 are domestic and 60 are foreign students. The study included students from undergraduate, master and PhD studies.

For the level of attention question, according to respondents it was established that for both brands, street advertisement received more attention than billboard advertisement. For street advertisement, the offered answer "Quite a bit" across all brands received over 40% of the responses while "Very much" received the answer over 30%. The answer that prevails with billboard advertisements is the answer Mildly, which has over 39% of responses.

For the question "Do you percieve these advertisements as being memorable?" It has been found that, the answer "Street advertisement of the brand is more memorable than the billboard advertisement of the brand" recorded the highest number of responses with over 56% of the all responses. According to the results, it has been established that the street advertisement is more memorable than the billboard advertisement.

For the question "Which of the advertisements of the brand are more innovative?" it was found that for all brands, the answer "Street advertisement" with over 93% received the highest number of responses confirming that street advertisement is more innovative then billboard advertisement. In other words, results show that guerrilla marketing communication is much more innovative than traditional marketing communication.

On the question "Do you want to suggest this advertisement to a friend?" it was found that with all brands for street advertisements, the answer "Yes" with over 40% received the highest number of responses. For billboard advertisement, the offered answer “No” received more than 48% responses.

Therefore, it has been concluded that respondents would like to recommend more to their friends street advertisement than billboard advertisement.

For the question “My overall impression about these brands”, it is interesting that on the basis of brand advertisements for the first time presented, what impression of advertising is left to respondents. Therefore, on this question it was found that both brands received the answer such as “Yes” with over than 50% of responses. Therefore, it is found that billboard and street advertisements together make a positive impression on respondents. Furthermore, it has been established that the combination of traditional marketing communication and guerrilla marketing communcation creates a positive impression on respondents.

In analyzing the hypothesis, in the first part refers to the level of interest of billboard advertisements of brand and gender, the level of education and nationality, where as a result of the analysis of both brands it has been established that Miele and Vaude brands showed that there is a statistical difference between the level of interest of the brands billboard advertisement and the level of education.

At the level of interest in street advertisements, the results oscillated where it was established that that there is a statistical difference between the level of interest of Miele street advertisemetns of and nationality, while for the Vaude brand it is established that there is a statistical difference between the level of interest of Vaude street advertisement and level of education.

For both brands, it has been proven that there is a statistical difference between the level of interest of the billboard advertisement and level of interest of the street advertisement.

Regarding to the level of attention for billboard advertisemetns, for the Miele brand, analysis found that there is a difference between the level of attention of the billboard advertisements and the level of education, while for the Vaude brand it has been established that there is a statistical difference between the level of attention of Vaude billboard advertisement and the level of education. Also, it is established that there is a statistical difference between the level of attention of Vaude brand of billboard advertisement and nationality, which refers to the foreign citizens.

Interesting results were obtained for the level of attention of street advertisements and demographic factors. For all brands, analyzes have been established that there is no difference between the level of attention of brands street advertisements and gender, as well as the level of education and nationality.

In the analysis of determining the differences between the level of attention billboard and street advertisements of all brands, at all five brands it is established that there is a difference between the level of attention of the billboard and the level of attention of street advertisements.

Also, for the levels of recommendation, among both brands, it is found that there is a statistical difference between the level of recommendation of the billboard and the level of recommendation of street advertisements.

It should be emphasized that advertisements are making different reactions. Results of reactions represent the outcome of the creativity, invested money in advertisement, their associating and slogans of advertisements.

According to the obtained analyzes and results it should be pointed that guerrilla marketing communication helps the companies in advertising, but also traditional marketing communication still represents a good way of advertising which gives results.

The situation in which traditional or guerrilla marketing communications function as themselves, are not sufficient to achieve the planned effect. Therefore, also taking into consideration the data obtained on the question “My overal impression of this brand” it has been established that guerrilla marketing communication, in combination with traditional marketing communications, is considered like successful and creative mix of marketing communication which represents an effective way of delivering messages to the consumers.

In order to attract the attention of the public, the company should conduct its activities on a marketing communication recipe where traditional marketing communication should be combined with the instruments of the guerrilla marketing communication.

Recommendations for the next researchers

- Research over people of a higher life age. Considering that this research included students of basic, master and doctoral studies, I suggest that research which will include the middle-aged population as well as older people of a higher life age and determine the effects of traditional and guerrilla marketing communications should be done.

- Additional demographic questions. In the subsequent studies, the questions also include the issue of labor profession, as well as the issue of monthly earnings.

- Comparative research. Also, comparative research on the same persons could be done, which would include famous brands and unknown brands with the same or similar motifs of billboard and street advertisements and establish whether there are differences in emotional connection between the famous brand and consumers or not.

Recommendation for the companies and future guerrilla marketing campaigns

- Through several questions have been come out after this research and therefore some suggestions have been made. In the form of recommendations, the following should be emphasized.

- Application of guerrilla marketing advertisements in other countries. Since some companies are trying to apply same advertisement or marketing activity in some other countries, it should be noted that every activity or advertisement is incompatible with the culture and way of life in another country, therefore each marketing activity should be followed in accordance with the culture of the country in which the advertisement realizes.

- Taking care about safety during the making of advertisements. Additional attention should be placed on the implementation of marketing activities, since a certain number of companies put security in the second plan for attracting and gaining greater attention in the public.

- Removing the possibilities for misunderstanding of advertisements. The management of a marketing campaign must be carefully planned because it must be ensured that the outcome of the campaign is positively understood by the public where the message must be in a natural connection with the brand, and therefore it can be said that the campaign affects the credibility of the brand.

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APPENDIX

Appendix-1. Survey in Turkish language

Anket Formu

Tüketiciler Üzerine Gerilla'ya Karşı Geleneksel Pazarlama İletişim Uygulamalarının Değişen Etkisi: Üniversite Öğrencilerinin Üzerine Gerçekleştirilen Uygulamalı Bir Araştırma

Değerli katılımcı,

Bu anket formu, Gazi Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Ana Bilim Dalında yürütmekte olduğum Yüksek Lisans tez çalışması için oluşturulmuştur.

Bu çalışma Gerilla pazarlama iletişiminin geleneksel marka iletişimine göre tüketicide nasıl daha hatırlanabilir, izlenimler bıraktığını anlamak ve belirli bir markanın reklam kampanyasına olan ilginin, markanın genel izlenimine olan etkisini keşfedilmek istenmektedir. Bu tezin amacı gerilla pazarlamanın tüketicilerin tutumu üzerindeki etkilerini ölçmek ve incelenmektir.

Ankette yer alan sorulara vereceğiniz cevaplar sadece akademik ve bilimsel araştırma amacıyla kullanılacak olup, bilgileriniz gizli tutulacaktır.

Değerli katkılarınız ve ilginiz için teşekkür ederim.

Damir SPAHIC

Gazi Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Anabilim Dalı
Yüksek Lisans Tez Öğrencisi

Bölüm 1

S1 - Cinsiyet

◯	Erkek
◯	Kadın

S2 - Eğitim durumunuz nedir?

◯	Lisans 1. Sınıf
◯	Lisans 2. Sınıf
◯	Lisans 3. Sınıf
◯	Lisans 4. Sınıf
◯	Yüksek lisans
◯	Doktora

S3 - Uyruğunuz

◯	Türkiye Cumhuriyeti
◯	Yabancı uyruklu

Appendix-1. (Continues) Survey in Turkish language

Bölüm 2

S1 - Miele markasının reklamları billboard reklamı ve sokak reklamı.

	
Miele Billboard Reklamı	**Miele Sokak Reklamı**

S2 - Yukarıdaki soruda (**S1**) yer alan Miele billboard reklamının (**soldaki**) ilginçlik düzeyini değerlendiriniz.

	Kesinlikle Hayır	**Hayır**	**Olabilir**	**Evet**	**Kesinlikle Evet**
Eğlenceli	◯	◯	◯	◯	◯
İlgi Çekici	◯	◯	◯	◯	◯
İlginç	◯	◯	◯	◯	◯
Heyecanlı	◯	◯	◯	◯	◯
Büyüleyici	◯	◯	◯	◯	◯

S3 - Yukardaki soruda (**S2**) yer alan Miele sokak reklamının (**sağdaki**) ilginçlik düzeyini değerlendiriniz.

	Kesinlikle Hayır	**Hayır**	**Olabilir**	**Evet**	**Kesinlikle Evet**
Eğlenceli	◯	◯	◯	◯	◯
İlgi çekici	◯	◯	◯	◯	◯
İlginç	◯	◯	◯	◯	◯
Heyecanlı	◯	◯	◯	◯	◯
Büyüleyici	◯	◯	◯	◯	◯

S4 - Yukarıdaki reklamları dikkat düzeyinizi belirtiniz?

	Hiç veya çok az	**Biraz**	**Orta**	**Oldukça Fazla**	**Pek çok**
Billboard reklamı	◯	◯	◯	◯	◯
Sokak reklamı	◯	◯	◯	◯	◯

Appendix-1. (Continues) Survey in Turkish language

S5 - Bu reklamların hatırlanabilir olduğunu düşünüyor musunuz? (bir seçim)

☐	Evet, fazlasıyla
☐	Belki şu an için evet, fakat sonrasında unutulur
☐	Hayır, reklamda akılda kalacak önemli bir şey yok
☐	Hayır, reklamları hiç aklımda tutmuyorum
☐	Miele billboard reklamı Miele sokak reklamından daha akılda kalıcıdır
☐	Miele sokak reklamı Miele billboard reklamından daha akılda kalıcıdır
☐	Hayır, bu markadan hoşlanmıyorum

S6 - Miele reklamlarından hangisi daha yenilikçidir?

◯	Miele billboard reklamı
◯	Miele sokak reklamı
◯	Hiçbiri

S7 - Bu reklamı bir arkadaşınıza önermek ister misiniz?

	Kesinlikle Hayır	**Hayır**	**Olabilir**	**Evet**	**Kesinlikle Evet**
Billboard reklamı	◯	◯	◯	◯	◯
Sokak reklamı	◯	◯	◯	◯	◯

S8 - Vaude markasının reklamları billboard reklamı ve uçak üzerinde reklamı.

	
Vaude Billboard Reklamı	**Vaude Uçak Kanadı Reklamı**

Appendix-1. (Continues) Survey in Turkish language

S9 - Yukarıdaki soruda (**S8**) yer alan Vaude billboard reklamının (**soldaki**) ilginçlik düzeyini değerlendiriniz.

	Kesinlikle Hayır	**Hayır**	**Olabilir**	**Evet**	**Kesinlikle Evet**
Eğlenceli	◯	◯	◯	◯	◯
İlgi çekici	◯	◯	◯	◯	◯
İlginç	◯	◯	◯	◯	◯
Heyecanlı	◯	◯	◯	◯	◯
Büyüleyici	◯	◯	◯	◯	◯

S10 – Yukardaki soruda (**S8**) yer alan Vaude uçak kanadı reklamı (**sağdaki**) reklamının ilginçlik düzeyini değerlendiriniz.

	Kesinlikle Hayır	**Hayır**	**Olabilir**	**Evet**	**Kesinlikle Evet**
Eğlenceli	◯	◯	◯	◯	◯
İlgi çekici	◯	◯	◯	◯	◯
İlginç	◯	◯	◯	◯	◯
Heyecanlı	◯	◯	◯	◯	◯
Büyüleyici	◯	◯	◯	◯	◯

S11 - Yukarıdaki reklamları dikkat düzeyinizi belirtiniz?

	Hiç veya çok az	**Biraz**	**Orta**	**Oldukça Fazla**	**Pek çok**
Billboard reklamı	◯	◯	◯	◯	◯
Uçak kanadı reklamı	◯	◯	◯	◯	◯

S12 - Bu reklamların hatırlanabilir olduğunu düşünüyor musunuz? (bir seçim)

☐	Evet, fazlasıyla
☐	Belki şu an için evet, fakat sonrasında unutulur
☐	Hayır, reklamlarda akılda kalacak önemli bir şey yok
☐	Hayır, reklamları hiç aklımda tutmuyorum
☐	Vaude billboard reklamı Vaude uçak kanadı reklamından daha akılda kalıcıdır
☐	Vaude uçak kanadı reklamı Vaude billboard reklamından daha akılda kalıcıdır
☐	Hayır, bu markadan hoşlanmıyorum

Appendix-1. (Continues) Survey in Turkish language

S13 - Vaude reklamlarından hangisi daha yenilikçi?

◯	Vaude billboard reklamı
◯	Vaude sokak reklamı
◯	Hiçbiri

S14 - Bu reklamı bir arkadaşınıza önermek ister misiniz?

	Kesinlikle Hayır	Hayır	Olabilir	Evet	Kesinlikle Evet
Billboard reklamı	◯	◯	◯	◯	◯
Uçak kanadı reklamı	◯	◯	◯	◯	◯

S15 - Bu marka ile ilgili genel izlenimim

	Hiç Beğenmedim	Beğenmedim	Ne beğendim ne beğenmedim	Beğendim	Çok beğendim
Miele	◯	◯	◯	◯	◯
Vaude	◯	◯	◯	◯	◯

Appendix-2. Survey in English language

The Varying Impact of Guerrilla vs Traditional Marketing Communication Practices on Consumers: An Applied Research on College Students

Dear participant,

This questionnaire was created for the study of Master's thesis that I am doing at Gazi University Social Sciences Institute at Marketing Department. This surveys aim is to explore how the guerrilla marketing communication can be remembered more than traditional brand communication in the consumers, and the effect of a certain brand on the advertising campaign, the effect on the general impression of the brand. The aim of this thesis is to measure and examine the effects of guerrilla marketing on attitude of consumers.

The answers you give to the questions in the questionnaire will be used only for academic and scientific research purposes and your information will be kept confidential.

Thank you for your valuable contributions and your interest.

DAMIR SPAHIC

Gazi University, Social Sciences Institute, Marketing Department
Master Thesis Student

Chapter **1**

Q1 - Gender

◯	Man
◯	Woman

Q2 - What is your educational status?

◯	Undergraduate 1st year
◯	Undergraduate 2nd year
◯	Undergraduate 3 rd Year
◯	Undergraduate 4.th year
◯	Master's degree
◯	PhD

Q3 - Nationality

◯	Republic of Turkey
◯	Foreign nationality

Appendix-2. (Continues) Survey in English language

Chapter 2

Q1 - The Miele brand advertisements, billboard advertisement and street advertisement.

	
Miele Billboard Advertisement	**Miele Street Advertisement**

Q2 – According to the above question (Q1), evaluate the level of interest in the Miele billboard advertısement (left).

	Definitely no	**No**	**Maybe**	**Yes**	**Definitely yes**
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
İnteresting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q3 - According to the above question (**Q2**) evaluate level of interest in the Miele street advertisement (right).

	Definitely no	**No**	**Maybe**	**Yes**	**Definitely yes**
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
Interesting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q4 – According to the advertisements above, please specify your level of attention?

	Not at all or very slightly	**Mildly**	**Moderate**	**Quite a bit**	**Very much**
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

Appendix-2. (Continues) Survey in English language

Q5 – Do you perceive this advertisements as being memorable? (one choice)

☐	Yes, a lot.
☐	Maybe for the moment, no later.
☐	No, there is nothing specific that I can memorise.
☐	No, I don't memorise advertisements at all.
☐	Miele billboard advertisement is more memorable than Miele street advertisement.
☐	Miele street advertisement is more memorable than Miele billboard advertisement.
☐	No, I have aversion to this brand.

Q6 - Which of the Miele advertisements are more innovative?

◯	Miele Billboard advertisement
◯	Miele Street advertisement
◯	No one

Q7 - Do you want to suggest this advertisement to a friend?

	Definitely No	**No**	**Maybe**	**Yes**	**Definitely Yes**
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

Q8 - Vaude brand advertisements, billboard advertisement and street advertisement.

	
Vaude Billboard Advertisement	**Vaude Aircraft Wing Advertisement**

Appendix-2. (Continues) Survey in English language

Q9 – According to the above question (Q8), evaluate the level of interest in the Vaude billboard advertisement (left).

	Definitely no	**No**	**Maybe**	**Yes**	**Definitely yes**
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
Interesting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q10 – According to the above question (Q8), evaluate the level of interest in the Vaude aircraft wing advertisement (right).

	Definitely no	**No**	**Maybe**	**Yes**	**Definitely yes**
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
Interesting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q11 – According to the advertisements above, please specify your level of attention?

	Not at all or very slightly	**Mildly**	**Moderate**	**Quite a bit**	**Very much**
Billboard advertisement	◯	◯	◯	◯	◯
Aircraft wing advertisement	◯	◯	◯	◯	◯

Q12 – Do you perceive these advertisements as being memorable? (one choice)

☐	Yes, a lot.
☐	Maybe for the moment, no later.
☐	No, there is nothing specific that I can memorise.
☐	No, I don't memorise advertisements at all.
☐	Vaude billboard advertisement is more memorable than Windex aircraft wing advertisement.
☐	Vaude aircraft wing advertisement is more memorable than Windex billboard advertisement.
☐	No, I have aversion to this brand.

Appendix-2. (Continues) Survey in English language

Q13 – Which of the Windex advertisements are more innovative?

◯	Vaude billboard advertisement
◯	Vaude aircraft wing advertisement
◯	No one

Q14 – Do you want to suggest this advertisement to a friend?

	Definitely No	**No**	**Maybe**	**Yes**	**Definitely Yes**
Billboard advertisement	◯	◯	◯	◯	◯
Aircraft wing advertisement	◯	◯	◯	◯	◯

Q15 – My overall impression about of this brand is:

	Dislike very much	**Dislike**	**Neither like nor dislike**	**Like**	**Like very much**
Miele	◯	◯	◯	◯	◯
Vaude	◯	◯	◯	◯	◯

For the use of research data (database and results in the SPSS program, which relates to the analyzed advertisements of the brands Miele, Nespresso, PortAventura, Windex and Vaude), permission must be obtained from the author of research by Damir Spahic via e-mail damir.spahic90@gmail.com

The use of data and research without the permission of the author of research is illegal.

Appendix-3. An example of the scale in master thesis of Jankovska; whose source is in the Marketing Scales Handbook Vol. 4: A Compendium of Multi-Item Measures for Consumer Behavior & Advertising whose authors are Bruner, C., Hensel, P., & James, K.E. (2007)

Appendix A: Interview questions

Q3 - My overall impression of this brand is

	Dislike very much	Dislike	Neither like nor dislike	Like	Like very much
Coca Cola	◯	◯	◯	◯	◯
Heineken	◯	◯	◯	◯	◯
McDonald's	◯	◯	◯	◯	◯

Q4 - If brand was not available at the store, it would make little difference to me if I had to choose another brand

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Coca Cola	◯	◯	◯	◯	◯
Heineken	◯	◯	◯	◯	◯
McDonald's	◯	◯	◯	◯	◯

Q5 -

Q6 - How interesting is McDonald's billboard ad to you?

	Definitely no	No	Maybe	Yes	Definitely yes
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
İnteresting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Appendix-3. (Continues) An example of the scale in master thesis of Jankovska; whose source is in the Marketing Scales Handbook Vol. 4: A Compendium of Multi-Item Measures for Consumer Behavior & Advertising whose authors are Bruner, C., Hensel, P.,& James, K.E. (2007)

Q7 - How interesting is Mc Donald's street ad to you?

	Definitely no	No	Maybe	Yes	Definitely yes
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
Interesting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q8 - How much attention did you pay to?

	Not at all or very slightly	Mildly	Moderate	Quite a bit	Very much
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

Q9 - Do you perceive this ads being memorable? (Multiple answers are possible)

☐	Yes, a lot.
☐	Maybe for the moment, no later.
☐	No, there is nothing specific that I can memorise.
☐	No, I don’t memorise advertisements at all.
☐	McDonald’sbillboard advertisement is more memorable than McDonald's street advertisement.
☐	McDonald’s street advertisement is more memorable than McDonald's billboard advertisement.
☐	No, I have aversion to this brand.

Q10 - Which of this ads is more innovative?

◯	McDonald’s billboard advertisement
◯	McDonald’s street advertisement
◯	No one

Q11 - The likelihood that I would recommend this ad to a friend is:

	Definitely No	No	Maybe	Yes	Definitely Yes
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

Appendix-3. (Continues) An example of the scale in master thesis of Jankovska; whose source is in the Marketing Scales Handbook Vol. 4: A Compendium of Multi-Item Measures for Consumer Behavior & Advertising whose authors are Bruner, C., Hensel, P., & James, K.E. (2007)

Q12 - 

Q13 - How interesting is Heineken billboard ad to you?

	Definitely no	No	Maybe	Yes	Definitely yes
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
İnteresting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q14 - How interesting is Heineken street ad to you?

	Definitely no	No	Maybe	Yes	Definitely yes
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
İnteresting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q15 - How much attention did you pay to?

	Not at all or very slightly	Mildly	Moderate	Quite a bit	Very much
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

Appendix-3. (Continues) An example of the scale in master thesis of Jankovska; whose source is in the Marketing Scales Handbook Vol. 4: A Compendium of Multi-Item Measures for Consumer Behavior & Advertising whose authors are Bruner, C., Hensel, P.,& James, K.E. (2007)

Q16 - Do you perceive these ads as being memorable? Multiple answers are possible

☐	Yes, a lot.
☐	Maybe for the moment, no later.
☐	No, there is nothing specific that I can memorise.
☐	No, I don't memorise advertisements at all.
☐	McDonald'sbillboard advertisement is more memorable than McDonald's street advertisement.
☐	Heineken street advertisement is more memorable than Heineken billboard advertisement.
☐	No, I have aversion to this brand.

Q17 - Which of this ads is more innovative?

◯	Heineken billboard advertisement
◯	Heineken street advertisement
◯	No one

Q18 - The likelihood that I would recommend this ad to a friend is:

	Definitely No	No	Maybe	Yes	Definitely Yes
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

Q19 -

Billboard advertisement

Street advertisemen

Appendix-3. (Continues) An example of the scale in master thesis of Jankovska; whose source is in the Marketing Scales Handbook Vol. 4: A Compendium of Multi-Item Measures for Consumer Behavior & Advertising whose authors are Bruner, C., Hensel, P., & James, K.E. (2007)

Q20 - How interesting is the Coca-Cola billboard ad to you?

	Definitely no	No	Maybe	Yes	Definitely yes
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
Interesting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q21 - How interesting is the Coca-Cola street ad to you?

	Definitely no	No	Maybe	Yes	Definitely yes
Fun	◯	◯	◯	◯	◯
Appealing	◯	◯	◯	◯	◯
Interesting	◯	◯	◯	◯	◯
Exciting	◯	◯	◯	◯	◯
Fascinating	◯	◯	◯	◯	◯

Q22 - How much attention did you pay to?

	Not at all or very slightly	Mildly	Moderate	Quite a bit	Very much
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

Q23 - Do you perceive these ads as being memorable? Multiple answers are possible

☐	Yes, a lot.
☐	Maybe for the moment, no later.
☐	No, there is nothing specific that I can memorise.
☐	No, I don’t memorise advertisements at all.
☐	Coca-Cola billboard advertisement is more memorable than Coca-Cola street advertisement.
☐	Coca-Cola street advertisement is more memorable than Coca-Cola billboard advertisement.
☐	No, I have aversion to this brand.

Appendix-3. (Continues) An example of the scale in master thesis of Jankovska; whose source is in the Marketing Scales Handbook Vol. 4: A Compendium of Multi-Item Measures for Consumer Behavior & Advertising whose authors are Bruner, C., Hensel, P., & James, K.E. (2007)

Q24 - Which of these ads are more innovative?

◯	Coca-Cola billboard advertisement
◯	Coca-Cola street advertisement
◯	No one

Q25 - The likelihood that I would recommend this ad to a friend is:

	Definitely No	No	Maybe	Yes	Definitely Yes
Billboard advertisement	◯	◯	◯	◯	◯
Street advertisement	◯	◯	◯	◯	◯

XSEX - Gender:

◯	Man
◯	Woman

XAGE - In which age group do you belong?

◯	Up to 20 years of age
◯	21 - 30 years of age
◯	31 - 40 years of age
◯	41 - 50 years of age
◯	51 years of age or more

Q26 - In which country do you live?

CURRICULUM VITAE

Surname, Name : SPAHIC Damir
Nationality : Serbian
Date of Birth : 07.08.1990 Tuzla / Bosnia and Herzegovina
E-mail : damir.spahic90@gmail.com

Level of Education	**Faculty/Program**	**Year of graduation**
Master Degree	Gazi University / Marketing Department	2018
Bachelor Degree	University of Belgrade - Faculty of Organizational Science / Department of Management and Organization	2014
High School	Techincal School “Novi Beograd” Department: Technician of Optics	2009

Work Experience

Year	**Name of the Company**	**Position**
2018	Presidency for Turks Abroad and Related Communities	The Committee for the organization of the arrival of new students
2018	Turkish Red Crescent	Coordinator for education
2017	Presidency for Turks Abroad and Related Communities	The Committee for the organization of the arrival of new students
2013	Economic Institute	Department of Analytics
2010 – 2013	FOS Center for Career Development, Faculty of Organizational Science, University of Belgrade.	Department of Human Resources / HR Asistant

Foreign languages

Language	Level
Serbian	Mother language
English	B2 level
Turkish	B2 level
Korean	A1 level
Arabic	A1 level
Italian	A1 level
Spanish	A1 level

Hobbies

Folklore Cultural Art Society Nikola Tesla GSP Beograd, (player and singer since 1998)

Instruments: Accordion, Piano, Guitar.

Courses of foreign languages (Turkish, Italian, Korean, Arabic)

Volunteer in the Turkish Red Crescent

The art of painting on the water “Ebru

Watercolor painting art.

GAZİLİ OLMAK AYRICALIKTIR..