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marketing. One way of doing this is to use guerrilla marketing, a marketing type more extreme, innovative and attention capturing than traditional marketing. The purpose of this thesis is to explore how the use of guerrilla marketing affects consumer behavior in terms of brand attitude, brand image and purchase intention.

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ment of guerrilla marketing, research has found that less known brands that used guerrilla marketing were perceived to have more valuable advertising than well-known brands using the same type of campaigns and

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Article. Kaden, Linda, and Levinson open their sequel to their first work Guerrilla Marketing Research, originally published by Kaden in 2007, by getting to the heart of the matter regarding consumer markets. Operations that ignore changing consumer preferences in favor of doing business as usual do so at their own peril.

More Guerrilla Marketing Research | Journal of Consumer

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Guerrilla marketing is promoting the advertisement with low budget and an unconventional way to make the consumer have an indelible impression and to create abundant amount of social buzz.

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