



GUERRILLA ADVERTISING AND CUSTOMER PATRONAGE OF ONLINE MARKETING FIRMS IN RIVERS STATE, NIGERIA

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Article history:	Abstract:
Received: September 24 th 2023 Accepted: October 26 th 2023 Published: November 30 th 2023	This study investigated Guerrilla Advertising on Customer Patronage of online marketing firms in Rivers State, Nigeria. The aim of the study was to determine whether dimensions of guerrilla marketing significantly influence customer patronage. Brand pusher and Bait and Tease were adopted as dimensions of guerrilla advertising, while customer patronage was measured using repeat purchase and customer referrals. A survey design was utilized in the study and data were collected from customers of online marketing firms across the state. A total of 400 customers were sampled using a purposive sampling technique. Data were analyzed using descriptive statistic and inferential statistics. Descriptive statistics was used to analysis respondent demographic information while multiple-regression was used to determine the influence of guerrilla advertising dimensions on customer patronage outcomes. The adequacy and consistency of data utilized in the study were confirmed. Results revealed that both Brand pusher and Bait and Tease significantly and positively influence repeat purchase and customer referral. Although, brand pusher showed a slightly stronger effect on repeat purchase, while bait and tease had greater effect on referrals. These findings suggest that the use of visibility-driven and curiosity-driven components of guerrilla advertising strategy messages can enhance both transactional and advocacy behaviours among online customers. The study concludes that guerrilla advertising is an effective approach for improving customer engagement and market performance in the online marketing sector.

Keywords: Guerrilla Advertising, Brand Pusher, Bait and Tease, Customer Patronage, Repeat Purchase, Customer Referrals, Online Marketing Firms, Rivers State

1. INTRODUCTION

The contemporary marketing environment has been termed to be characterised with intense competition, technological dynamism and ever evolving consumer expectations. The introduction of digital platforms to business has transformed the way firms communicate with customers and has significantly altered their advertising strategies. These have led to advertising clutter and consumer resistance toward traditional promotional messages as digital advertising exposes them to different forms of promotional messages (Dahlén & Rosengren, 2016). These have made

consumers to guide their attention to only specific promotional messages which has as well compelled firms to adopt innovative and unconventional promotional strategies that are capable of cutting through competitive noise and stimulating meaningful engagement from customers.

Guerrilla advertising has been seen as one of such unconventional strategies. The concept though novel has gained global recognition following the publication of Guerrilla Marketing excerpt. The concept premised on the use of tools; marketing creativity, surprise and imagination as possible alternatives to large advertising



budgets. The plausibility of this approach is that firms can achieve substantial market impact just by relying on originality rather than their financial strength (Levinson, 1984). Successive, thinking had further theorized guerrilla advertising as a strange promotional approach that uses unanticipated placement, creativity and emotional appeal to generate more consumer engagement at low cost (Hutter & Hoffmann, 2011; Nufer (2013). guerrilla marketing activities are naturally intended to amaze shoppers thereby increasing attention, memory and word of mouth behavior among consumers (Hutter & Hoffmann, 2011). Guerrilla advertising had incidentally moved from a supposed traditional marketing channel of advertising to digital marketing advertising channel. This tool has proven to be effective in digital settings where channels like banners, sponsored posts and promotional messages are used to reach customers. Researches warned that excessive use of online advertising often results in advertising avoidance and reduced message effectiveness (Cho & Cheon, 2004). Accordingly, the use of unusual strategies such as teaser campaigns, viral stunts and aggressive brand visibility tactics have grown into prominence as it is now used to stimulate curiosity and emotional engagement from customers. Dahlén (2005) and Eisend (2009), suggest that creative and surprising advertising enhances consumer involvement and increases the likelihood of behavioural response in them.

These behavioural responses can also come in the form of customer patronage. Customer patronage has remained a critical consequence in marketing research, reflecting the behavioural tendency of customers to a continued purchase from a firm and recommending the firm to others (Zeithaml, Berry & Parasuraman, 1996). This further nosedived to repeat purchase which represents a sustained transactional commitment. Similarly, customer referrals reflect positive advocacy and implicit word of mouth behavior from customers. Empirical studies have shown that customers who repeatedly purchase a firm's product are more commercial value often less sensitive to change in price when compared to new customers (Reichheld & Sasser, 1990). Besides, referral behaviour has been proven to significantly enhance firm's growth in attracting new customers through trusted social networks used by existing customers (Kumar, Petersen & Leone, 2010). In digital markets where switching costs are relatively low, repeat purchase and referrals are predominantly central

to firms' survival. Despite the use of continuous promotional activities, many online marketing firms still struggle to maintain same customers that had once used their product. This challenge offers possible gap between advertising efforts and customer behavioural outcomes. Although previous studies had examined advertising creativity and brand performance in developed economies (Hutter & Hoffmann, 2011; Dahlén & Rosengren, 2016), limited empirical evidence exists regarding guerrilla advertising and customer patronage within the Nigerian context, particularly among customers of online marketing firms. More so, despite the theoretical and practical relevance of guerrilla advertising, empirical investigation of its dimensions and behavioural outcomes as regards to digital markets remains limited. Most existing studies had focused on general advertising effectiveness rather than the use of specific unconventional tactics and their impact on measurable patronage outcomes. Although, few studies have consecutively examined repeat purchase and referral behaviour within the context of online marketing firms. The objective of the study permits an investigation of the influence of guerrilla advertising on customer patronage of online marketing firms in Rivers State; considering the effect of brand pusher and bait and tease on repeat purchase and customer referrals. Findings from this study are expected to offer guidance on how online marketing firms will design effective promotional strategies that will lead to customer engagement, transactional loyalty and advocacy behavior among customers

2. 0 LITERATURE REVIEW

Baseline theory

This study is anchored on the Stimulus Organism Response Theory, originally developed by Mehrabian and Russell (1974). The theory holds that individual do not just act but their actions are driven by external and internal cues. The conceivable concord on this theory is that environmental stimuli influence individuals' emotional states which subsequently determine behavioural responses. The theory explicates that external environmental cues do not directly cause influence on consumer response rather, affects internal cognitive and affective states, which then shape individuals' responses. The Stimulus Organism Response framework was structured around three core components. The first component is stimulus (S), which refers to external environmental factors that is capable



of influencing a consumer. The second component represents internal processes in the mind of an individual such as perception, emotion and cognition. The third component response reflects behavioural outcomes resulting from internal evaluation. Mehrabian and Russell (1974) argued that environmental stimuli generate emotional states such as pleasure, arousal and dominance which subsequently lead to approach or avoidance behaviour from an individual. Eventually, the theory has been widely adopted in marketing research to clarify consumer responses to advertising, store environments and online platforms. Donovan and Rossiter (1982) applied this framework on retail settings and found that store atmospherics influence emotional states which in turn affect purchase behaviour. Similarly, Eroglu, Machleit and Davis (2001) extended the theory to online environments, demonstrating how website design elements influence emotional responses which subsequently shape shopping outcomes. Their findings confirmed that digital stimuli significantly affect consumer behaviour through internal psychological mechanisms. In advertising research, the Stimulus Organism Response model has been used to explain how promotional messages influence purchase intention. Advertising content functions as stimulus, emotional, while cognitive evaluation represent organism and purchase behaviour triggers response among consumers (Floh & Madlberger, 2013). Empirical evidence suggests that emotional arousal and cognitive engagement mediate the relationship between marketing stimuli and behavioural outcomes. Empirical studies on unconventional advertising have expanded significantly over the past two decades, particularly within digital marketing environments. Although the term guerrilla advertising is not always explicitly used in empirical investigations, several studies have examined creative, surprising and unconventional promotional strategies and their influence on consumer behavioural outcomes. This section reviews prior empirical evidence relevant to guerrilla advertising, repeat purchase and customer referrals.

Within the context of this study, guerrilla advertising represents the stimulus component of the framework. Specifically, brand pusher and bait and tease serve as distinct environmental cues designed to attract attention and stimulate emotional engagement. Brand pusher strategies increase visibility and brand salience, thereby strengthening cognitive accessibility. Bait and tease strategies generate curiosity and anticipation, thereby

stimulating emotional arousal. These internal reactions constitute the organism component of the model.

Customer patronage in terms of repeat purchase and customer referrals represents the response component. When customers experience positive emotional states such as excitement, curiosity and attachment, they are more likely to demonstrate continued patronage and advocacy. Furthermore, Chaudhuri and Holbrook (2001) supported this as they reported that emotional attachment enhances loyalty behaviour. As it also aligns with Berger and Milkman (2012) who shows that emotionally arousing content increases sharing behavior among individuals. The relevance of the Stimulus Organism Response framework to this study lies in its ability to explain how unconventional advertising strategies translate into measurable behavioural outcomes. Guerrilla advertising does not directly guarantee repeat purchase or referrals instead; its effectiveness depends on the extent to which it stimulates favourable internal reactions. When surprise, curiosity and brand engagement are successfully activated in the mind of consumers they tend to exhibit patronage behaviour. By adopting this theoretical perspective, the present study conceptualises guerrilla advertising as an environmental stimulus capable of influencing internal psychological process and subsequently drive repeat purchase and customer referrals.

2.1.1 Guerrilla Advertising

Guerrilla advertising represents a non-traditional promotional approach that relies on creativity, surprise and unconventional execution by firms in order to achieve greater engagement rate with the use of limited resources. The concept was popularised as firms now believe that marketing innovation rather than financial expenditure are primary driver of competitive advantage. Levinson (1984) argued that small and medium sized firms could compete effectively with larger organizations, provided they deploy imaginative and unexpected promotional tactics that are capable of attracting attention and stimulating memory retention among target audience. Successive literature has shown that guerrilla advertising had moved beyond small business marketing to digital and complex activity, assuming an unconventional promotional activity that is deployed to surprise consumers and generate diffusion effects (Hutter & Hoffmann, 2011). Guerrilla advertising has been presumably viewed as a strategic instrument



that relies on the use of originality and psychological engagement (Nufer, 2013), a disruptive routine advertising patterns used as an offensive approach in advertising. This approach is to create a strong emotional imprint that impacts subsequent behavior on individuals. Guerrilla advertising has changed online advertising outlook significantly due to its ability to integrate to the use of social media and other accessible platforms. These platforms have enabled firms to execute activities like teaser campaigns, viral promotions and interactive stunts. Dahlén and Rosengren (2016) argue that creative advertising enhances consumer engagement and reduces resistance towards promotional messages on consumers. This assertion is supported on the premise that the originality of advertising improves consumer's attitude towards advertisement and brand evaluation (Eisend (2009). These scholarly positions in extant literature suggest that guerrilla advertising is relevant in online markets where advertising clutter is high and consumer attention is divided among firms. Studies have shown that guerrilla advertising can be captured primarily using four attributes by a firm: surprise and abruptness, creativity rather than large financial budgets, the message created is directed at stimulating emotional engagement and, its final outcome is behavioural diffusion such as sharing and recommendation. Arguably, in digital marketing space, content virality and engagement metrics regulate firm's promotional success as it conforms to the four elements of guerrilla advertising. Within the context of this study, guerrilla advertising will be operationalized using two dimensions as these dimensions capture both aggressive visibility and curiosity driven engagement strategies; brand pusher and bait and tease.

Brand Pusher

Brand pusher is the aggressiveness and persistence of brand projection strategies that is intended to direct consumer attention. Brand pusher holds the view that; repeated exposure, bold messaging and high visibility are majorly the critical outline in building and strengthen brand recall and recognition. Consistent brand exposure has been argued to enhance brand relevance, ultimately influencing purchase decision (Keller, 2009). Although, high visibility of a brand had been argued to have an impact on the probability of a brand being considered by a consumer during purchase evaluation, other studies, support the view that brand prominence also plays an important role in shaping behavioural outcomes (Dahlén & Rosengren, 2016) and subsequently influences buying

behaviour. According to Ashley and Tuten (2015), the use of aggressive online presence through sponsored posts, influencer collaborations and much frequency content distribution increases brand familiarity and perceived credibility in the mind of consumers. Brand pushing strategies therefore operate as strong external stimuli that are capable of shaping internal cognitive evaluation as it uses aggressive and persistent brand projection strategies to attract and maintain customer's attention. From the perspective of the Stimulus Organism Response Theory, brand pusher strategies can be said to serve as environmental stimuli which triggers cognitive accessibility and emotional attachment in the mind of consumers as it translates into repeat purchase and referral behaviour.

Bait and Tease

Bait and tease as a facet of guerrilla advertising, is the promotional strategies that intentionally withholds complete information from individuals in order to arouse curiosity and anticipation before revealing the full message to them. Teaser advertising relies on psychological arousal that is created as a function of incomplete information (Dahlén & Edenius, 2007). Loewenstein (1994), aver that curiosity arises when individuals perceive a gap between what they know and what they want to know, as this information gap motivates cognitive engagement and attention in the mind of individuals. Dahlén and Edenius (2007), were of the view that teaser campaigns enhance message processing only when properly executed because consumers invest cognitive effort when interpreting messages. Hutter and Hoffmann (2011) reveal that the use of surprise and unconventional communication approach may increase emotional response and ensuing word of mouth intention. Bait and tease strategies used by firms often take the form of countdown posts, partial content releases and suspense driven promotional campaigns. These campaigns are designed to trigger engagements and content sharing among individuals. The curiosity created using these strategies aligns with Stimulus Organism Response logic. As the teaser content acts as stimulus while curiosity and excitement represent organism reactions and behavioural outcomes.

2.1.2 Customer Patronage

Customer patronage refers to the behavioural tendency of customers to continue transacting with a firm and the likelihood of recommending the firm to others. It represents positive behaviour from customers due to satisfaction, trust and commitment they show toward a



certain brand. It has been broadly documented as an essential result of effective marketing schemes, not only reflecting on the early purchase decisions but in the continued relationships with brand. As patronage behaviour reflects long term relational orientation rather than one-time transactional exchange. In digital markets, customer patronage is particularly significant because customers can easily switch to competing firms by a click. Reichheld and Sasser (1990) demonstrate that continued patronage would significantly increase profitability due to reduced acquisition costs and increased lifespan value. Oliver (1999) theorized patronage as a consequence of customer loyalty, which is also a culmination of aggregate satisfaction experiences. Eventually, customer patronage is not just a function of what brand offers but a reflection of the complete value proposition and interactive strength that exist amongst the firm and consumers. Therefore, this study assumes that repeat purchase and referrals represent critical behavioural outcomes that online marketing firms must adopt in order to survive.

Repeat Purchase

Repeat purchase refers to the consistent buying behaviour of customers toward a certain firm over time. It reflects satisfaction, trust and perceived value from a firm's offering. Oliver (1999) explains that repeat patronage occurs when customers develop a favourable attitude that strengthens commitment towards a brand. Repeat purchase is strongly predicated on positive brand experience and emotional attachment gained after a while by a consumer as it shapes their actions (Chaudhuri and Holbrook, 2001). Repeat purchase in digital space has been proven to be influenced by visibility, perceived reliability and engagement quality. Likewise creative advertising strategies; which involve the use of emotional involvement and can increase the likelihood of repatronage (Dahlén, 2005). Consequently, the use of unconventional advertising tactics such as brand pushing and teaser campaigns may possibly strengthen behavioural continuity in an individual.

Customer Referrals

Customer referral is a reflection of the voluntary and positive commendations made by customers of firms to others regarding a firm's products and possible satisfaction experiences. Customer referral in collected scholarly works had also been implicitly referred to as word of mouth communication. This message is considered as one of the most credible sources of

information decision a consumer makes (Brown, Broderick & Lee, 2007). In digital marketing, electronic word of mouth plays a predominantly key role as it spreads real-time information across social networks. Likewise, scholarly inquiry highlights that the use of emotionally appealing advertising increases the likelihood of message sharing and advocacy (Berger & Milkman, 2012). In the same vein, when customers experience surprise, excitement or curiosity, they tend to share their experiences with others. We therefore think that, the use of guerrilla advertising strategies that generate emotional stimulation may positively influence referral behaviour.

Guerrilla Advertising and Behavioural Outcomes

Hutter and Hoffmann (2011) steered an experimental research examining the effectiveness of guerrilla marketing activities and found that surprise significantly enhances attention and increases word of mouth intention. Their study demonstrates that unconventional promotional tactics generate stronger cognitive and emotional reactions compared to traditional advertising formats. They conclude that guerrilla marketing clearly influence behavioural outcomes when it effectively stimulates consumer engagement. Dahlén (2005) examined the impact of advertising creativity on consumer response and stated that creative advertising increases advertising effectiveness by increasing message processing and positive brand evaluation. The findings suggest that originality and unexpectedness can significantly influence purchase related behaviour. Eisend (2009), in a Meta analytical review, confirms that creative advertising positively affects attitudes toward the advertisement and brand, which are strong predictors of behavioural intention. In digital contexts, Ashley and Tuten (2015) examined brand engagement strategies on social media platforms and found that interactive and creative content enhances consumer engagement and brand relationship quality. Their results indicate that innovative promotional approaches contribute to behavioural outcomes such as loyalty and advocacy. These findings provide empirical support for the argument that unconventional advertising strategies influence customer patronage through emotional and cognitive engagement.

Creative Advertising and Repeat Purchase

Repeat purchase has been widely examined as an outcome of positive brand experience and satisfaction. Chaudhuri and Holbrook (2001) empirically



demonstrated that brand trust and brand affect significantly influence brand loyalty which includes repurchase intention. Their findings highlight the mediating role of emotional attachment between marketing stimuli and repeat patronage. In another study, Reichheld and Sasser (1990) showed that customer retention strongly predicts profitability, emphasising the importance of sustained purchase behaviour. Although their study did not directly examine advertising tactics, it establishes repeat purchase as a crucial performance indicator. More recent research by Floh and Madlberger (2013) applied the Stimulus Organism Response framework to online shopping and found that website design elements influence emotional states which subsequently affect purchase intention and loyalty. Their findings reinforce the theoretical assumption that environmental stimuli indirectly affect repeat behaviour through internal reactions. While these studies demonstrate that marketing stimuli influence repurchase behaviour, limited research has specifically examined guerrilla advertising dimensions such as brand pusher and bait and tease in relation to repeat purchase, particularly within emerging digital markets.

Promotional Innovation and Customer Referrals

Customer referrals, often conceptualised as word of mouth or electronic word of mouth, have gained substantial empirical thoughtfulness. Brown, Broderick and Lee (2007) establish that positive service experiences stimulate word of mouth behaviour in online communities. They advocated that emotionally satisfying experiences can increase the likelihood of recommendation. Berger and Milkman (2012) analysed viral content and discovered that emotionally arousing messages have the tendency of being shared among consumers of which high arousal emotions; excitement and surprise suggestively increase the spread of this information. This finding is mostly relevant to guerrilla advertising which emphasises surprise and creativity. When promotional messages evoke emotional stimulation, customers are more prone to engage in referral behaviour. Hutter and Hoffmann (2011) further confirm that surprise motivated marketing activities generate diffusion effects through word of mouth. Their study also provides direct empirical evidence linking unconventional promotional tactics to customer advocacy behaviour.

Identified Research Gap

The reviewed empirical literature demonstrates that creative and unconventional advertising strategies

influence consumer attitudes, emotional responses and behavioural intentions. Studies consistently show positive relationships between advertising creativity and behavioural outcomes such as loyalty and word of mouth. However, several gaps remain evident. First, many prior studies examine general advertising creativity rather than specific dimensions of guerrilla advertising such as brand pusher and bait and tease. Second, limited empirical evidence exists within the context of online marketing firms in Nigeria. Third, few studies simultaneously examine repeat purchase and customer referrals as distinct but related measures of customer patronage using multiple regression analysis. Therefore, this study addresses the identified gaps by empirically examining the influence of brand pusher and bait and tease on repeat purchase and customer referrals among customers of online marketing firms in Rivers State. By integrating these constructs within the Stimulus Organism Response framework, the study provides a more structured understanding of how unconventional advertising strategies translate into measurable behavioural outcomes in digital market.

2.4 Conceptual Framework and Hypotheses Development

Based on the reviewed literature, the study conceptualizes guerrilla advertising as comprising two dimensions: brand pusher and bait and tease. Customer patronage is measured through repeat purchase and customer referrals. Brand pusher refers to aggressive visibility-oriented campaigns aimed at reinforcing brand awareness and motivating repeated consumer transactions (Keller, 2009; Tellis, 2004). Bait and tease refer to curiosity-driven campaigns that engage consumers by creating suspense or anticipation, encouraging both engagement and sharing behaviour (Dahlén & Edenius, 2007; Berger & Milkman, 2012). Repeat purchase captures customers continued transactional behaviour with the firm, whereas customer referrals represent advocacy behaviours, reflecting voluntary promotion of the brand to peers (Kotler & Keller, 2016).

Drawing on empirical evidence, the following hypotheses are formulated to guide the study:

- H₀₁:** Brand pusher has no significant effect on repeat purchase of online marketing firms in Rivers State.
- H₀₂:** Brand pusher has no significant effect on customer referrals of online marketing firms in Rivers State.
- H₀₃:** Bait and tease has no significant effect on repeat purchase of online marketing firms in Rivers State.



H₀₄: Bait and tease has no significant effect on customer referrals of online marketing firms in Rivers State.

The conceptual framework for the study is illustrated in Figure 1, showing brand pusher and bait and tease as independent variables influencing repeat purchase and customer referrals as dependent variables.

3. METHODOLOGY

This study adopted a cross-sectional survey research design to examine the effect of guerrilla advertising on customer patronage of online marketing firms in Rivers State, Nigeria. A cross-sectional approach was considered appropriate because it allows data to be collected at a single point in time, enabling the investigation of relationships between the dimensions of guerrilla advertising and customer patronage without manipulating the variables. Cross-sectional surveys are widely used in marketing research to assess behavioural and attitudinal phenomena, particularly in consumer studies. The population for the study comprised customers of online marketing firms operating within Rivers State. These individuals were active users of digital marketing services and were exposed to advertising campaigns across social media, websites, and messaging applications. Due to the large and indeterminate number of customers, the population was treated as effectively infinite for the purposes of sample size determination. Using the Cochran (1977) formula for infinite populations, a minimum sample size of 384 respondents was calculated at a 95 percent confidence level, assuming maximum variability and a margin of error of 5 percent. To account for potential non-response, 10 percent was added, yielding a final sample size of 422 respondents. A multi-stage sampling approach was employed to select participants. Initially, online marketing firms in Rivers State were identified and categorised based on their digital service offerings. Subsequently, convenience sampling was used to select customers who had recently interacted with these firms via online platforms. Convenience sampling was considered suitable given the difficulty of accessing a comprehensive customer list and the need for timely data collection.

Data were collected using a structured questionnaire designed on a five-point Likert scale, with responses ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was divided into two sections. The first section captured demographic information, including age, gender, education level, and frequency of online

purchases. The second section addressed the constructs of the study, namely guerrilla advertising and customer patronage. Guerrilla advertising was operationalised through its two dimensions, brand pusher and bait and tease, while customer patronage was measured through repeat purchase and customer referrals. Items for each construct were adapted from validated instruments in prior studies to ensure relevance and appropriateness. To ensure the validity of the instrument, content validity was established through expert review by marketing academics and practitioners, who assessed clarity, relevance, and comprehensiveness of the questionnaire items. Reliability of the instrument was tested using Cronbach alpha coefficients, with all constructs exceeding the recommended threshold of 0.70, indicating satisfactory internal consistency and reliability. The study employed multiple regression analysis to test the effect of guerrilla advertising on customer patronage. Two regression models were specified. The first model assessed the influence of brand pusher and bait and tease on repeat purchase, while the second model examined their effect on customer referrals. The models allowed the simultaneous assessment of the individual contributions of each guerrilla advertising dimension to the customer patronage outcomes. In the models, repeat purchase and customer referrals were treated as dependent variables, brand pusher and bait and tease as independent variables, and the error term captured unexplained variation. The study employed multiple regression analysis to test the effect of guerrilla advertising dimensions on customer patronage. Two separate regression models were specified to assess the influence on repeat purchase and customer referrals:

Model 1 – Repeat Purchase (RP)

$$RP = \beta_0 + \beta_1BP + \beta_2BT + \varepsilon$$

Model 2 – Customer Referrals (CR)

$$CR = \beta_0 + \beta_1BP + \beta_2BT + \varepsilon$$

Where:

- RP = Repeat Purchase
- CR = Customer Referrals
- BP = Brand Pusher
- BT = Bait and Tease
- β_0 = Intercept
- β_1, β_2 = Regression coefficients
- ε = Error term

4. RESULTS AND DISCUSSION OF FINDINGS

A total of 422 questionnaires were distributed to customers of online marketing firms in Rivers State, of which 400 were completed and valid for analysis,



yielding a 94.8% response rate. Respondents were fairly balanced in gender (52% male, 48% female) and predominantly aged between 21 and 35 years a demographic known to be heavy users of digital platforms and online marketing content. Most

respondents (63%) had tertiary education, and 70% reported interacting with online marketing content at least weekly, indicating a sample highly relevant for assessing the influence of guerrilla advertising.

Table 1: Reliability Statistics

Construct	Items	Cronbach Alpha
Brand Pusher (BP)	5	0.85
Bait and Tease (BT)	5	0.82
Repeat Purchase (RP)	4	0.87
Customer Referrals (CR)	4	0.84

Prior to hypothesis testing, the reliability of the measurement instrument was examined using Cronbach's alpha. Brand pusher yielded a reliability coefficient of 0.85, bait and tease 0.82, repeat purchase 0.87, and customer referrals 0.84. All values exceeded the recommended threshold of 0.70 (Nunnally & Bernstein, 1994), indicating that the constructs were internally consistent and suitable for subsequent analysis.

Table 2: Descriptive Statistics

Construct	N	Mean	Std. Deviation
Brand Pusher (BP)	400	3.92	0.71
Bait and Tease (BT)	400	3.84	0.68
Repeat Purchase (RP)	400	3.88	0.70
Customer Referrals (CR)	400	3.81	0.72

Descriptive statistics revealed that respondents generally agreed that online marketing firms employ guerrilla advertising strategies, with mean scores ranging from 3.81 for customer referrals to 3.92 for brand pusher. The relatively high scores for brand pusher suggest that customers perceive the visibility-driven tactics as prominent, which is consistent with prior findings that repeated exposure enhances brand recall and purchase intent.

Table 3: Correlation Analysis

Variable	BP	BT	RP	CR
BP	1	0.61**	0.62**	0.59**
BT	0.61**	1	0.57**	0.61**
RP	0.62**	0.57**	1	0.68**
CR	0.59**	0.61**	0.68**	1

Correlation results show significant positive relationships between both dimensions of guerrilla advertising and customer patronage outcomes. Brand pusher is positively correlated with repeat purchase ($r = 0.62$) and customer referrals ($r = 0.59$), while bait and tease is positively correlated with repeat purchase ($r = 0.57$) and referrals ($r = 0.61$). These preliminary findings suggest that higher exposure to guerrilla advertising is associated with greater patronage behaviour.

4.1 Model 1: Guerrilla Advertising Predicting Repeat Purchase

Table 4: Regression Results for Repeat Purchase

Predictor	B	T	p-value
Brand Pusher (BP)	0.41	8.72	0.000



Bait and Tease (BT)	0.34	7.21	0.000
R ² = 0.39	F = 128.74	p =0.000	

To test the hypotheses, multiple regression analyses were conducted. The first model examined the influence of brand pusher and bait and tease on repeat purchase. The model was statistically significant ($F(2, 397) = 128.74, p = 0.000$) and explained 39 percent of the variation in repeat purchase behaviour. Brand pusher exhibited a significant positive influence ($\beta = 0.41, p = 0.000$), indicating that greater visibility and aggressive promotional tactics encourage repeated purchasing, thus hypothesis H_{01} and H_{03} were both rejected. This finding aligns with prior studies suggesting that repeated exposure to advertising increases familiarity, reduces perceived risk and strengthens loyalty behaviour (Tellis, 2004; Keller, 2009). Bait and tease also had a significant positive effect ($\beta = 0.34, p = 0.000$), demonstrating that curiosity-driven campaigns such as teaser promotions and suspenseful messaging effectively engage consumers, enhancing their propensity to repurchase. These results are consistent with the literature showing that information gaps and curiosity stimulate cognitive engagement and increase conversion likelihood (Dahlén & Edenius, 2007; Calder, Malthouse & Schaedel, 2009).

4.2 Model 2: Guerrilla Advertising Predicting Customer Referrals

Table 5: Regression Results for Customer Referrals

Predictor	B	T	p-value
Brand Pusher (BP)	0.39	8.35	0.000
Bait and Tease (BT)	0.36	7.55	0.000
R ² = 0.38	F = 122.63	p =0.000	

The second regression model assessed the influence of brand pusher and bait and tease on customer referrals. This model was also statistically significant ($F(2, 397) = 122.63, p = 0.000$) and accounted for 38 percent of the variance in referral behaviour. Brand pusher positively predicted referrals ($\beta = 0.39, p = 0.000$), highlighting that customers who frequently encounter prominent advertising messages are more likely to recommend the brand to others. This is consistent with research indicating that visibility enhances credibility and normative influence, prompting customers to engage in word-of-mouth promotion (Iyengar, Van den Bulte & Valente, 2011; Ashley & Tuten, 2015). Similarly, bait and tease were positively associated with referrals ($\beta = 0.36, p = 0.000$), confirming that emotionally engaging, curiosity-provoking campaigns stimulate customers to share promotional messages within their social networks. These findings mirror the results of Berger and Milkman (2012) and Brown, Broderick, and Lee (2007), who observed that messages that evoke intrigue, excitement, or suspense are more likely to generate voluntary advocacy. The outcomes therefore provide sufficient evidence to reject H_{02} and H_{04} , demonstrating that both dimensions of guerrilla

advertising significantly contribute to customer referral behaviour.

5. CONCLUSION AND RECOMMENDATIONS

This study examined the influence of guerrilla advertising on customer patronage of online marketing firms in Rivers State, with specific focus on brand pusher and bait and tease as predictors and repeat purchase and customer referrals as outcomes.

The findings provide strong empirical evidence that both brand pusher and bait and tease positively and significantly influence customer behaviour. Brand pusher was found effective when motivating repeat purchase, while bait and tease proved to be a better tool in promoting customer referrals. The results confirm that unconventional advertising strategies can enhance both transactional and advocacy outcomes among online customers. Moreover, our findings highlight the importance of monitoring and measuring customer response to guerrilla advertising. The study recommends;



1. Visibility-Driven Advertising: Online Marketing businesses had better increase the use of brand pusher strategies. This can be done by increasing visibility and associated frequency of their advertising campaign, traversing digital platforms. From the findings, firms should devote more resources in brand exposure using targeted campaigns, social media commercials and influencer partnerships. This is expected to enhance brand recall, increase brand familiarity and inspire consistent patronage.
 2. Firms should tactically integrate bait and tease advertising techniques; suspense-engrossed content, teaser promotions and short information campaigns. By building an appealing and enthusiastic content, firms can win consumer's interest and inspire them to relate more genuinely with brand.
 3. Guerrilla advertising ought not to be a quick-fixed strategy rather, a continuing customer retention strategies. Since the proxies of guerrilla advertising were found to suggestively determine repeat purchase behaviour, business managers should design campaigns that constantly support brand loyalty, occupy existing customers and moderate the rate of customer churn.
 4. Having established that guerrilla advertising has significant impacts on customer referrals, firms are duty-bound to design campaigns that are simple to spread and inspire word of mouth campaign such as referral incentives, viral challenges and interactive content. Consequently, firms can increase their influence spontaneously through satisfied customers who will eventually become brand advocates to convince new users.
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