

Small Budget, Big Impact: A Case study exploration of Guerrilla Marketing 2.0 and its societal impact

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Abstract

Guerrilla Marketing 2.0 is the first phase of guerrilla marketing in its digitalized modification that is socially aware and has the capability to be expressed technologically. Founding itself on the original beliefs of surprise, creativity, and low-cost innovation, this new paradigm makes use of artificial intelligence (AI), social media networks, and participatory culture to accomplish both commercial success and social change. In this paper, we discuss the evolution of modern guerrilla strategies beyond brand promotion toward awareness, communal mobilization, and behavioral transformation on matters related to sustainability, equality and civic participation. This study gathers through the analysis of real-life campaigns such as those by Pidlite Industries and Amazon that Guerrilla Marketing 2.0 serves as a cannon call to cultural discourse and ethical branding. These aspects of AI and data analytics promote accuracy and customization and present concerns of authenticity, privacy, and manipulation. Finally, Guerrilla Marketing 2.0 demonstrates that creativity and conscience can meet each other resulting in a significant social change and changing the definition of marketing and social innovation

Keywords: *Guerrilla Marketing 2.0, social impact, artificial intelligence, ethical branding, digital activism, consumer engagement.*

1. Introduction

In the present highly competitive media saturated world, consumers are constantly bombarded with advertisements of all kinds. This constant bombardment has rendered the audiences less receptive to the traditional forms of marketing because they tend to disregard repetitive or predictable advertising. To address this issue, marketers have resorted to Guerrilla Marketing, which is a very innovative and unorthodox form of promotion that aims at shocking people, making them feel some emotion and leaving a strong memory with a very little expense (Levinson, 1984). The concept of guerrilla marketing was created by Jay Conrad Levinson in the 1980s, based on the principles of guerrilla warfare, where small groups use innovative, unorthodox tactics to can have a large effect. It turns ordinary community places like parks, pavements, stairs, elevators and bus stops into stage to conduct unique promotional events. As an illustration, Colgate used to paint staircase steps in the shape of

teeth as a reminder to customers to take care of their teeth each time they ascended or descended the stairs. The message is unforgettable because of these straightforward but brilliant concepts (Hutter & Hoffmann, 2011).

Guerrilla marketing is successful by catching people unawares. It surprisingly incorporates the message into the daily lives of the audience, instead of relying on the audience watching a commercial. A famous one is the Metro Trains campaign, "Dumb Ways to Die" in Australia that encouraged railway safety through the use of cute animated characters in a fun song. This unprecedented and humorous tone is what made this safety message so popular among the younger generations, especially (Ferguson, 2013). Over the years, social welfare programs have also been undertaken through the use of guerrilla marketing as far as commercial sales are concerned. As an illustration, in the Swachh Bharat Mission in India, several cities had installed huge toilet stalls in open locations, pre-after cleaning murals, and graffiti on walls which

were artistic in order to promote sanitation and discourage open defecation. These pictures proved that guerilla marketing can make a great impact on the society, attracting attention, evoking curiosity, and inspiring citizens to change their behavior. Another example is the Dirty Water Vending Machine by UNICEF that is located in New York City. It looked like another regular vending machine, except that it dispensed bottles that were labeled with typhoid water, cholera water and malaria water, which highlighted the risks of drinking in un-developed countries. This shock but effective strategy was effective in raising donations and awareness about the water problems of the world (UNICEF, 2010). These examples show that guerilla marketing is a promotional strategy and a creative concept of communication. It forces marketers to develop new ways of thinking and design engaging strategies to the audience. Guerrilla marketing is still evolving as a powerful tool to raise awareness, spark debate, and create a big sensation in society, irrespective of whether it is used by large organizations, small businesses, non-governmental organizations, or government agencies just being done in omnichannel marketing just as technological advancement (Verma, D et.al 2026).

2. Meaning of Guerrilla Marketing

Guerrilla Marketing 2.0 is a technologically enhanced and modernized development of the old guerrilla marketing. Whereas traditional guerrilla marketing involved low-cost, highly imaginative promotional strategies in the physical environment (Levinson, 1984), Guerrilla Marketing 2.0 combines such unconventional ideas with digital technology, social media, data analysis and interactive technology and brings about more rapid and extensive effect (Hutter and Hoffmann, 2011). The fundamental components of the surprise, creativity, and unusual implementation are still present in this contemporary approach, but it is reinforced by the Internet interaction and the viral exposure. Facebook, Instagram, and YouTube are social media that allow campaigns to go beyond the physical space and reach audiences worldwide in real time (Kotler and Keller, 2016). This will not only draw attention but also begin conversations,

foster user-generated content, stimulate sharing behavior and develop long-term brand relationships (Ryan, 2017). Guerrilla Marketing 2.0 is therefore a union of innovation and technology where the traditional surprise-based approach to marketing has been transfigured into an interactive, measurable and digitally enhanced communication approach.

2. Key Features of Guerrilla Marketing 2.0

Guerrilla Marketing is an innovative, unconventional and inexpensive marketing approach aimed at producing the greatest effect with the least amount of resources. It is not the same as traditional marketing because it is able to surprise, engage, and influence the audiences in an emotional manner. Below are the major features which explain its utility in the field of marketing:

a) Low-Cost, High-Impact Approach

Guerrilla marketing is a powerful promotional approach due to its low cost and tremendous impact. Businesses can reach a large audience at a low cost by prioritizing originality and unique ideas over large expenditures. Small businesses benefit most from this tactic since it increases visibility, boosts returns on investment, and lessens reliance on conventional advertising media. For example, instead of spending money on costly outdoor advertising, a cafe may use creative chalk drawings outside its doors to attract guests.

b) Creativity and Innovation at the Centre

Guerrilla marketing is all about innovation and creativity. It does not resort to traditional advertising techniques but employs unusual and creative concepts to be different. This kind of uniqueness contributes towards overcoming the clutter in advertising, immediate attraction and the message being memorable. As an illustration, the brands that involve adventure activities tend to employ realistic 3D street drawings of waterfalls or pits to attract and captivate people (Dahlén, Lange, & Smith, 2010).

c) Element of Surprise

Surprise is one of the key points of the guerrilla marketing. Through introducing unforeseen

experiences in the contexts of the known, brands arouse emotional responses that enhance recollection and attention. This is an unexpected strategy which makes the brand better remembered, socializes the matter and brings about a wide spread of organic promotion. An example of this is that brands tend to host flash mobs in strategic locations whereby performers suddenly start dancing to get attention and market their message (Berger, 2013).

d) **High Audience Engagement**

Guerrilla marketing is aimed at interacting and engaging the audience (Ryan, 2017). Brands engage the consumer by letting them share their experiences, which brings them into a one-on-one relationship with the consumer. This will not only improve the emotional connection but will also transform the customers into active promoters, and will stimulate the development of user-generated content. As an example, the interactive art displays that brands can use can display 3D animation when scanned with a QR code.

e) **Unconventional Media Usage**

Guerrilla marketing is based on non-traditional media and places to deliver brand messages. Instead of paying money to utilize expensive advertising channels, it uses common spaces to surprise and interact with the masses. This will enhance recall, send messages at the appropriate time, and enable brands to save on ad dollars. As an illustration, a gym can put up messages related to fitness on the doors of elevators to creatively advertise an active lifestyle.

f) **Targeted and Localised**

Guerrilla marketing often adopts a targeted and location-specific strategy to connect with a particular audience. Brands become relevant and more effective by focusing on specific communities or locations. This targeted strategy results in the increased responses, improved bonding with community, and better utilization of resources. As an example, street art can be employed by restaurants close to the office areas to attract working people directly.

3. Real World illustrations of Guerrilla Marketing

3.1 Pidilite Industries

3.1.1 Campaign Overview

Pidilite industries have a flagship brand Fevicol, which has perpetually positioned itself along the concept of incredible bond strength. Its tagline, “Fevicol ka mazboot jodhai, tootega nahi”, which it has employed throughout many years, has become embedded in the Indian popular culture. To further justify this positioning, the brand also did guerrilla marketing exercise during the Kumbh Mela- one of the largest religious events in the world that draws millions of religious followers. The advertisement methods that Fevicol employed were not the conventional means of advertising, such as television or print but in this case it was a live visual installation whereby they erected a visual installation in which a few people were seen to be literally glued together into a single piece. This figurative representation was a literal personification of the superior quality of gluing. The simple and funny message and the cultural timing of demonstration enabled the message to be received at once by diverse people who were referring to both rural and semi-urban consumers. In a theoretical sense, the guerrilla marketing focuses on surprise, innovation and cheap implementation (Levinson, 1984).

3.1.2 Objectives

The campaign was planned as follows with the following objectives:

1. Reinforce Brand Positioning: Fevicol has traditionally been developing its image based on the idea of inviolable bonds.
2. Get a Lot of Love at a High-Footfall Event: Kumbh Mela offers the access to millions of visitors within a limited time. Through this event, Fevicol was able to create maximum visibility with a disproportional advertising cost.
3. Produce Visual Recall without Media Spending Spree. Instead of spending on costly broadcast advertisements, the brand turned to the principles of guerrilla like high impact and

low cost through experiential marketing (Hutter and Hoffmann, 2011).

3.1.3 Execution Strategy

- The campaign was successful because it was implemented very strategically: Use of Cultural Context: The Kumbh Mela has not only been a religious event, but it is also a social and cultural melting pot. Using this platform, the brand reached out to people in a trusting and community space. Humor is used as a tool to persuade: The tradition of Fevicol advertising is to make use of humor. This tone was carried over to the live “stuck together” installation such that the message was not intrusive.
- Physical Metaphor: According to marketing literature, visual metaphors lead to retention of memory (McQuarrie and Mick, 1996). The literal depiction of people bonded together simplified the product benefit into an easily understandable image.
- On-Ground presence on Mass Media: The campaign was proactive in promoting real-time observation and participation rather than passive exposure by TV adverts, which is in line with the theory of experiential marketing (Schmitt, 1999).

3.1.4 Results

Though not publicly accessible, precise numerical data, there were considerable qualitative results of the campaign:

- High Brand Recall: The visual was arresting, which made a powerful memory encoding on the viewers.
- Strengthened Brand Equity: The campaign reiterated the Fevicol as the strongest adhesive brand in India.

Guerrilla marketing states that a campaign resulting in surprise and emotional involvement would create more voluntary consumer advocacy (Levinson, 1984).

3.1.5 Key Insight

The Fevicol case shows that the cultural events in India present enormous opportunities of experiential branding. Big events like the Kumbh Mela offer the brands a variety of demographics at a comparatively low price. Combining humor, cultural appeal, and visualism, Fevicol was able to transform a religious congregation into a high impact promotional platform. This case brings to the fore that in new market such as India innovative thinking and situational intelligence can win over high-budget advertising and as such, guerrilla marketing forms a very effective strategic instrument.

3.2 Amazon Prime – “PD Tattoo” Teaser Campaign

3.2.1 Campaign Overview

In the Indian e-commerce market, which is highly competitive, brands are constantly looking to distinguish themselves in the face of mega sales events. Before Prime Day, which is an annual sale in Amazon Prime, the company initiated a guerrilla-like teaser campaign with a Bollywood actress, Disha Patani. She had a visible PD tattoo on her arm which was publicly visible. The mysterious initials instantly generated speculation on social media, entertainment news websites, and forums. Viewers started to make guesses about the message of PD, comparing it to new movies, the partnership with a celebrity, or personal statements. Following a few days of inquisitive conferences, the brand announced that PD was an acronym of Prime Day. This advertising campaign adheres to the notion of guerrilla marketing that surprises, ambiguity, and non-conventional implementation of advertising exposure take the place of conventional advertising exposure (Levinson, 1984). Amazon Prime did not just declare the sale, but rather created an opportunity to induce consumer interest through curiosity.

3.2.2 Objectives

The following were the strategic objectives of the campaign:

1. Create Curiosity Pre-Prime Day. The Information Gap Theory (Loewenstein, 1994) postulates that a cognitive need to obtain

information arises whenever people are exposed to incomplete knowledge. The indecipherable and undefined tattoo of the PD gave just such a gap.

2. Increase Social Media Conversations In online marketing, campaign reach is commonly determined by the amount of conversation. The brand started a speculation, which motivated user-generated and organic sharing and discussion, which is consistent with the principles of viral marketing (Kaplan and Haenlein, 2011).

3. Attain a high level of engagement with very little direct advertising. The campaign did not have to incur huge expenses on promotional advertising, but instead used earned media coverage and online buzz- which are hallmark features of guerrilla marketing (Hutter and Hoffmann, 2011).

3.2.3 Execution Strategy

The simplicity and time-calculated nature of the campaign was effective:

- **Mystery Marketing Approach** Mystery marketing is a practice where part of the information is given to arouse the interest of the audience. The fact that the PD tattoo was a teaser without being directly tied to the brand forced the audience to guess.
- **Celebrity Leverage without Immediate Disclosure.** Celebrity endorsement normally deals with product promotion. But, in this instance, the brand was slow in disclosing. This is in line with the theory of persuasion that the subtle cues would be more interesting than overt advertising (Petty and Cacioppo, 1986).
- **Social Media Amplification** When speculation started, the conversation was further fueled by entertainment portals and digital influencers. Curiosity was translated into brand awareness in the reveal stage.

3.2.4 Results

The campaign provided a number of important results:

- **Massive Online Discussions:** There was a broad guessing and discussion of the meaning of PD in social media.

- **More Prime Days Awareness:** The audience had been warmed (pun intended) by the time of the official announcement, with increased awareness.
- **Strong Digital Buzz Low Cost:** The earned media coverage as a result of the campaign indicated the effectiveness of guerrilla strategies in digital ecosystems (Hutter and Hoffmann, 2011).

Though actual performance measurements are confidential, the campaign proved to be very effective in showing how indirect communication is more effective than traditional promotional announcements.

3.2.5 Key Insight

The case of the Amazon Prime campaign, the Amazon Tattoo: PD, demonstrates how interest and delayed discovery can contribute to a high level of involvement of the audience. Direct advertising can be opposed or even ad-fatigued in crammed online spaces. On the contrary, mystery-based communication evokes psychological engagement and willingly directed attention (Loewenstein,1994). This example underscores how the principles of guerrilla marketing can be effectively transformed into the digital age- using celebrity influence, social speculation, and timely consideration to make the most impact with a limited amount of money.

4. Applications of Guerrilla Marketing

The creativity, low cost and the high level of involvement that comes with guerrilla marketing makes it popular in most industries (Levinson, 1984; Hutter and Hoffmann, 2011).Due to its flexibility, it can be used in small and large organizations toward diverse purposes.

a. Brand Awareness and Visibility

Guerrilla marketing is significant in increasing brand awareness and visibility. Brands can immediately attract the attention of the population and stand out among others through the unique design and unusual location. This is a very effective strategy when it comes to new businesses that would like to be recognized. An example is

when a start-up employs a 3D street art around busy malls to market its product, in a creative way.

b. Product Launches and Promotions

Guerrilla marketing is a very effective method of marketing new products. Shocking and innovative activities such as flash mobs or pop-up displays make companies to create interest and enthusiasm among the masses. These pre-launch campaigns heighten the anticipation and awareness. As an illustration, an intelligent phone company can project the product images in animation on building to advertise a new release.

c. Social Awareness and Public Campaigns

Guerrilla marketing can be used as an effective means of social awareness campaigns by the governments and non-profit making organizations. These campaigns bring about a change in behaviour and a sense of responsibility in the population by appealing to their emotions such as empathy and concern (Schmitt, 2011). Areas of common emphasis are the environment, road safety and anti-drug campaigns. As an illustration, WWF has employed visuals in the streets of melting glaciers as a message to the severity of climate change.

d. Event Promotion and Crowd Engagement

Guerrilla marketing is very successful in advertising events and attracting crowds. The event planners generate buzz and engagement with the community by implementing new ideas like pop-up stands, online projections, and graffiti. These strategies assist in attracting masses and boosting attendance. As an instance, movies are commonly marketed by live appearances of characters in the streets.

e. Local Business Marketing

Guerrilla marketing is commonly used in situations where local companies want to appeal to customers in their localities. It is an inexpensive method that has a high visual effect, which is why it can be used by small shops and service providers. Using chalk art, murals, and artistic stickers are some of the tools that assist in increasing visibility and participation. An example is that a gym can put

inspirational stickers on the heavy doors to encourage physical fitness.

f. Social Media Engagement and Viral Campaigns

Guerrilla marketing uses social media to generate viral campaigns that disseminate quickly via the participation of people. Through hash tags, challenges, and user-generated content, the brands can be exposed to a large audience at a low cost. This will enhance the interaction and visibility without using paid promotion. As an example, the ALS Ice Bucket Challenge was popular globally using the social media.

g. Youth and Campus Marketing

Guerrilla marketing is especially effective in the youth and campus setting where innovation and unexpectedness are valued. Companies can reach out to students and young consumers through organizing interactive events, flash mobs, and creative branding. As an illustration, Red Bull often markets its products in college campuses with innovative antics and sponsorship of events.

h. Experiential Marketing

Guerrilla marketing focuses on branding through experience and emotion through providing customers with interactive and memorable experiences. These interactive experiences assist in establishing emotional connections among consumers and the brand, which render the brand more familiar and memorable. Another example of an augmented reality experience applied by Pepsi was the bus stop experience, where it surprised individuals with digital wild animals, which had a high emotional appeal.

i. Tourism and Public Spaces Promotion

Guerrilla marketing is employed by cities and tourism boards to enhance city branding and promote tourism. Innovative installations on the streets and interactive artworks turn the streets into tourist attractions that encourage tourists to share their experiences online. To illustrate, street art that is visually appealing encourages the tourists to take pictures and further advertise the city by sharing on the social media.

5. Social Impact of Guerrilla Marketing

Guerrilla marketing has a big impact on society and fosters constructive social change in addition to boosting sales and product promotion. Through the use of creativity, surprise, emotion and alternative media, guerrilla marketing initiatives can effectively attract the attention of the people and deliver powerful social messages. Guerrilla marketing has social impact on such aspects as participation of the masses, involvement in communication, change of behavior and awareness creation.

a. Raising Awareness About Social Issues

One of the most important social impacts of guerrilla marketing is the increase of the awareness about serious social problems. Government agencies, non-governmental organizations (NGOs) and social institutions often employ guerrilla marketing to raise awareness of such issues as road safety, drug addiction, smoking, gender inequality, environmental pollution, climate change, and health-related problems of the population. These adverts are attention grabbing and encourage people to think about the subject of discussion as they are displayed in the open spaces and they employ shocking or emotional images.

b. Influencing Behavioural Change

Guerrilla marketing can greatly influence the behavior of people. These programs prompt individuals to change their behaviors and adopt socially responsible behavior by either utilizing such emotions as fear, empathy, remorse, or responsibility. Guerrilla marketing, in contrast to traditional advertising, produces memorable experiences that inspire people. Road safety campaigns like display of damaged cars or symbolic installations near road lights force people to abide by the traffic laws. Similarly, anti-smoking campaigns which depict disturbing images in the open areas deter smoking and promote healthy living.

c. Emotional Engagement and Empathy Building

Another important societal implication of guerrilla marketing is the emotional engagement. Such adverts often employ powerful images or real life stories to make people sympathize. When people have an emotional attachment to a social cause, they are more likely to support it, discuss it with others and make a drastic change. Child rights or women empowerment campaigns, such as the one by interactive installation and touching story, are an example of using both interactive installations and moving narrative to inform people about social injustices. This emotional connection makes the audience empathize and become socially aware.

d. Encouraging Public Participation and Community Involvement

Guerrilla marketing instead of passive viewing encourages participation of the people. Some of the ways that most social campaigns promote participation include activities, challenges, installations, and sharing on social media. This involvement makes people more accountable towards social change, and this aspect raises the level of community involvement. This can be in the form of campaigns to encourage individuals to act in a greener way, interactive recycling bins, and community clean up campaigns with the help of street art. Such programs enhance connections within the community and enhance a sense of responsibility.

e. Amplification Through Social Media and Word-of-Mouth

Social media greatly boosts the social influence of the guerrilla marketing. Some unexpected or poignant guerrilla advertisements are often caught on camera, photographed and sent online. Social media communications are able to reach a far wider audience outside of the campaign's actual area thanks to this user-generated material. Guerrilla-style methods were effectively employed by viral campaigns such as the ALS Ice Bucket Challenge to generate money, increase awareness, and promote participation worldwide. This illustrates that guerrilla marketing can be used to its fullest extent by combining offline creativity and online escalation.

f. Cost-Effective Tool for Social Organizations

Guerilla marketing especially can be helpful to NGOs and social organizations that have limited finances. Such campaigns allow the firms to spread strong ideas without spending a lot of money on advertising since they are more creative than costly. This will ensure that even the small organizations can make a big difference in the society. Guerrilla marketing is a low-cost social communication strategy that can be effectively used due to its low-cost materials, street installations, volunteerism, and use of public locations.

g. Promoting Social Responsibility Among Brands

Guerilla marketing is nowadays a part of the corporate social responsibility (CSR) of many businesses. By promoting social issues through creative marketing, the brands improve their image in front of the society and demonstrate the sense of moral responsibility. This builds customer goodwill and trust, in addition to benefiting society. An example is the companies that employ guerilla marketing to advance environmental conservation or education has shown that it is concerned with the social welfare, which changes the perception of people.

h. Long-Lasting Social Impact

The guerrilla marketing creates memorable experiences in the minds of people. Guerrilla campaigns produce a lasting impression because of their inventiveness and emotional depth, in contrast to typical ads that are quickly forgotten. This long term memory ensures that there is continued knowledge and discussion of matters in the society.

6. Practical Implications of Guerrilla Marketing 2.0

The impact that guerrilla marketing has on society is both very practical and theoretical. Its applications can be used effectively by governments, non-governmental organizations, academic institutions as well as socially responsible companies to deal with urgent social problems. The real-life implications of the same

prove that guerilla marketing is promoting the growth of the society and this can be explained as follows:

a. Shift from Mass Marketing to Engagement Marketing

Guerrilla Marketing 2.0 refers to a definite shift towards mass marketing to involvement marketing. Mass marketing involves sending the same message to many people via the television, newspapers or radio. The communication is one-way; the business talks and the purchaser just listen. Feedback and interaction is hardly possible.

b. Integration of Digital Media

Guerrillas are on the forefront of the new war, and movements that depend on the social media sites like sites, blogs and online videos. Record and share interesting offline events online, so that you can get as much exposure as possible. Similarly, the digital amplification of experiential marketing is combined with campaigns by Coca-Cola and Red Bull.

c. Cost-Effective with High Reach

It is believed to be resource-efficient since, Guerrilla Marketing 2.0.; its primary impetus is not so much about heavy monetary investments but instead on abstract creativity and novelty. Conventional advertisement campaigns including the television advertising, newspaper advertisement and giant neon lights are very expensive. In comparison, Guerrilla Marketing 2.0 relies on small promotional events assisted by digital platforms and achieves the maximum outcomes.

d. Focus on Customer Experience

Instead of merely disseminating marketing messages, Guerrilla Marketing 2.0 puts a huge emphasis on creating memorable and meaningful customer experience. The main focus of businesses is to teach consumers the features, prices, and benefits of their products using conventional marketing. Guerrilla Marketing 2.0 is aimed at providing consumers with an interesting and unique brand experience, on the contrary.

e. Performance Tracking

Accurately measuring and assessing campaign performance is one of Guerrilla Marketing 2.0's key benefits. The traditional guerilla marketing tactics predominantly involved physical campaigns such as flash mobs, on-street promotions, and installations. In such cases, it was difficult to estimate the exact impact of the campaigns. Only changes in sales or public response could be used by businesses to gauge success.

f. Targeted Communication

The phrase of audience segmentation is needed. The digital tools have enabled the ability to get a big market and divide it into smaller and distinct types of customer segments. By using technology and big data analysis, enterprises can learn more about their customer profile; this way they are better positioned both to understand the needs and interests in detail and come up with better advertising.

Research Gap

Despite the growing scholarly and practical interest in Guerrilla Marketing 2.0, several critical gaps remain in the existing literature. First, the current study, similar to prior research, relies predominantly on qualitative case-based analysis (Hutter & Hoffmann, 2011; Levinson, 1984), with limited incorporation of quantitative evidence. There is a lack of empirical validation regarding the effectiveness of guerrilla campaigns in terms of return on investment (ROI), customer acquisition, and brand equity enhancement. Future studies should incorporate statistical modeling and data-driven approaches to validate the measurable impact of such campaigns.

Second, the long-term effects of Guerrilla Marketing 2.0 remain underexplored. While existing literature highlights immediate outcomes such as attention, engagement, and recall, there is insufficient research examining sustained behavioral change and long-term brand perception (Ryan, 2017). Longitudinal studies are needed to determine whether the effects of such campaigns persist over time or diminish after initial exposure.

Third, although the study acknowledges the role of psychological triggers such as surprise, curiosity, and emotional engagement, it does not deeply engage with advanced consumer behavior theories or neuro marketing perspectives. Prior research suggests that emotional and cognitive responses significantly influence consumer decision-making (Berger, 2013), yet there is limited integration of these frameworks in guerrilla marketing research. This presents an opportunity for future scholars to explore the cognitive mechanisms underlying consumer responses to unconventional campaigns.

Fourth, ethical concerns associated with Guerrilla Marketing 2.0 require further scholarly attention. While issues such as data privacy, manipulation, and authenticity are acknowledged, there is no comprehensive framework outlining ethical boundaries or best practices. With the increasing use of artificial intelligence and data analytics in campaign design, the need for ethical guidelines becomes more pressing (Kotler & Keller, 2016).

Fifth, the existing research lacks cross-cultural comparative analysis. Guerrilla marketing strategies are often context-specific, yet there is limited examination of how cultural, social, and economic factors influence campaign effectiveness across different regions. This gap is particularly relevant for global brands seeking to adapt strategies across diverse markets.

Sixth, there is a noticeable absence of industry-specific analysis. While Guerrilla Marketing 2.0 is presented as universally applicable, its effectiveness may vary significantly across sectors such as fast-moving consumer goods (FMCG), technology, healthcare, and non-profit organizations. Identifying sector-specific success factors remains an important area for further investigation.

Finally, measurement and evaluation frameworks for guerrilla campaigns remain underdeveloped. Although digital tools enable improved tracking, there is no standardized set of key performance indicators (KPIs) or metrics tailored specifically to Guerrilla Marketing 2.0. This limits the ability of organizations to systematically assess campaign effectiveness and optimize future strategies.

Future Research Directions

In light of the identified gaps, several avenues for future research emerge. First, there is a need for the development of quantitative and econometric models to assess the effectiveness of Guerrilla Marketing 2.0. Such models can provide insights into campaign performance, enabling comparisons with traditional marketing approaches and strengthening the empirical foundation of the field.

Second, future research should focus on longitudinal studies to evaluate the long-term impact of guerrilla campaigns on consumer behavior and social change. Tracking audience responses over extended periods can help determine the sustainability of campaign outcomes and their influence on brand loyalty and societal attitudes.

Third, the integration of emerging technologies presents significant opportunities for advancing Guerrilla Marketing 2.0. Researchers can explore the role of artificial intelligence, augmented reality (AR), virtual reality (VR), and metaverse platforms in enhancing consumer engagement and creating immersive brand experiences. These technologies have the potential to redefine the scope and execution of guerrilla strategies.

Fourth, the development of ethical frameworks is essential to ensure responsible marketing practices. Future studies should aim to establish guidelines addressing issues such as data privacy, transparency, and consumer consent, thereby promoting trust and accountability in digital and experiential marketing environments.

Fifth, cross-cultural and comparative research is necessary to understand how guerrilla marketing strategies perform across different socio-cultural contexts. Such studies can provide valuable insights into localization strategies and help organizations design culturally sensitive campaigns.

Sixth, sector-specific research can enhance the practical applicability of Guerrilla Marketing 2.0. By examining its effectiveness in industries such as healthcare, education, tourism, and public policy,

researchers can identify tailored strategies and best practices for different domains.

Seventh, future research should incorporate advanced consumer behavior methodologies, including neuromarketing techniques such as eye-tracking, biometric analysis, and emotional response measurement. These approaches can provide deeper insights into consumer engagement and decision-making processes.

Finally, there is a need to develop standardized measurement frameworks and performance metrics for Guerrilla Marketing 2.0. Establishing clear Key Performance Indicator (KPIs) and evaluation models will enable organizations to assess campaign effectiveness more systematically and support evidence-based decision-making.

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