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GUERRILLA MARKETING: A CREATIVE AND SMALL BUDGET APPROACH TO ENTREPRENEURIAL MARKETING

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Abstract
This paper focuses on guerrilla marketing as an approach for creative and small budget entrepreneurial marketing communication. The aim of this paper is to answer the question how guerrilla marketing can be effectively used for entrepreneurial businesses' marketing communication. In pursuance to reach the aim, this paper employs scientific literature analysis and synthesis in the field of guerrilla marketing as well as expert interviews. Results of this research prove that guerrilla marketing is most commonly used by entrepreneurial businesses as a creative, memorable, unusual and unconventional solution of marketing communication. A very important advantage of guerrilla marketing for entrepreneurial businesses is smaller marketing budget.
Key words: guerrilla marketing, entrepreneurial marketing, creative marketing, small budget marketing, entrepreneurial business, marketing communication.

Introduction

The construct of guerrilla marketing is gaining an increasingly growing interest from the theoretical as well as practical point of view. Due to the fact that consumers daily face and have interactions with the abundance of various marketing activities, organizations aiming at building awareness and gaining competitive distinctiveness are forced to look for new ways to communicate with their consumers and influence the behaviour of their prospect and existing consumers in the desired way. Nowadays, in the field of marketing and marketing communications, more and more attention is being given to innovative and creative ideas of marketing and marketing communication.

In contemporary business environment we notice a growing number of newly established entrepreneurial businesses. Marketing communication is particularly important for entrepreneurial businesses to successfully enter the market, grow business and stay competitive. With marketing communication, entrepreneurial businesses strive to attract, inform and persuade prospective and existing consumers.

However, changing consumer needs and habits, intensifying competition and the growing flow of marketing communication, stipulate entrepreneurial businesses to look for new, creative, and low-budget marketing communication solutions to grab consumers' attention and influence their buying behaviour. Entrepreneurs face the need for marketing communication not only to convey a message about the presence of their business, brand, product or service, but also to build the brand image and long-term relationships with consumers through memorable experiences.

Moreover, for entrepreneurial businesses it is extremely important to communicate with their consumers with as small budget as possible. Due to this, entrepreneurial businesses realize that traditional marketing 'weapons' are not enough effective and cost-effective in helping an entrepreneurial business to build brand awareness, image, competitive advantage, and encourage consumer buying behaviour in a desired way. In addition, traditional marketing and traditional marketing communication tactics can be easily copied by competitors.

For all the above-mentioned reasons, entrepreneurial businesses face the need to change traditional marketing communications to more creative and engaging consumers, without spending too much of a budget. Creativity, combined with the elements of traditional marketing, leads to the abundance of new forms of marketing communication. In addition, opportunities to execute creative marketing communication with a small budget leads to the growing popularity of unconventional marketing communication solutions between entrepreneurial businesses.

Problem of the research. Since entrepreneurial businesses in Lithuania, other EU countries and even worldwide live in the world of growing popularity of guerrilla marketing, guerrilla marketing as a creative and small budget marketing communication tool is still an underexplored topic in the scientific literature. Scholars argue that this field needs deeper knowledge and tools on how to use guerrilla marketing for creative and small budget entrepreneurial marketing. Because of this scarcity in the theory, the question is not if entrepreneurial businesses should use guerrilla marketing but how it should be used for their marketing communication to be creative and to ensure small budget. The absence of comprehensive theoretical and practical information on how guerrilla marketing could be used for creative and small budget marketing communication raises many issues for the owners and marketing people at entrepreneurial businesses.

Object and aim of the research. The object of the research is the use of guerrilla marketing for marketing

communication of entrepreneurial businesses. The aim of the research is to ascertain how guerrilla marketing could be used for marketing communication of entrepreneurial businesses.

Objectives of the research. Objectives of this research are set in the following logic: (1) to analyse theoretically definitions of guerrilla marketing; (2) to analyse opportunities of guerrilla marketing provided for entrepreneurial businesses; (3) to analyse theoretically types of guerrilla marketing; (4) to conduct expert interviews in order to identify how guerrilla marketing is used in practice by entrepreneurial businesses.

Materials and Methods

The paper is organized using theoretical and empirical research approach. Research for this paper was conducted in Lithuania from 2020 to 2021. The research was conducted over a period of 3 months, starting from December, 2020, which addressed guerrilla marketing terminology, provided opportunities of guerrilla marketing for entrepreneurial businesses, types of guerrilla marketing and application of guerrilla marketing in practice by Lithuanian entrepreneurial businesses.

Theoretical analysis. Pursuing to reach the aim of the paper, theoretical research methods that are used in this paper embrace scientific literature logical analysis, synthesis and interpretation. The author of this paper used analysis and synthesis of scientific literature to execute research and assess existing concepts of guerrilla marketing and entrepreneurial marketing, and to determine guerrilla marketing trends in the 21st century.

Theoretical analysis is organized by doing scientific guerrilla marketing theory analysis and guerrilla marketing trends examination. The author used international scientific publications that are indexed in Scopus, Web of Science and other international databases. For the theoretical analysis keyword search in Business Source Complete (EBSCO), Emerald Management eJournals Collection, SAGE Journals Online, ScienceDirect, Taylor & Francis and Web of Science databases was done to collect international scientific publications for this research. Keyword search focused on the keyword of 'guerrilla marketing' during the years of 1984–2021. Another related keyword of 'entrepreneurial marketing' was included in the scientific articles search to make a comparison of the popularity of the two related keywords in the contemporary marketing literature (as usually guerrilla marketing is a most widely used marketing communication method in the entrepreneurial marketing).

The review of scientific publications was started from the year 1984 purposively. As many researchers point out (e.g. Ahmed *et al*., 2020; Ay, Aytekin, & Nardali, 2010; Bigat, 2012; Diaa, 2017; Hutter & Hoffmann, 2011; Onurlubaş, 2017; Pakson & Chang, 2010; Powrani & Kennedy, 2018), guerrilla marketing concept was first developed by Jay Conrad Levinson in 1984 in the book 'Easy and Inexpensive Strategies for Making Big Profits for your Small Business'. Since guerrilla marketing is still a relatively underresearched topic in the literature of marketing, it has been decided to start a review of publications from its first mentioning. Analysis of the availability of scientific articles in the selected databases during the period of 1984–2021 showed that guerrilla marketing is not a popular topic for publications, compared to other related topics of marketing (e.g. entrepreneurial marketing). Results of the analysis on availability

Table 1

Scientific articles with 'guerrilla marketing' and 'entrepreneurial marketing' keywords published during 1984–2021

Database	Quantity of scientific articles with keyword 'guerrilla marketing'				Quantity of scientific articles with keyword 'entrepreneurial marketing'			
	1984-1990	1991-2000	2001-2010	2011-2021	1984-1990	1991-2000	2001-2010	2011-2021
Business Source Complete (EBSCO)	9	4	187	92	0	2	8	3
Emerald Management eJournals Collection	0	2	5	7	10	57	228	789
SAGE Journals Online	2	1	3	5	0	1	13	48
ScienceDirect	0	0	3	7	18	47	56	214
Taylor & Francis	0	1	0	4	1	3	16	70
Web of Science	0	15	23	64	4	370	1235	5945
TOTAL:	**11**	**23**	**221**	**179**	**33**	**480**	**1556**	**7069**

of scientific articles in the selected databases with keywords 'guerrilla marketing' and 'entrepreneurial marketing' during the period of 1984–2021 is detailed in Table 1.

Expert interviews. After the presentation of results from theoretical analysis, findings from empirical research method are outlined. For the empirical research semi-structured expert interviews were conducted with 2 experts of guerrilla marketing from Lithuania to identify how guerrilla marketing is used in practice by Lithuanian entrepreneurial businesses.

Online interview method using Microsoft Teams was used to collect primary data from 2 Lithuanian experts of guerrilla marketing. An initial plan to do live expert interviews became impossible due to the quarantine period in Lithuania caused by the COVID-19 pandemic.

A single questionnaire was prepared for conducting interviews. Two guerrilla marketing experts that represented two different marketing communication agencies were invited to share their opinion about the trends of guerrilla marketing and current situation of Lithuanian entrepreneurial businesses related to the use of guerrilla marketing.

The interviews were carried out by doing online meetings and discussions. Interviewees were provided with guidance when answering questions and asked for clarification or elaboration when it was necessary. Expert interviews questionnaire was constructed of 13 open questions. At the beginning of interviews, the aim of the interview, its logic and expectative results were highlighted. Expert interviews were carried out in February, 2021. Duration of both interviews was approximately 20–40 minutes.

Results and Discussion

Many researchers from marketing field agree that the concept of guerrilla marketing is usually used as an umbrella name for various non-traditional marketing practices and has become widely used in practice for unconventional marketing communication.

In 1990s, guerrilla marketing has reached its popularity. More and more organizations started to adopt guerrilla marketing theory in their marketing campaigns (Khare, 2017). But as Hutter & Hoffmann (2011) point out, although guerrilla marketing is applied more and more often in the practice of marketing, there is lack of accompanying research. Jay Levinson, often referred as the father of guerrilla marketing, since 1984 has written more than 30 books about guerrilla marketing (Khare, 2017), but guerrilla marketing is still one of these new methods (Yildiz, 2017).

Guerrilla marketing by using exceptional promotion methods, nowadays has become an important competitive tool for companies (Yildiz, 2017) because the stiff competition in today's era has necessitated the use of modern and out-of-the-box marketing practices (Gupta & Singh, 2017). Guerrilla marketing is most suitable for organizations which do not have resources to confront directly with their large competitors and have to deploy unexpected and creative tactics to reach their target customers (Dinh & Mai, 2015).

Theoretical conceptualizations on guerrilla marketing

Companies attempt to reach private worlds of consumers and give them memorable experiences with their brands by using guerrilla marketing tools (Ay, Aytekin, & Nardali, 2010). Guerrilla marketing originated from guerrilla warfare operations where the armed group utilized unconventional techniques in fighting the enemy, even to the point that violates the ordinary rules of engagement (Ahmad *et al*., 2014). Thus, guerrilla marketing is fundamentally guided by the guerrilla warfare and the steps taken (Onurlubaş, 2017). The term of guerrilla marketing is an example of the transfer of military-related and warfare-related terminology to the marketing domain (Baltes & Leibing, 2007).

Guerrilla marketing can be as different from traditional marketing as guerrilla warfare is from traditional warfare (Khare, 2017). Guerrilla marketing differs from traditional marketing in that it is creative and allows for maximum turnover while spending the least amount of money since it is able to benefit from innovative strategies and promotional tactics (Babu, 2018). The imperative part of guerrilla marketing is the surprise that differentiates it from traditional marketing in which ads are showcased at unusual places in a strange setting that captivates consumers' attention (Ahmed *et al*., 2020).

Guerrilla marketing is a flourishing marketing approach (Diaa, 2017) and a modern technique in product marketing that makes the use of unconventional or unusual means of promoting the product to the market (Ahmad *et al*., 2014; Babu, 2018). Guerrilla marketing is non-conventional and inexpensive kind of marketing strategy in which high energy and imagination are dominant (Ahmed *et al*., 2020; Babu, 2018). However, Levinson (1984), Diaa (2017), Khare (2017), Pakson & Chang (2010) add time element stating that guerrilla marketing is an unconventional marketing method based on time, energy and imagination instead of big marketing budgets.

Guerrilla marketing includes the search for fresh and original ways of luring new buyers, retaining the old ones, and influencing buyers to spread the word to others (Ahmad *et al*., 2014). Thus, guerrilla marketing is understood as funny, humorous and unexpected advertising campaigns that can be easily memorized (Diaa, 2017).

According to Hatch (2005, p. 53), guerrilla marketing is defined as 'any activity that uses means other than traditional media to communicate a brand's name and position to prospects'. Accordingly, guerrilla marketing is described as being fancy, atypical, unusual, original, provoking, flexible, dynamic, innovative and creative (Hutter & Hoffmann, 2011).

Guerrilla marketing is not only the definition. Guerrilla marketing is a way of thinking. It is a mentality too (Khare, 2017). To be able to successfully apply guerrilla marketing, companies need guerrillas (salespersons) that would invest all their time and energy to the marketing activities of the company (Ay, Aytekin, & Nardali, 2010).

Guerrilla marketing is more about matching marketers' creativity than matching marketing budgets (Khare, 2017). These strategies are characterized by creativity and ingenuity, and they are designed to minimize the use of financial resources (Gutierrez, Diaz, & Gutierrez-Salcedo, 2019). The main goal of guerrilla campaigns is to increase customer awareness and interest about the product and brand (Navratilova & Milichovsky, 2015). Guerrilla marketing activities tend to be eye-catching and surprising when used, thus, being highly efficient in terms of gaining customer attention (Baltes & Leibing, 2007). Guerrilla marketing is based on a marketing philosophy in which creative methods that competitors cannot imitate are used and the customer can be influenced by interesting tactics. Guerrilla marketing is often associated with insidious marketing or sneaky tactics that are used without revealing them to people (Onurlubaş, 2017).

The low-cost effect is a fundamental characteristic of guerrilla marketing (Gutierrez, Diaz, & Gutierrez-Salcedo, 2019). Guerrilla marketing is a low-cost strategy which makes it ideal for businesses that do not have massive marketing budgets (Babu, 2018), because it can be applied with a little budget in the company (Iqbal & Lohdi, 2015). Thus, guerrilla marketing is a marketing method that enables low-budget brands to place their products in consumer consciousness by creating sensations that emerge in unexpected places and times with creative, extraordinary, exciting and surprising tactics (Onurlubaş, 2017).

Provided opportunities for entrepreneurial businesses by guerrilla marketing

Small and medium-size companies use guerrilla marketing strategies due to the low budget and because they cannot afford the traditional way of marketing channels (Ahmed *et al*., 2020). Since the beginning, guerrilla marketing always brings inspiration to the marketers and especially small businesses, because it requires imagination instead of money to promote the products and services. Compared to the giant corporations, small business owners do not have enough money to waste in the ineffective marketing campaigns. They want to use limited budgets to the right targets (Khare, 2017). Nowadays, when classical marketing methods have lost their update and consumer behaviours have changed, guerrilla marketing is considered as an ideal marketing method for entrepreneurs with a small budget and big dreams (Onurlubaş, 2017).

Guerrilla marketing is specifically geared for small businesses (Diaa, 2017; Dinh & Mai, 2015; Khare, 2017) and entrepreneurs to help them gain publicity from minimal sources (Diaa, 2017). Guerrilla relies on psychology rather than experience, judgment, and guesswork (Diaa, 2017). The benefits of guerrilla actions are first and foremost an increase in consumers' attention (Hutter & Hoffmann, 2011; McNaughton, 2008). While implementing guerrilla marketing tactics, a small size is actually an advantage instead of a disadvantage (Pakson & Chang, 2010).

Innovative implementations by guerrilla marketers provide important advantages to the businesses (Ay, Aytekin & Nardali, 2010). Businesses using this strategy can obtain the desired position in the mind of the customers compared to their competitors (Onurlubaş, 2017). Guerrilla campaigns have great effects on brand image, brand attitude, purchase intension (Babu, 2018; Iqbal & Lohdi, 2015), purchase decision (Ahmed *et al*., 2020) and increased customer loyalty (Ay, Aytekin, & Nardali, 2010).

Guerrilla marketing campaigns are more creative than the traditional marketing campaigns and perceived as more amazing, comical and interest raising (Babu, 2018; Iqbal & Lohdi, 2015). Because guerrilla marketing uses interesting and striking methods, they may be noticed by consumers more (Yildiz, 2017). Guerrilla communication is intensely focused on generating publicity (McNaughton, 2008). Guerrilla marketing emerges as a perfect opportunity to take a proactive approach in breaking clusters and conveying the message (Gokerik *et al*., 2018). Guerrilla marketing campaigns drive sales, increase mindshare, and function as public relations (McNaughton, 2008).

The company that employs guerrilla marketing strategy is able to increase its ads' effectiveness, gain new customers and increase its profits (Ay, Aytekin, & Nardali, 2010). Seven guerrilla marketing effects are: novelty, aesthetics, relevance, clarity, humour, emotion arousal, surprise (Ahmed *et al*., 2020; Dinh & Mai, 2015; Powrani & Kennedy, 2018). Guerrilla marketing should be bold, creative, unexpected, engaging, flexible, low cost, targeted and simple (Khare, 2017). This means of communication, however, can also be risky, particularly when the message of the campaign is misunderstood by consumers (Gokerik *et al*., 2018).

Types of guerrilla marketing

Guerrilla marketing itself has become an umbrella term for more specific communication strategies

designed to engage and surprise consumers with their products and services (Ristevska-Jovanovska, 2017). Guerilla marketing has a broad range and variety of advertising tactics (Diaa, 2017) and enumerative list of instruments (Hutter & Hoffmann, 2011). Guerrilla marketing consists of a chain of strategies that can be applied with a little budget in the company (Iqbal & Lohdi, 2015), which is very appealing for entrepreneurial businesses.

Different researchers distinguish a variety of different types of guerrilla marketing. Ahmed *et al.* (2020) believe that guerrilla marketing techniques consist of viral marketing, strange occurrences, street graphics, and memorable events that have a positive and significant influence on the purchase decision. Yildiz (2017) argues that guerrilla marketers aiming to create marketing methods that are dynamic, creative and can adapt to change the use of street graphics, strange events, product placements and memorable events. Khare (2017) lists examples of guerrilla marketing approaches including ambush marketing, buzz marketing, viral marketing, grassroots and also events. Hutter & Hoffmann (2011) distinguish ambient, sensation, viral, buzz marketing and astroturfing as guerrilla marketing instruments. Ristevska-Jovanovska (2017) provides the largest number of different guerrilla marketing types, including ambient, ambush, stealth, viral, street marketing and astroturfing.

Ahmad *et al.* (2014) point out that with the use of social media in conducting guerrilla marketing, Facebook, Twitter and MySpace have started a phenomenon known as buzz marketing. Gutierrez, Diaz & Gutierrez-Salcedo (2019) add that the internet, especially social networks, have increased the ways to interact with consumers through methods such as viral marketing, buzz marketing, stealth marketing, ambush marketing and public relations.

Stealth marketing is believed to be the most popular technique in guerrilla marketing (Ahmad *et al*., 2014). There is a number of techniques that are used in stealth marketing in which one technique, celebrity marketing is most often used in practice by the market leaders (Shakeel & Khan, 2011).

Scientific literature also provides ideas on more specific methods that entrepreneurial businesses could apply for guerrilla marketing campaigns. Khare (2017) suggests making use of: product giveaways, free demonstrations and consultations, intrigue-generating mystery to engage customers, peer marketing, SMS text and video messaging, Roach Baiting and buzz marketing using actors, live commercials using people to do live commercials and bill stickers. Babu (2018) suggests relying on smaller, more localized brick and mortar strategies like: graffiti, stencil graffiti, reverse graffiti, stickers, undercover marketing (also known as stealth marketing), flash mobs, publicity stunts, treasure hunts, urban environment, online guerrilla marketing campaigns in the form of viral videos, user generated content competitions and creative landing pages.

Different types of guerrilla marketing may demonstrate different effects. A research made by Hutter & Hoffmann (2011) proved that each guerrilla marketing type consists of three effects: surprise, diffusion and low cost. However, a research of Hutter & Hoffmann (2011) also proves that some types are primarily applied to maximize the surprise effect, some types are explicitly designed to stipulate a diffusion effect and some instruments mainly aim at cutting advertising costs. For example, viral marketing, buzz marketing and guerrilla PR are instruments that explicitly try to stimulate the diffusion effect (Hutter & Hoffmann, 2011).

Following the strategies, types and instruments of guerrilla marketing distinguished by various researchers in the scientific literature and based on the personal teaching experience, the author of the paper distinguished the most commonly used categories and types of guerrilla marketing together with a short type overview that is presented in Table 3.

Expert interviews on the usage of guerrilla marketing in practice of entrepreneurial businesses

Expert interviews provided insights about the usage of guerrilla marketing in practice of Lithuanian entrepreneurial businesses. When asked which companies usually use guerrilla marketing, experts pointed out that guerrilla marketing, as part of marketing strategy, is usually chosen by innovative businesses that are not afraid to take risks. This shows that in Lithuania, guerrilla marketing is most often used by entrepreneurial businesses aiming at standing out of the market and attracting the attention of consumers.

Experts believe that the main goals of entrepreneurial businesses when using guerrilla marketing usually are: to increase sales; to build awareness when launching a new business or introducing a new brand, product or service; to present a new business, brand, product or service to potential and existing consumers in a non-traditional way. Later, when a business, brand, product, or service becomes better known, the goal becomes to maintain consumer loyalty, create image, or remind the market about the offering. Also, experts pointed out the goal of reaching a wide audience with a small budget is usually the main goal of guerrilla marketing campaigns.

When experts were asked what guerrilla marketing types are most often used by entrepreneurial businesses in Lithuania, it was indicated that entrepreneurial businesses most often use non-traditional stands, because it ensures live contact with the consumers,

Table 2

Categories and types of guerrilla marketing

Category of guerrilla marketing	Type of guerrilla marketing	Type overview
Outdoor guerrilla marketing: when something removable or temporary is added to existing urban environment	Projection advertising	Projection advertising is executed when digital billboard or building is used to project an advertisement. This type allows promoting brand in unexpected areas and reach large audiences.
	Street marketing	Street marketing is any kind of an unconventional outdoor promotion in public areas. The goal is to use non-traditional methods and advertising spaces to earn a greater amount of attention.
	Wild posting	Wild posting is when static posters are placed in dense, urban areas to attract maximum attention. It is inexpensive and reaches high degree of exposure with the help of posters, stickers and other means in intensive areas. Sometimes it is done without permission.
Indoor guerrilla marketing: like outdoor guerrilla marketing but done indoor	Ambient guerrilla marketing	Ambient guerrilla marketing may be both outdoor and indoor. It is when advertising is placed on unusual things or in unusual locations. This helps to increase brand awareness creatively.
Event ambush guerrilla marketing: executed when audience of an in-progress event is used to promote brand in a noticeable way and often without permission	Ambush guerrilla marketing	Ambush guerrilla marketing is executed when marketing campaigns are organized at events that the product/ service is not directly affiliated with, but it looks like it is. When using this type marketers of brands uses the audience of an event to promote their product/ service.
Experiential guerrilla marketing: requires the audience to interact with brand	Experiential marketing	Experiential marketing is executed when experiences between brands and consumers are created and activation to bring brands to life and interact directly with audiences is used. It is usually done by creating immersive, pop-up experiences that encourages people to talk about the brand.
	Grassroots marketing	Grassroots marketing fosters spreading the word about product or service while focusing on creating personal and distinct connections between consumers and brands. Here, niche group of supporters is reached to spread the word about brand's awesomeness among themselves and other likeminded people.
	Buzz marketing/ viral marketing	Buzz marketing/ viral marketing creates word-of-mouth about a particular campaign or product/ service through conversations or discussions on social media.
	Astroturfing	Astroturfing is the term for campaigns or messages that appear to be naturally occurring but authentic buzz about product/ service is created via reviews or endorsements, while hiding financial and business links between the originating company and the message, making message more acceptable by the public.
	Stealth marketing	Stealth marketing is when product/ service is advertised to people but they do not know that.

Source: created by the author.

affects positive emotions of consumers and exclusivity is achieved.

According to experts, Lithuanian consumers respond incomparably better and accept guerrilla marketing campaigns better than those of traditional marketing. Usually, consumers tend to not 'run away' from guerrilla marketing promotions and voluntarily participate in them. Also, consumers are more interested in non-traditional solutions because they evoke pleasant, positive emotions and even surprise, which naturally increases their interest.

According to experts, consumers are usually more likely to search for a brand in stores, 'google' it and visit websites of companies due to guerrilla marketing campaigns. Entrepreneurial businesses also enjoy word-of-mouth and viral effects as consumers tend to share unexpected and 'different' advertising. Non-standard guerrilla marketing solutions encourage consumers to share their experiences and emotions with others not only verbally but also in social media. Thus, thanks to guerrilla marketing, entrepreneurial businesses organically achieve word-of-mouth

effect to their promotional activities. According to experts, guerrilla marketing encourages consumer engagement, distraction, interest, information sharing, and the purchase of the promoted products or services.

While it is evident that guerrilla marketing brings many benefits to entrepreneurial businesses, experts were asked to share their experience on whether it is really worth organizing guerrilla marketing campaigns in terms of costs. Experts have reassured that, in general, guerrilla marketing campaigns are worth organizing because of the high level of consumer interest which leads to lower costs per contact. This is mostly noticeable when agency is not hired to run the campaign and the entrepreneurial businesses come up with their own ideas and implement the campaign with their own resources. Experts supported scientific literature analysis results that guerrilla marketing requires lower budget compared to the traditional advertising.

Experts concluded that in recent years guerrilla marketing has become a very popular form of marketing communication among entrepreneurs in Lithuania, and more and more entrepreneurs are incorporating it into their marketing communication. Thus, guerrilla marketing in Lithuania is currently becoming a very popular form of marketing communication among Lithuanian entrepreneurial businesses, and it is very likely that these businesses will increasingly surprise consumers with unique guerrilla marketing solutions in the future.

Conclusions

Analysis of scientific literature allows to conclude that utilization of guerrilla marketing in entrepreneurial businesses' marketing communication is becoming increasingly apparent. There is a growing consensus among entrepreneurs that guerrilla marketing is not only a creative marketing communication tool that provides good results when influencing consumer behaviour, but also a marketing communication tool that requires a smaller budget which is often a problem for entrepreneurial businesses. It also brings great effect on brand awareness, brand attitude, brand image, purchase intensions, purchase decisions, increased customer loyalty, etc.

Results from expert interviews confirmed that guerrilla marketing is most commonly used by entrepreneurial businesses as a creative, memorable, unusual and unconventional solution of marketing communication. Experts pointed out a very important advantage of guerrilla marketing for entrepreneurial businesses – smaller marketing budget. Entrepreneurial businesses using guerrilla marketing usually aim at increasing sales, brand awareness and customer loyalty, and building positive, exclusive image. Consumers of entrepreneurial businesses usually find guerrilla marketing as a more attractive form of advertising than traditional advertising. As a result, entrepreneurial businesses can easily achieve their marketing communication goals if they are able to impress consumers. According to experts, it is crucial for the success of a guerrilla marketing campaign that it evokes positive emotions and encourages engagement of consumers. According to experts, guerrilla marketing has a direct impact on consumer behaviour: it encourages consumer involvement, interest, information sharing and encourages buying.

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