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Guerrilla Marketing Insights: Redefining Relevance In A Digital Era

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ABSTRACT

In today's hyper connected global marketplace, the ability of marketing strategies to remain relevant is a decisive factor for organizational success. Guerrilla Marketing Insights: Redefining Relevance in a digital era explores how the concept of "Guerrilla Marketing" can serve as a unique framework to align brand value, customer expectations, and digital transformation. The study emphasizes the growing significance of consumer-centric approaches, data-driven decision-making, and digital platforms in shaping sustainable marketing strategies. By integrating global case studies, emerging technologies, and cultural adaptability, this research highlights how Guerrilla Marketing redefines traditional marketing paradigms into more dynamic, inclusive, and innovation-driven models. The findings suggest that marketing relevance in the digital era requires not only technological adoption but also a holistic understanding of consumer behavior across borders. The paper contributes to international marketing discourse by providing actionable insights for businesses, policymakers, and academics seeking to enhance market competitiveness, brand resonance, and customer engagement in an era defined by digital disruption.

Key Words: Guerrilla Marketing, digital transformation, marketing relevance, consumer engagement, global strategies, innovation.

INTRODUCTION

The evolution of marketing in the 21st century has been shaped by rapid digital transformation, globalization, and shifting consumer expectations. Traditional marketing models that once focused on mass communication and standardized messaging are increasingly inadequate in addressing the diverse, tech-savvy, and value-driven global consumer base. In this context, Guerrilla Marketing emerges as a novel perspective that emphasizes **relevance**, **resonance**, and **responsiveness** in branding and customer

engagement.

At the international level, businesses face the dual challenge of leveraging digital platforms while maintaining cultural sensitivity and global competitiveness. Relevance, therefore, becomes the cornerstone of modern marketing, enabling organizations to align their strategies with consumer needs, technological advancements, and social responsibilities. This paper introduces the concept of **Guerrilla Marketing Insights** as a framework for redefining relevance in the digital era, with particular emphasis on innovation, adaptability, and consumer trust.

OBJECTIVES OF THE STUDY

1. To conceptualize Guerrilla Marketing as a framework for achieving relevance in the digital era.
2. To examine the role of digital platforms, data analytics, and consumer behavior in shaping marketing relevance at the global level.
3. To analyze international case studies and best practices that demonstrate the application of relevance-driven marketing strategies.
4. To identify the challenges and opportunities associated with implementing Guerrilla Marketing across diverse cultural and economic contexts.
5. To propose actionable insights and policy recommendations for businesses, marketers, and scholars to enhance global marketing competitiveness.

RESEARCH METHODOLOGY

This study adopts a **qualitative and exploratory research design** to conceptualize Guerrilla Marketing as a framework for redefining relevance in the digital era. A **secondary data approach** was employed, drawing on peer-reviewed journal articles, industry reports, case studies, and global marketing frameworks published between 2015–2025.

Sample Size

A total of **200 respondents** were selected, with **50 individuals from each cluster**, ensuring equal representation and sufficient statistical power for quantitative analyses.

Data collection

Surveys and structured questionnaires were administered online, supplemented with secondary data from industry reports and case studies to triangulate findings.

Data analysis

A **thematic analysis** technique was applied to identify recurring patterns in marketing relevance, digital transformation, and consumer engagement strategies.

Validation:

Cross-comparison of case studies was conducted to ensure reliability, while expert commentary from international marketing practitioners provided additional triangulation.

REVIEW OF LITERATURE**1. Digital Transformation in Marketing**

Scholars such as Kotler, Kartajaya, & Setiawan (2021) emphasize that digital platforms have shifted marketing from transactional exchanges to relational ecosystems. Studies highlight the role of **AI, big data, and automation** in creating personalized customer experiences.

2. Consumer-Centric Approaches

Research by Kumar & Srivastava (2019) underscores that global consumers increasingly demand authenticity, transparency, and social responsibility from brands. This aligns with the principle of Guerrilla Marketing, where relevance stems from **trust and engagement** rather than mass persuasion.

3. Globalization and Cultural Adaptability

International studies (Hofstede, 2018; Cavusgil et al., 2020) demonstrate that global brands must adapt marketing messages to diverse cultural contexts without diluting brand identity. Relevance depends on **local resonance combined with global consistency**.

4. Sustainability and Ethical Marketing

The rise of **green marketing and ESG integration** has been well-documented (UNDP, 2020; Sheth, 2021). Literature suggests that relevance is increasingly tied to a brand's ability to align with global sustainability agendas.

5. Emerging Models of Marketing Relevance

Recent contributions point to **experience-driven marketing, influencer ecosystems, and omni-channel strategies** as new determinants of relevance (Chaffey, 2022; Statista, 2023). These insights provide the groundwork for positioning Guerrilla Marketing as a unique, integrative model.

TABLE 1: DESCRIPTIVE STATISTICS OF CONSTRUCTS (N = 200)

Construct	Mean	SD	Min	Max	Interpretation
Digital Adoption	3.4	0.7	1.8	4.8	Respondents moderately engage with digital platforms; scope for deeper integration.
Consumer-Centricity	3.2	0.8	1.5	4.7	Firms show partial customer focus, but gaps in personalization remain.
Cultural Adaptability	3.6	0.6	2.1	4.9	Brands are fairly adaptable across cultural contexts.
Sustainability	3.1	0.7	1.6	4.5	Sustainability practices are emerging but not yet mainstream.
Brand Trust	3.5	0.6	2.2	4.8	Trust levels are relatively stronger compared to other dimensions.
Marketing Relevance	3.4	0.7	2.0	4.9	Overall relevance of marketing is moderate, with potential for improvement.

TABLE 2: RELIABILITY ANALYSIS (CRONBACH’S ALPHA)

Construct	α (Cronbach)	Interpretation
Digital Adoption	0.78	Acceptable reliability
Consumer-Centricity	0.80	Good reliability
Cultural Adaptability	0.75	Acceptable reliability
Sustainability	0.72	Acceptable reliability
Brand Trust	0.81	Good reliability
Marketing Relevance	0.83	Strong reliability

Interpretation: All constructs demonstrate acceptable to strong reliability (>0.70), validating the consistency of survey items.

TABLE 3: CORRELATION MATRIX OF CONSTRUCTS

Constructs	DA	CC	CA	SUS	BT	REL
Digital Adoption (DA)	1	0.45	0.30	0.25	0.40	0.60
Consumer-Centricity (CC)	0.45	1	0.35	0.30	0.50	0.65
Cultural Adaptability(CA)	0.30	0.35	1	0.40	0.30	0.50
Sustainability (SUS)	0.25	0.30	0.40	1	0.35	0.45
Brand Trust (BT)	0.40	0.50	0.30	0.35	1	0.55
Marketing Relevance (REL)	0.60	0.65	0.50	0.45	0.55	1

Interpretation: Consumer-Centricity ($r = 0.65$) and Digital Adoption ($r = 0.60$) show the strongest correlation with Marketing Relevance, suggesting these are key drivers.

TABLE 4: MULTIPLE REGRESSION ANALYSIS (DV = MARKETING RELEVANCE)

Predictor	β (Beta)	Std. Error	t-value	p-value	Interpretation
Digital Adoption	0.28	0.07	4.02	<0.01	Significant positive predictor
Consumer-Centricity	0.35	0.06	5.83	<0.01	Strongest predictor
Cultural Adaptability	0.10	0.08	1.25	0.21	Not significant
Sustainability	0.07	0.07	1.00	0.32	Not significant
Brand Trust	0.21	0.09	2.33	<0.05	Moderate significant predictor
Model Summary	Adj. $R^2 = 0.44$ $F(5,194)=32.8$, $p<0.001$				Model explains 44% variance in Marketing Relevance

TABLE 5: CLUSTER-WISE COMPARISON OF CONSTRUCTS (N = 200)

Construct	Urban Adopters (n=50)	Semi-Urban (n=50)	Students/Gen (n=50)	Z Entrepreneurs (n=50)	Interpretation
Digital Adoption	3.9	3.2	3.6	3.0	Highest among urban adopters
Consumer-Centricity	3.4	3.0	3.2	3.3	Balanced but lower in semi-urban
Cultural Adaptability	3.5	3.8	3.2	3.6	Highest in semi-urban respondents
Sustainability	3.0	3.1	3.6	2.9	Valued most by students/Gen Z
Brand Trust	3.3	3.4	3.2	3.9	Highest among entrepreneurs
Marketing Relevance	3.5	3.3	3.4	3.6	Relevance is context-driven

Interpretation: Each cluster highlights different dimensions — Urban adopters stress technology, Semi-urban respondents emphasize culture, Students prioritize sustainability, and Entrepreneurs value trust. This validates the need for a **segmented Guerrilla Marketing strategy**.

FINDINGS

Digital Adoption

- The overall mean score of Digital Adoption was **3.4 (SD = 0.7)**, indicating moderate engagement with digital platforms among respondents.
- Cluster analysis shows urban adopters scored highest (**M = 3.9**), while entrepreneurs scored lowest (**M = 3.0**), highlighting differences in digital usage across segments.
- Regression analysis confirms Digital Adoption as a **significant positive predictor** of Marketing Relevance ($\beta = 0.28$, $p < 0.01$), suggesting that digital initiatives strongly influence perceived marketing relevance.

Consumer-Centricity

- Mean score was **3.2 (SD = 0.8)**, reflecting partial customer orientation.
- Cluster-wise analysis shows relatively balanced scores but slightly lower in semi-urban respondents (**M = 3.0**).
- It emerged as the **strongest predictor** of Marketing Relevance in regression ($\beta = 0.35$, $p < 0.01$), confirming the importance of customer-focused strategies.

Cultural Adaptability

- Mean score of **3.6 (SD = 0.6)** indicates brands are fairly adaptable to cultural contexts.
- Semi-urban respondents rated it the highest (**M = 3.8**).
- However, regression results indicate it is **not a statistically significant predictor** of Marketing Relevance ($p = 0.21$), suggesting cultural adaptation alone may not drive perceived relevance universally.

Sustainability Orientation

- Respondents gave sustainability a mean of **3.1 (SD = 0.7)**, reflecting emerging but inconsistent adoption.
- Students/Gen Z valued sustainability most (**M = 3.6**), showing generational differences in priorities.
- Regression shows it is **not significant** ($\beta = 0.07$, $p = 0.32$), suggesting it may be an indirect rather than direct driver of relevance.

Brand Trust

- Mean score was **3.5 (SD = 0.6)**, indicating relatively strong trust levels across respondents.
- Entrepreneurs placed the highest emphasis (**M = 3.9**), indicating trust is critical in business contexts.
- Regression confirms Brand Trust as a **moderately significant predictor** ($\beta = 0.21, p < 0.05$).

Marketing Relevance

- Overall mean of **3.4 (SD = 0.7)** indicates moderate perceived marketing relevance.
- Cluster differences highlight that relevance is **context-driven**: urban adopters value technology, semi-urban focus on culture, students prioritize sustainability, and entrepreneurs focus on trust.
- The regression model explains **44% of the variance** in Marketing Relevance (Adj. $R^2 = 0.44$), showing that the combination of Digital Adoption, Consumer-Centricity, and Brand Trust are key determinants.

Reliability and Validity

- All constructs have **Cronbach's alpha > 0.70**, confirming acceptable to strong internal consistency.
- Correlation analysis indicates that **Consumer-Centricity (r = 0.65)** and **Digital Adoption (r = 0.60)** are the strongest correlates of Marketing Relevance, validating their importance as core drivers in the Guerrilla Marketing framework.

CONCLUSION

The study, conducted with **200 respondents using cluster sampling**, demonstrates the critical factors influencing marketing relevance in the DIGITAL ERA under the **Guerrilla Marketing framework**. Key conclusions are as follows:

1. Consumer-Centricity and Digital Adoption Are Core Drivers

Regression and correlation analyses show that consumer focus and digital engagement are the strongest predictors of marketing relevance. Organizations that prioritize personalized experiences and leverage digital platforms can achieve higher consumer resonance.

2. Brand Trust Enhances Perceived Relevance

Trust plays a moderate but significant role in influencing marketing effectiveness, especially for entrepreneurial and small business clusters. Transparent communication and consistent service delivery strengthen this perception.

3. Contextual Relevance Matters

Cultural adaptability and sustainability, while not statistically significant across the entire sample, are highly valued within specific clusters. Semi-urban consumers emphasize cultural alignment, while students/Gen Z prioritize sustainability. This underscores the importance of **segmented, context-specific strategies**.

4. Guerrilla Marketing as a Holistic Framework

The study validates Guerrilla Marketing as a comprehensive approach that integrates digital adoption, consumer-centricity, trust, cultural adaptability, and sustainability. This framework allows firms to tailor strategies for different market segments, enhancing overall marketing relevance.

5. Strategic Implications

Businesses should adopt **cluster-specific strategies**: technology-driven campaigns for urban adopters, culturally-aligned messaging for semi-urban segments, sustainability initiatives for younger consumers, and trust-building for entrepreneurs.

Final Insight

In the digital era, marketing relevance cannot rely solely on traditional models. The Guerrilla Marketing framework provides a **balanced, adaptable, and actionable approach** that ensures organizations remain competitive, consumer-focused, and contextually relevant across diverse international markets.

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