

# **IMPACT OF GUERRILLA MARKETING ON BRAND IMAGE**

**BY**

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**BUSINESS STUDIES DEPARTMENT**

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**Bahria University Karachi Campus**

**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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## **Abstract**

### **Purpose**

The main aim of behind doing this research work is to gather and extensive and authentic information about the Impact of Guerrilla Marketing on Brand image. In the field of Marketing grabbing customer attention is most important but conventional marketing is very expensive. So through this study we will see how effectively it is playing the vital role in consumers life.

### **Methodology & Design**

Its an Empirical Research done by gathering the responses of 385 respondents from Schools, Colleges, Universities and job related people through spreading well-constructed questionnaire data is collected. Gathered data statistically analyzed and validated by using the tool of

### **Findings**

Through boot strapping, 7 construct are being analyzed in which information quality, information credibility and towards information shows significant impact on information usefulness whereas need of information have insignificant impact. Similarly information quality, information credibility, need of information and attitude towards the information have insignificant impact on information adaption. Where as information usefulness and information adaption have significant impact on brand image. And information usefulness have significant impact on information adaption. All the variables are reliable and their CA is above 0.06. CFA is also done to see whether all indicators are showing factor loading or not. the value of CFA should b 0.07 to be acceptable.

**Limitations**

The limitations for this research is that this study is conducted with the people who use social media. The majority of people who participated are those whose uses social media but it didn't defined the whole population. In current situation I was unable to show video ads to my respondents.

**Recommendations**

In this research we studied the impact of guerrilla marketing on brand image and during the whole study we get to know that the marketer need to work on advertisement through guerrilla marketing which is cheaper than other advertisement techniques.

Practically the research finding can be used by the marketers to set their brand strengths and weaknesses and make their strategies accordingly.

People have no idea about what guerrilla marketing is, so it should be promoted in every company so that brands should this marketing technique.

**Keywords**

Guerrilla Marketing, Brand Image, Information Acceptance Model (IACM),



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