

THE IMPACT OF GUERRILLA MARKETING ON PURCHASE INTENTION: THE MODERATING EFFECT OF BRAND IMAGE WITH SPECIAL REFERENCE TO FAST-FOOD INDUSTRY IN THE WESTERN PROVINCE SRI LANKA.

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ABSTRACT

Guerrilla marketing is a creative and unconventional approach that aims to memorably promote products or services, often utilizing surprise and engagement to capture consumer attention. The effectiveness of guerrilla marketing in influencing purchase intention can be attributed to several key factors including novelty, relevance, clarity, humor, emotional arousal, surprise, and aesthetic appeal. The use of quantitative methods, path analysis, and SPSS software in this study serves distinct purposes aligned with the research objectives. Quantitative methods allow for statistical analysis and generalization of findings across a larger population. Path analysis is particularly useful for evaluating causal relationships and the direct and indirect effects of guerrilla marketing on purchase intentions, including the moderating effect of brand image. By using path analysis, this study can clearly identify and quantify the connections between variables, thereby enhancing the validity of the conclusions. SPSS software aids in efficiently managing data and performing complex analyses, such as multiple regression and confirmatory factor analysis, to test the hypotheses and measure data reliability. The study's sample size of 384 respondents was determined using non-probability convenience sampling, chosen due to practical accessibility to participants within the Western Province's fast-food consumer population. This study's findings show that guerrilla marketing significantly impacts purchase intention, with brand image moderating this effect. Specifically, the positive impact of guerrilla marketing on purchase intention is stronger when brand image is lower. This study enriches marketing theory by illustrating how guerrilla marketing impacts consumer purchase intention, particularly in the fast-food industry. By identifying brand image as a moderating factor, this study offers a nuanced understanding of how brand perception influences consumers' reactions to unconventional marketing strategies. This finding is valuable because it suggests that brand image can either enhance or mitigate the effectiveness of guerrilla marketing campaigns, which is essential for marketers seeking to design effective strategies.

Keywords: Brand image, clarity, guerrilla marketing, novelty, purchase intention