Systematic literature review and bibliometric analysis of guerilla marketing;- A new wave of entrepreneurial marketing

AMRIT KUMAR MOHAPATRA

PHD RESEARCH SCHOLAR

RAVENSHAW UNIVERSITY, CUTTACK ,ODISHA

DEPARTMENT OF COMMERCE

Abstract:

In recent years, competition for new goods and services has intensified, which has inspired increased innovation from firms. The term "guerrilla marketing" is often used when referring to unorthodox methods of promoting that may be carried out with little financial outlay. Since it was first presented in the latter part of the previous century, several pieces of study have been conducted to investigate its various benefits. This research studies the most relevant academic publications on guerilla marketing in the Web of Science, Scopus, and EBSCO databases to provide a comprehensive view of the advertising and marketing industry. The initial categorization scheme that Hutter and Hoffmann suggested was followed by one group of published works, while the other group reflected the additional criteria that developed during the assessment of the 164 pieces. Because there is such a wide variety of current methods, it suggests a new taxonomy that classifies them according to unique characteristics that set them apart. This taxonomy will be based on the identification of fresh traits.

Keywords: Guerrilla marketing, Non-traditional marketing, Unconventional marketing, Bibliometric analysis.

Introduction

There are two primary reasons why advertisements are making less of an effect than they previously did: consumers are becoming information-saturated due to receiving around 3,000 advertising messages daily, and commercials are becoming increasingly repetitive. Several writers, among others, have pointed out the need to create "attention marketing," including stunning tactics to attract customers. These authors have also brought out the necessity of creating "attention marketing." In a previous era, a marketing specialist named Jay C. Levinson coined the phrase "guerrilla marketing" to characterize unorthodox methods of promotion that provide high returns on investment with very little expenditure of resources.

Guerrillas use unconventional strategies and methods to accomplish their goals deep into the area held by the adversary.

Konrad Zerr was one of the first advocates for bringing rigorous scientific analysis to guerilla marketing in German-speaking nations. Guerrilla marketing, in his opinion, is a tactic that is part of the global marketing mix that seeks unconventional and, at times, contentious means of interacting with target consumers. Guerrilla marketing, as defined by Hutter and Hoffmann, is comprised of "several communication policy instruments designed to create a surprise effect for as many people as possible at comparatively low costs, to achieve a very high guerrilla effect (ratio of advertising benefits and advertising costs)." According to Gokerik et al. (2018), large firms are interested in guerrilla marketing because of its potential to surprise, shock, disrupt, and disseminate among a target audience(Zarco & Herzallah, 2023). Guerrilla marketers want to impact as many public settings as possible, such as concerts, public parks, sporting events, festivals, beaches, and shopping malls.

Conceptual model

The term "guerrilla marketing" was developed from "guerrilla," which originally referred to a military approach prioritizing surprise attacks. It has been likened to a marketing war by Ries and Trout. Instead of spending much money on "traditional" advertising methods, guerilla marketers utilize innovative strategies to make their products known. Several writers have suggested Information service providers as a potential audience for this unique method, including Caudron, Hallisy, Kuttelwascher, Thompson, and Bieseli. To get what one wants out of life, whether joy or profit, Levinson et al. say one needs more than money; one needs extra work and creativity. This explains why small and medium-sized businesses were the ones to adopt the concept first before the major players followed suit. Only a few companies like Nike, Audi, and IKEA have implemented this strategy. Guerrilla marketing is a kind of advertising that uses unique strategies to attract customers, such as hidden product placements, unusual events, and striking street photos. Constant exposure to traditional means of marketing communication (billboards, periodicals) has led to cynicism on the part of consumers.

Companies seek innovative ways to reach their target audience as consumers get desensitized and actively avoid advertising (skipping YouTube advertisements, for example). Businesses need to adopt unconventional methods, such as unconventional advertising and one-of-a-kind product production, to attract new customers, hold the attention of existing ones, and forge lasting bonds with them. For expanding the customer base today, guerilla marketing is one of the most creative strategies(Evelina & Safitri,2022). Guerrilla marketing methods are becoming easier to spot as Internet and social media use continues to rise. Even if a company's advertising were to go viral and reach hundreds of millions of viewers via these new channels, it may have the unintended consequence of misleading prospective customers. Inadequate marketing efforts may harm a company's reputation.

Analysis of SCOPUS database

Research methods and coding

Study design

Guerrilla marketing was the most popular phrase for this strategy among the papers we read; therefore, we began our data collection by looking for publications that included this term (either in the title, abstract, or authors' keywords). This study was compiled using EBSCO, Web of Science (WOS), and Scopus (Paul & Rialp-Criado, 2020).

Data collection

Only English-language academic journals were analyzed (Podsakoff et al., 2005) to eliminate language-related bias.We zeroed down on the years starting in 2000 and made a futuristic scenario map to show how the guerrilla marketing concept evolved through time. Because of this, we were able to keep tabs on the academic literature about guerrilla marketing in the present day.

Data collection process

Selection of databases

The examined guerrilla marketing tactics were set in context using many publications released before 2000. A total of 263 articles were returned after excluding articles published before January 1, 2000, from the search; these were reviewed by a panel of five experts from around the world using the criteria outlined by Graneheim and Lundman (2004).

Inclusion And Exclusion Criteria

With regard to inclusion and exclusion criteria, the study was carried out. Between the years 2000 and 2021, a total of 164 publications from peer-reviewed journals will be analysed. When we looked at 166 articles through the lens of Hutter and Hoffmann's (2011) first field segmentation, we discovered that only around a third (80) directly addressed any of the five categories. Eighty-six of the pieces dealt with topics that could not be easily categorized. We could extrapolate new, relevant factors that characterize the field's recent advances from our analysis of the latter studies. Researchers are paying more attention to this area, as seen by the striking surge in academic production (see Figs. 1), which may be taken as interest in this top's growth and theoretical underpinning.
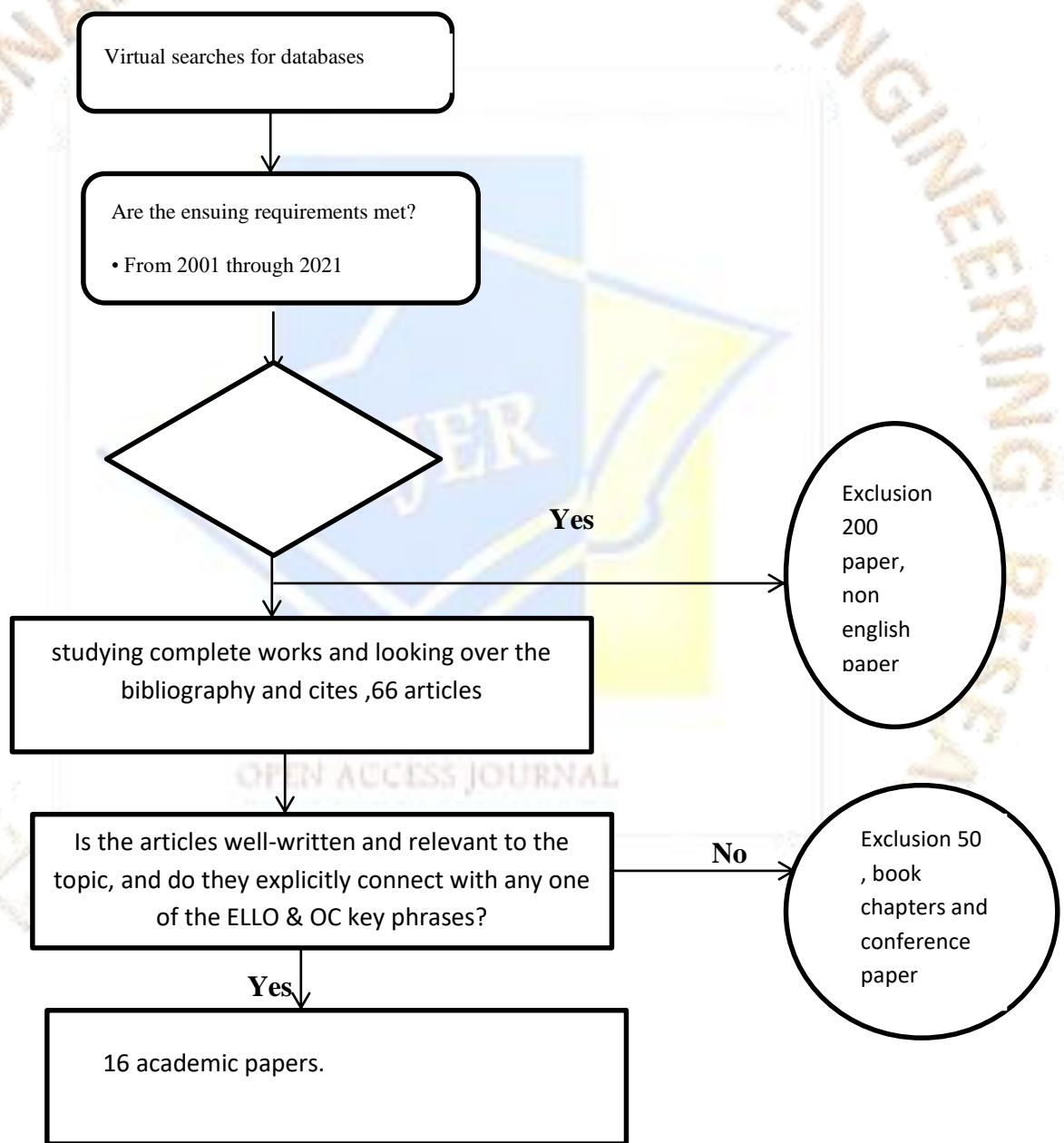

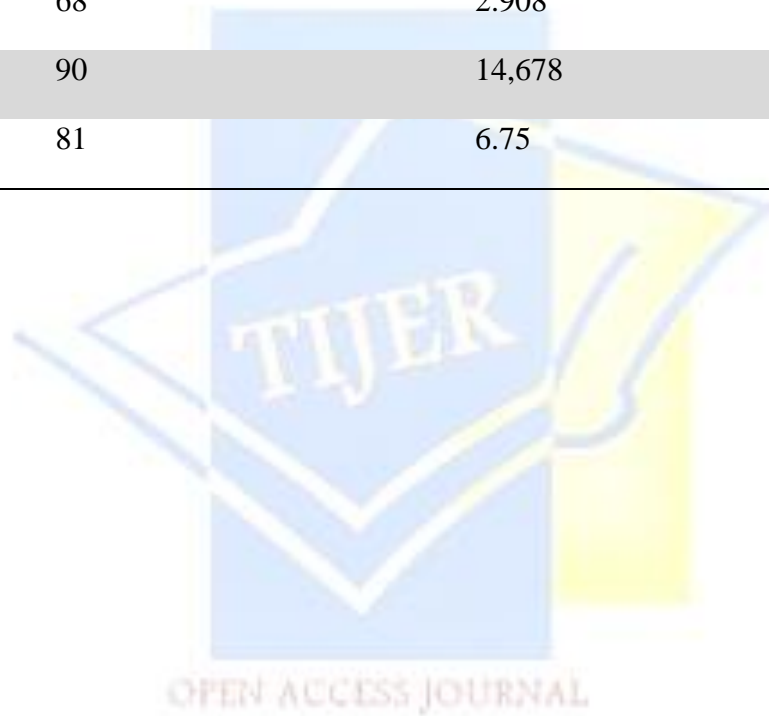**Fig 1: Database Collection(PRISMA,2020)**

Data analysis

Words	Occurrences	Words	Occurrences
social media	1545	review	87
health promotion	1190	methodology	84
human	926	major clinical study	82
humans	785	consumer health information	81
female	684	education	80
male	641	interpersonal communication	79
adult	494	mass medium	76
internet	482	program evaluation	76
adolescent	423	qualitative research	75
article	418	health care personnel	73
young adult	333	pregnancy	72
procedures	300	telemedicine	72
united states	260	health care policy	70
health education	231	diet	69
priority journal	228	advertising	68
social networking (online)	208	sexual behavior	68
middle aged	203	infant	67
social network	189	social networking	67
health behavior	187	surveys and questionnaires	63
public health	186	health care delivery	62
child	166	HIV infections	62
information dissemination	162	adolescent behavior	61
marketing	155	commerce	60
attitude to health	154	mobile application	59
psychology	150	online system	57
medical information	147	practice guideline	57
smoking	135	randomized controlled trial	57
social support	133	communication	56
controlled study	126	mass media	55
exercise	126	text messaging	55
statistics and numerical data	114	information processing	54
utilization	112	motivation	54
aged	104	cross-sectional studies	53
social marketing	102	cross-sectional study	53
questionnaire	98	mobile phone	53
attitudes	97	behavior change	51
awareness	97	health program	51
health knowledge	97	united kingdom	51
practice	97	health survey	50
obesity	93	breast feeding	49
organization and management	91	editorial	48
smoking cessation	91	advertising as topic	47
Australia	89	health communication	47
physical activity	87	peer group	47

Table 1 : The most frequently encountered keywords used in research on social media and advertising.

Table 2 : A compilation of contributions made by various nations

Country	Total Citations	Average Article Citations
USA	7896	15,890
SINGAPORE	1567	18,907
IRELAND	867	15,890
UNITED KINGDOM	756	14,786
PORTUGAL	589	8.97
GERMANY	445	39

AUSTRALIA	367	37,678
HONG KONG	309	45,567
LEBANON	378	26,890
CANADA	167	17.8
CHINA	178	4.678
BRAZIL	109	13,567
FRANCE	178	31.4
JAPAN	189	48,906
SPAIN	145	12.8
KOREA	178	3.897
FINLAND	80	8
NETHERLANDS	68	2.908
NEW ZEALAND	90	14,678
TURKEY	81	6.75

No	Author & Year	Title	Research Result
1	(Milak and Dobrinic 2017)	Customer Perception on Guerilla Marketing	In order to determine the general consensus on guerilla marketing, a poll was taken in Varadzin Market in Kroasia. The findings lent support to the strategy of using guerilla marketing to pique people's interest in the things being marketed, and the responses highlighted the significance of being innovative.
2	(Milak and Dobrinic 2017)	The Use of Guerilla Marketing in SMEs	According to the results of this poll, only a small percentage of Turkish SMEs had any plans to use guerilla marketing methods in the near future.
3	(R Sharma and Sharma 2015)	Study of Guerrilla Marketing's Impact on Mobile Phone Sales in a Chhattisgarh City	This study's objective was to ascertain whether or not guerilla marketing had an impact on the rate at which mobile phones are sold in the state of Chhattisgarh, India. The outcomes of the research indicate that there is often a disparity between what consumers expect and what they are actually provided with as a result of their purchases. Customers did not just base their decisions on more obvious aspects such as price and quality, but also on how effectively an advertising appealed to the customers' particular preferences and areas of interest.
4	(Navrátilová and Milichovský 2015)	Ways of Using Guerilla Marketing in SMEs	The purpose of this study was to determine how significant the role of marketing communication is in guerilla marketing and to do so across a variety of sex categories. This study relied on the voluntary participation of Czech youth. It was thus necessary for companies to tailor their marketing strategies to the specific demographics of the regions in which they operate.

5	(Damar-Ladkoo 2016)	Unauthorised Sale of Organic Farm Products	In light of this, we decided to conduct research into the viewpoints of farmers, middlemen, and end consumers about the issue of guerrilla marketing for locally produced organic products. According to the findings of the study, most people, including farmers, conventional marketers, and the general public, are not familiar with the notion of guerrilla marketing.
6	(Onorlubas, Ebru 2017)	A Research on the Determination of Consumer Perceptions Related to Guerilla Marketing Methods: Sample of Izmir Province	The primary motivation for this research was to learn how locals in Turkey's Izmir Province feel about guerrilla marketing. We divided possible buyers into three groups, each defined by demographic factors including age, marital status, and level of education. Views on guerilla marketing may vary depending on factors including age, amount of education, and marital status.
7	(Kabukcu 2017)	Festivals and other events may benefit from guerrilla marketing strategies.	The purpose of this research was to determine the degree to which guerrilla marketing affects the fashion industry. According to the results, businesses that treat each consumer as a person and use innovative marketing strategies tend to thrive.
8	(Yildiz 2017)	Effects Of Guerilla Marketing On Brand Awareness And Consumers' Purchase Intention	The key foci of the research were the associations between experiencing a brand and making a purchase of that brand. Combining elements of novelty, beauty, humour, relevance, clarity, and emotional arousal has been demonstrated to increase the effectiveness of guerilla marketing initiatives. If a customer develops faith in a company, they are more inclined to make a large buy.
		Entrepreneurs in Kenya are known for their	The investigation took place in Kenya. Buzz marketing, guerilla marketing, and fresh product launches were all

9	(Kanake, 2018)	innovative marketing campaigns.	backed up by the findings. Internet promotion is a good idea for the MSEs (micro, small, and medium-sized enterprises) of Kenya.
10	(Rahul Sharma 2019)	The threat of guerilla warfare has made many wary of purchasing expensive new smartphones.	The study's authors wanted to see what kind of impact guerilla marketing will have on the Indian mobile phone industry. Attention-getting, shocking, easily understandable and memorable advertising that stand out from the crowd and speak directly to the target audience were demonstrated to increase the likelihood that a customer would make a purchase of a mobile phone.
11	(Ladokun 2019)	The Efficiency of Advertisements at Ibadan, Nigeria's Mid-Range Hotels	This research suggests that the hospitality sector adopt guerilla marketing strategies due to their positive impacts on return on investment (ROI), reach, and engagement.
12	(Lubowa 2020)	Small and Medium-Sized Enterprise Growth and Guerrilla Strategies in Uganda's Wakiso Region.	This research shows that guerrilla tactics might be very useful for the long-term survival of MSEs in Uganda. For this reason, guerrilla marketing strategies may be used by the firm if its founders are intent on establishing a sustainable business.
13	(Hossam Ahmed, Ghada Khairat, Reda AbouZeid ,2020)	Guerrilla Advertising and Its Effect on Tourist Spots	The purpose of this study was to investigate the effect that guerrilla marketing campaigns have on the perceptions that members of the general public have of well-known tourist locations. The use of guerrilla marketing strategies has the potential to improve how the general public views a particular location.

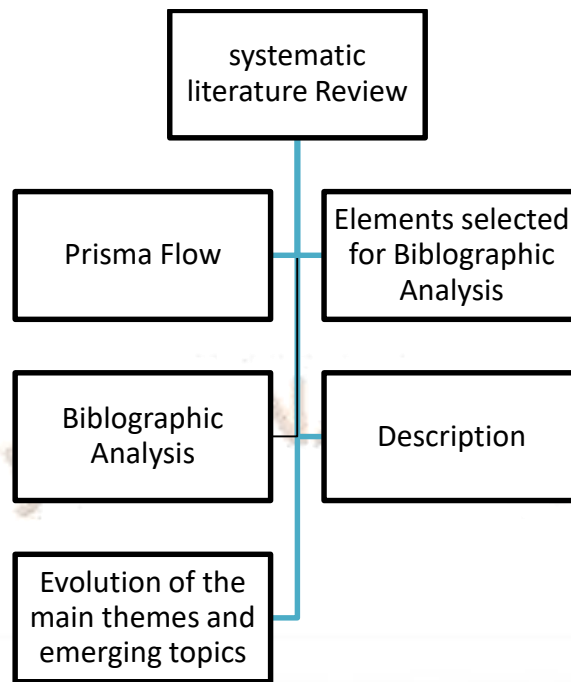|			
14	(Selan, Lapian, 2021)	Pick up "Guerrilla Marketing" and the Moderating Effect of Brand Familiarity on Consumer Intention to Buy.	The purpose of this study was to determine whether or whether consumers' previous exposure to the Solusi Transportasi Indonesia, Inc. (GRAB) brand had an influence on the efficiency of their guerilla marketing activities and, if so, to what extent that effect existed. According to these findings, guerilla marketing may be able to boost sales by making clients feel more at ease with a brand, hence increasing the likelihood that they would purchase the brand in the future. In addition, it was discovered that the degree to which consumers were familiar with the Solusi Transportasi Indonesia, Inc. (GRAB) brand influenced the strength of the relationship between guerilla marketing and sales.
15	(Hammad 2021)	The Role of Guerrilla Marketing in EgyptAir's Expansion Efforts	This study was carried out in order to get further knowledge on the history of guerilla marketing initiatives that were carried out by EgyptAir, which is the national airline of Egypt.
16	(Farooqui 2021)	The goal of this research is to use structural equation modelling (SEM) to look at how guerrilla marketing has affected clothing sales in Pakistan.	According to the findings of the study, the use of guerilla marketing strategies in the garment industry in Karachi, Pakistan, such as street marketing, stealth marketing, and ambush marketing, was beneficial. However, neither ambient marketing nor viral marketing had any impact whatsoever on the choices of people to buy certain items.
17	Sample	Study of articles undertaken.	A total of 263 articles were returned after excluding articles published before January 1, 2000, from the search.
18	Methodolgy	Application of study database.	total of 164 publications from peer-reviewed journals will be analysed.

Table 3:Authors and Research Results
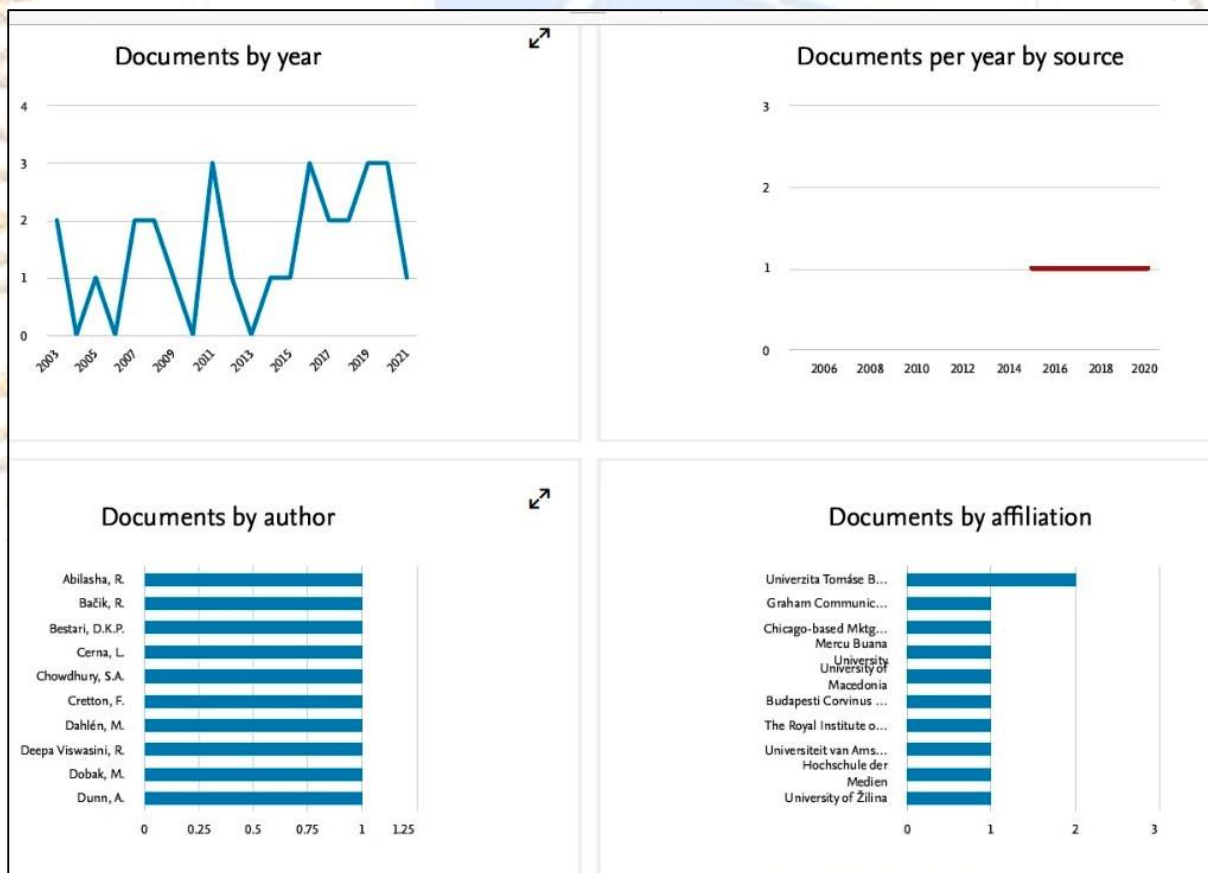

Fig 2. Data Collection Process
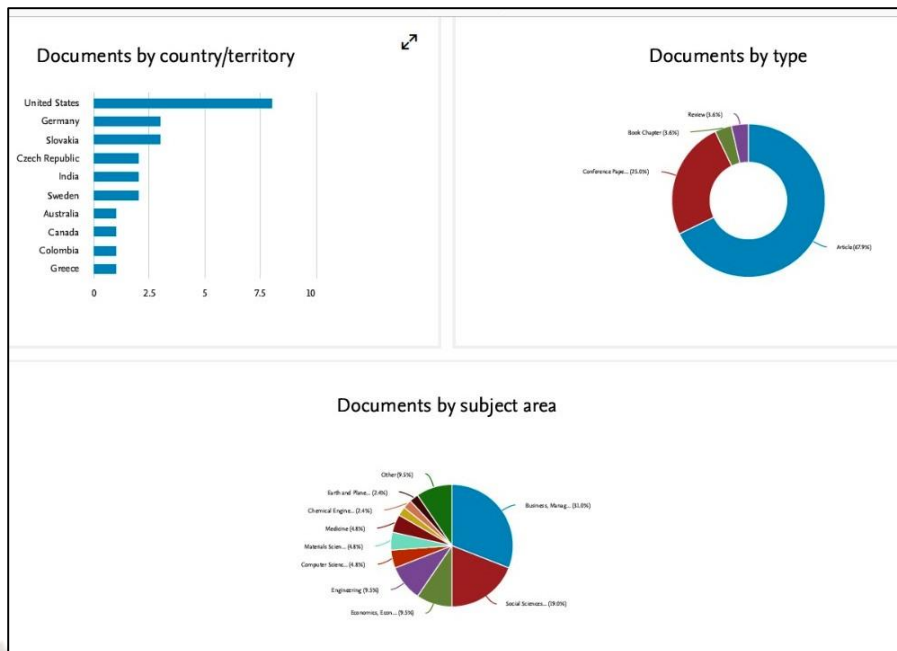

Fig 3: Data Collection

Fig 4: Data Collection

Fig 5: Technological Output by Country

Fig. 6: Combinations of keywords used in scholarly articles on guerrilla marketing

Fig. 7: Databases like Web of Science and Scopus make it possible to track the development of guerilla marketing research across time

Guerrilla Marketing

Guerrilla marketing has been proven helpful as an element of the marketing mix, both as a promotional strategy and a method. Because of the increased marketing efforts that companies are making, they need to discover techniques that are both cost-effective and differentiate them from their competitors. The use of guerrilla marketing techniques is not impossible in this context. According to Levinson, guerrilla marketers, who often do not have much money to spend on advertisements, make do with what they have(Jones,2021). In this section, we will talk about what guerrilla marketing is as well as how it operates.

1. Word of Mouth (WoM)

Promotion of a service or product via one-on-one engagement with prospective buyer

2. Buzz Marketing

This kind of advertising is more effective than other, more conventional methods, mainly because people are more inclined to trust their friends and family than a stranger they meet on the street.

3. Viral Marketing

Advertising has the same infectious effect as people's words when uttered. Viral marketing, on the other hand, is based on a snowball effect, in which each new client who learns about the campaign tells five to ten others, who in turn tell another five to ten, and so on. Traditional word-of-mouth marketing focuses on customers telling their friends and coworkers about the campaign(Alareeni et al.,2022). This advertising tactic aims to make the most of the eagerness of consumers to tell their friends about the offer.

According to Kaplan and Haenlin, there is a degree of debate over the breadth and depth of what is known as "viral marketing." Buzz marketing, stealth marketing, and the "word-of-mouth" impact are a few of the titles given to word-of-mouth advertising. Word-of-mouth advertising is sometimes referred to as the "word-of-mouth" effect. We will demonstrate that these theories and how they account for interest are quite different. According to Soomro, viral marketing may be considered a subclass of guerrilla marketing since both aim to create greater talk about a certain product or service. According to Kadyan and Aswal, it is a collection of marketing methods intended to strike a chord with customers to facilitate the quick transmission of good word-of-mouth via digital networks. According to Domingos, viral marketing "digs" into this sector by developing a strategy that addresses consumers of social media platforms(Klepek,2014). Because of the rise of interactive digital media such as social networks, mobile marketing, email marketing, and other types of interactive digital media, it is now easier than it has ever been to reach big audiences with marketing messages.

4. Ambient Marketing

Putting up signs in places where people may not ordinarily see them is an example of this kind of marketing; in some situations, these signs could be the first or only ones of their sort in the region. Concord Advertising, a British firm, pioneered the idea of "ambient" advertising for public spaces. Hutter and Hoffmann define "ambient marketing" as a kind of promotion that "shocks" customers in the same manner that "guerilla warfare" does. Shelton describes street and ambient marketing as "an interactive connection where businesses promote their values via interaction and customization of the message." Ambient marketing has been around since it was an efficient and inexpensive strategy. Ambient marketing, a "guerilla" alternative to standard

outdoor advertising like billboards on main thoroughfares, relies heavily on location to be effective. The most effective tools in ambient advertising nowadays are novel ideas, originality, charm, and originality.

5. Ambush Marketing

The company's marketing strategy would include making up sponsorship of the event. Therefore, it is appropriate for the organization to serve as the event's major sponsor.

In reaction to the growing practice of associating a brand with an event or property without paying for the right to be a sponsor, the phrase "Ambush Marketing" first appeared, as reported by Meenaghan. As a consequence of these savings, the corporation can give the event's official sponsor more favorable pricing. Many recent studies have examined ambush marketing during sports events(Zarco & Herzallah, 2023). To profit from the popularity of another company's property or event, but without any formal affiliation with the first, Chadwick and Burton coined the term "ambush marketing" to characterize this practice. Payne discusses ethical concerns concerning ambush marketing.

Disagreements might hinder our ability to weigh client input's importance in nomenclature properly. Although Ujwala claims ambush marketing is only advertising without paying sponsorship and other expenditures, Crow and Hoek suggest it is a real competitive reaction. There may still be several symptoms present. Chadwick and Burton claim that "ambush marketing" might be intentional or unintentional in their 2011 study. It will undoubtedly be there, as it is at every business gathering or major athletic event. Many "ambushes" today are risky and maybe even illegal, but there are methods to stay out of trouble(Rojíková et al.,2023). Governments, sponsors, and event organizers make numerous efforts to prevent ambush marketing.

6. Street Marketing

Flyers and comments about scarcity are said to be the foundation of street guerilla marketing, as stated by Saucet and Cova. Examples of cutting-edge guerrilla marketing include digital projections with smartphone apps and unexpected street events that take advantage of locations or performances to provide extraordinary entertainment. Street guerilla marketers use well-known landmarks, everyday objects, and "brand ambassadors" to increase campaign participation. Contemporary street guerilla marketing needs a categorization and assessment in the advertising literature. Several authors, including Moor, Krautsack, Levins, Dinh Mai, and Ahmed et al., have recently referred to street graphics as a new kind of graffiti(Manohar et al.,2023). Murals showing hilarious or otherwise entertaining scenarios on the walls of businesses may attract more consumers.

According to Levinson, the usage of street graphics dates back to 4000 B.C. in Egypt, when merchants painted murals to advertise their wares. Modern artists have painted or projected three-dimensional works onto bridges, subway lines, and other prominent metropolitan structures. During student uprisings in Iran in 1968 and 1970, street graphics played a significant role in "verbalizing" criticisms of dictatorial governments. Coca-Cola was an early adopter in Pakistan, using street graphics, such as murals and painted public coolers. In front of the Quaid-e-Azam International Airport in Karachi, TCS painted its corporate colors and emblem onto a gigantic water tank. According to Iqbal and Lohdi, major corporations capitalize on this "guerrilla marketing" by installing street graphics at busy intersections and overpasses(Klepek,2014).

Results and Discussion

Surprise effect

Guerrilla marketing uses many nontraditional strategies to get its message out there. In order to expand its customer base, the corporation uses ingenious marketing strategies. Derbaix and Pham have suggested that shocking individuals is a good approach to lessen the effect of too much advertising and information. Advertisements are more memorable in a novel setting, have creative content, or signal the beginning of a new campaign series (temporal). Unpredictable outcomes might occur when people's views and expectations are at odds with one another(Azhar). According to the schema congruence hypothesis, fresh stimuli may be better controlled due to inconsistencies between schemas and the stimuli. Consumers' positive responses to commercials may lead to more favorable brand perceptions and sales(Chen,2023).

Emotional Arousal

Isen and Shalker found that increasing sales required appealing to customers' emotions in a certain way. This happens soon after consumers watch an advertisement, according to research. Including a brand's name or emblem in a message may bolster its authority and encourage readers to buy the advertised goods much more than the words alone might.

Humor

According to Nunthiphatprueks, this is an area that needs further research. The use of comedy in advertising has been shown to boost brand recognition by Sternthal and Craig. However, comedy should be utilized with caution in marketing. It is recommended that its use be prioritized first and gradually reduced as customers gain knowledge. Humorous ads might have unintended consequences(ALTINTAŞ et al.,2023). West et al. found that customers are more loyal to a brand when they like its advertisements.

Information Content/ Clarity

According to Wiryawan and Wardana, one of the main goals of guerrilla marketing is to get the message through with little expenditure of time and resources. According to, clarity in advertising is achieved when a large percentage of the target audience comprehends the ad's content. Ineffective communication of the desired message may undermine even the most ingenious and timely commercials(Jones,2021). Even if the marketer has good reason to be creative, Dinh et al. found that consumers can be distracted by novel forms of advertising. According to one research, among the Y generation (those born between 1980 and 2000), Message Clarity in a guerilla marketing scenario had a large and favorable effect on purchase intent. Younger members of Generation Z (those born after 2001) do not care about the clarity of a message, according to research published only a year later. The discrepancy needs further research. Hafer et al. (1996) argue that assessments of communication clarity should factor in the amount of mental effort needed to grasp the complete message. Commercials are more likely to persuade people to buy a product when they see themselves using it.

Guerrilla Mobile

Guerrilla marketing has always relied on innovative forms of media and communication. Mobile viral and guerrilla marketing initiatives benefit greatly from using guerilla marketing techniques. For example, Bluetooth proximity marketing may quickly grab clients' attention due to its apparent ease of use. A novel message like this can outperform existing kinds of mass marketing, such as billboards, in terms of success and ease of use. Freebies and discounts announced by SMS or MMS may make customers skeptical about a company's internet presence.

Moreover, it may expand the company and give better service to customers with the help of mobile marketing. By entering their mobile phone numbers on a company's website, customers grant that firm permission to initiate text or multimedia communications at any time(Alareeni et al.,2022). Suppose a consumer asks for a discount coupon for the service while in the shop; the business may offer to send them a text message with the coupon attached in exchange for their contact information. A simple, cheap, and easy way to fix this issue exists. However, as an illustration of guerilla marketing, this is a dismal failure.

Brand Awareness

Research by Kotler and Keller found that satisfied customers were more loyal to their favorite brands. Sales performance is directly correlated to how well-known a brand is. According to Navrátilová and Milichovsk, the primary goal of Guerrilla Marketing campaigns is to increase consumer recognition and loyalty to the brand. The capacity to recall and identify a brand is part of what we mean when discussing "brand awareness." Maintaining brand recognition is difficult for any company, particularly a new one. A customer's familiarity with a brand is essential to the success of many advertising strategies.

Creativity/ Credibility

Many types of information credibility exist, including media, ads, messages, and sources (Housholder & LaMarre, 2014). Herbig and Milewicz argue that one way to evaluate an advertisement is to verify whether the advertised brand provides the claimed benefits. In 1989, MacKenzie and Lutz took first place. Tsang found that customers are likelier to purchase if they see the marketing as credible. Customers tend to lose trust in an explanation if it leaves any room for interpretation. Dinh and Mai found that the success of a Guerrilla Marketing campaign is directly related to how believable the message is in the eyes of the target audience. Advertisements included in trusted publications have a positive effect on brand perception.

WOM/E-WOM

Viral marketing should be distinguished from basic word-of-mouth advertising. According to Helm, "word of mouth" (WOM) is "an old idea in marketing and merchandising" in which customers promote items to one another based on their own experiences with the brand. Complex events are hard to exercise direct influence on(Zarco & Herzallah,2023). Ferguson compares and contrasts the results of viral and word-of-mouth marketing strategies.

Implications for Future Practices

Research into guerrilla marketing has exploded over the last several years. The number of academic publications devoted to this topic increased sharply after 2000. In order to better reach their target audiences, many big firms, including Netflix, HBO, and McDonald's, have lately expanded their funding for academic research. The rising number of guerrilla marketing studies allows researchers to evaluate and improve upon earlier campaigns. The major objective of this study was to review and critically examine previous research on the topic of "guerilla marketing." The results below were derived from a content analysis of related papers published between 2000 and 2021.

Limitations and Future Research

The presentation provided by the VOS Viewer shed light on parts of recent papers that had previously escaped us, which prompted us to investigate more and arrive at further findings. Following an analysis of the topics covered in the papers, we determined that nine factors are particularly important. The five categories that Hutter and Hoffman suggested can only be applied to WOM. Since these two scholars presented their taxonomy in 2011, unquestionably significant progress has been made in the area of study. We separated the WOM analysis from other considerations and conducted it independently since the scientific papers considered are digital and current.

The bibliographical investigation may result in fresh perspectives on the matter. The broad success of well-known media institutions and fast food businesses will give some background for this discussion. Recent research (Liu, 2020) suggests that it would be beneficial to conduct a more in-depth investigation of the feelings and behaviors of consumers. At long last, bibliometric research is being carried out, and it will encompass every important publication that has been made on the topic from its inception up to the present day. This study does have several shortcomings, as other researchers have pointed out, and we agree with them. The scope and length of this investigation make its application impracticable even though the theory behind it is correct. When doing content analysis, first must acknowledge that the author's perspective will always influence the findings (Furrer et al., 2020).

Second, since the most comprehensive search query that could be carried out was selected, the uncovered material represents the whole body of information available on the topic. As a result, it is crucial to conduct additional research regarding the subdivisions of guerilla marketing, such as street and viral marketing. Lastly, the research may have limitations because it relies only on articles published in reputable academic journals. In the context of literature reviews, this is a standard procedure. Despite these limitations, we provide some suggestions that could be of use in the search for a solution to this widespread yet evasive marketing challenge. The many projections we make throughout this book about the future of guerrilla marketing are consistent with one another and with the reality that guerrilla marketing has become an essential component of the marketing strategies of both large and small businesses that have only begun to realize their potential. This fact is supported by the fact that we make these projections throughout this book. It is essential to have a comprehensive understanding of the breadth of this transition in order to develop novel advertising strategies.

References

Alareeni, B., Hamdan, A., Hamdan, R., & Shoaib, H. M. (2022). Marketing and entrepreneurship: challenges and opportunities. *Journal of Strategic Marketing*, 1-8. https://www.tandfonline.com/doi/abs/10.1080/0965254X.2022.2155688

ALTINTAŞ, M. H., Akhan, C. E., IŞIN, F. B., & Mueller, R. D. (2023). The Relationship of Humor, Trust, and Intrusiveness in Advertising. *Pamukkale Üniversitesi İletişim Bilimleri Dergisi*, *1*(2), 130-149. https://dergipark.org.tr/en/pub/pauibd/issue/75080/1189632

Azhar, R. M. The Effectiveness of Guerrilla Marketing for Small Business: A Systematic Literature Review. https://ijefm.co.in/v5i11/Doc/11.pdf

Chen, S. (2023). A counterinsurgent (COIN) framework to defend against consumer activists. *Journal of Brand Management*, *30*(4), 275–301. https://link.springer.com/article/10.1057/s41262-022-00297-3

Evelina, L. W., & Safitri, Y. (2022). Emotional Bonding in Coffee Shops Toward Society 5.0. *Avant Garde*, *10*(2), 233-243.

Jones Sr, J. M. (2021). *Strategies to Overcome Constraints for Small Business Sustainability* (Doctoral dissertation, Walden University). https://www.proquest.com/openview/230117b5e1b875d34529956856ca1c19/1?pq-origsite=gscholar&cbl=18750&diss=y

Kaklauskas, A., Abraham, A., Ubarte, I., Kliukas, R., Luksaite, V., Binkyte-Veliene, A., ... & Kaklauskiene, L. (2022). A review of A.I. cloud and edge sensors, methods, and applications for recognizing emotional, affective, and physiological states. *Sensors*, *22*(20), 7824. https://www.mdpi.com/1424-8220/22/20/7824

Klepek, M. (2014). Guerrilla marketing concept and further research possibilities. *Opava: Silesian University in Opava, School of Business Administration in Karvina*, pp. 79–87. http://krus.slu.cz/su/opf/cz/informace/acta-academica-karviniensia/casopisy-aak/aak-rocnik-2014/docs-3-2014/Klepek.pdf

Manohar, S., Paul, J., Strong, C., & Mittal, A. (2023). INNOSERV: Generalized scale for perceived service innovation. *Journal of Business Research*, *160*, 113723. https://www.sciencedirect.com/science/article/pii/S0148296323000814

Rojíková, D., Borseková, K., Vitálišová, K., & Vaňová, A. (2023). Digital Transformation of City Branding: Comparison of the Role of Digital Communication in Branding of Selected Cities in Europe and Slovakia. In *Smart Cities and Digital Transformation: Empowering Communities, Limitless Innovation, Sustainable Development and the Next Generation* (pp. 159–180). Emerald Publishing Limited. https://www.emerald.com/insight/content/doi/10.1108/978-1-80455-994-920231008/full/html

Zarco, C., & Herzallah, D. (2023). Guerrilla Marketing in the 21st Century: A Systematic Analysis of the Discipline Through a Literature Review, a Taxonomy, and Identification of the Most Relevant Variables. https://www.preprints.org/manuscript/202303.0169/v1