

IMPACTS OF GUERRILLA MARKETING ON CONSUMER BUYING BEHAVIOR

By

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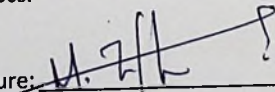
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	25-06-2017	CURICAL	Discussed changes required in Chapter 1 to 3.	
6	8-Nov-2017	CURICAL	Discussion of Chap 4 & 5 and showed changes in chap 1 to 3.	
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APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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ABSTRACT

Marketing is the essential tool for a company to make its brand or product image on consumers' mind. Conventional marketing strategies like TV ads, Newspaper ads or Radio ads are very expensive. For SMEs it is very difficult to make a heavy amount budget for marketing purpose. Without marketing the company face losses because a huge amount of products remain unsold due to lack of awareness about product among consumers. So, SMEs rather using traditional ways of marketing, should use Guerrilla Marketing Techniques.

The aim of this study to examine the effects of Guerilla Marketing on Consumer Buying Behavior. Guerrilla marketing is a growing marketing strategy which is cost effective. People attracted towards new ideas and unique things. So, with low amount of budget SMEs can do marketing which may increase the demand of product among consumers.

The style of research is Casual. Primary data is collected through questionnaire. There are 235 respondents who have properly responded the questions. Regression Analysis tool is used to analyze the relation in model. Independent variable is Guerrilla Marketing and Dependent Variable is Consumer Buying Behavior. The result shows significant relationship between two variables and there is a significant effect of guerilla marketing on consumer buying behavior.

Keywords: Guerrilla Marketing, Guerrilla Advertisement, Consumer Buying Behavior, Bill Board ads, Conventional Marketing.