THE ROLE OF GUERRILLA MARKETING IN INCREASING THE COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISES

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Abstract - Nowadays, the competitive advantage in the world of business becomes an important thing sought by many institutions, especially in an environment full of conflicts for surviving and the development which is accompanied by menaces. For this reason this study aimed at indentify the role played by Guerilla Marketing in competitive increase medium- sized enterprises and small (SME), through an applied study of "RACINE Institution" in Béchar city, to achieve this purpose an interview with the director personally was done, a questionnaire was prepared, and suitable statistic styles were used. The study's results showed how effective Guerilla Marketing is in the increase of SME competitiveness, in addition to the viability of its success through the adoption of innovative methods and maintenance of the credibility of the advertising message with a constant willingness to take risks and all these by adopting a low budget.

Key words - Guerilla marketing, competitiveness, Small and Middle Institutions (SME)

I. INTRODUCTION

Small and medium enterprises play an important role in the economies of countries because of their advantages in the field of organizational skills, the ability to innovate, to identify market conditions, their proximity to customers, their adaptability and other advantages. Of the problems in the marketing of their products for the required financial and human resources, for example, advertising on television costs large sums that small and medium enterprises can not pay, and the emergence of guerrilla marketing as a method designed to suit small and medium enterprises, through the adaptation of financial resources and technical skills Necessary for Research and development efforts to achieve competitive advantages in which to simulate large companies and adapt to the new environment, and considering the marketing of the guerilla style unconventional differs from the normal marketing methods by incorporating a set of ideas is unusual and surprising to the public, it carries out targeted legal attacks On competitors to influence customers, which means that it focuses on the traditional marketing objectives of profit and growth, but using exceptional promotional methods, which has made small and medium enterprises as an important tool to deal with the development of the external environment T deal with competitors through the strategies of this kind of marketing techniques. This paper seeks to find an answer to the following problem , "To what extent do guerrilla marketing techniques contribute to consumer behavior?"

1.1. Theoretical side

The origin of the term gorilla marketing was inspired by guerilla warfare, in which small and unconventional combat strategies are used by armed men in a region or a fierce battle. The word "guerra" comes from the word "guerra" Small war means such ambushes, sabotage, raids, and the use of a surprise element, such as guerilla warfare. Gorilla Marketing uses the same tactics in its marketing campaigns.
"Levinson, 1984" defines it as "the type of marketing that uses a surprise factor or an unconventional way of communicating with consumers in order to make them promote the product or service themselves, by means of verbal communication and many Of other tools. "

In the above, we conclude that guerilla marketing is an advertising strategy based on inexpensive and non-traditional methods of targeting groups to promote a product, which aims to create a buzz in the market and spread the word about it quickly and frequently among people "word of mouth" Through social media, "viral" with unconventional tactics "Guerrilla marketing".

1.2 Characteristics of guerrilla marketing: consists of a set of characteristics and are:

- Creativity: The focus and importance of the campaign through the ideas embodied by the institutions.
- Process: intended to address ideas during the tight implementation of the marketing campaign.
- Efficiency: Reach as many potential customers as possible through limited resources.
- Credibility: The extent to which the Corporation is committed to its promises, namely the importance of maintaining its relations with customers.
- Clarity: means that marketing message should be easy to understand.
- Energy: make great efforts in implementing and applying the principles of marketing guerrilla rather than large resources.

II. DETAILS EXPERIMENTAL

The first part is the methodology of the field study by addressing the sample of the study, the data collection tools and statistical analysis tools used, and we verified the validity and stability of the study tool.
The second topic is devoted to the analysis of the data collected and the presentation of its results, and the testing of hypotheses. Using the statistical program (21psss).

2.1. Determination of the study and sample population:

Study Sample Due to time constraints and limited possibilities we have chosen RACINE for drinks and juices as a small productive enterprise active in a competitive field (beverages and juices).
The sampling method was adopted due to the large size of the study population. The questionnaire was distributed to a group of neighborhoods close to the place of residence as well as to Bashar University in addition to our work place, taking into account the diversity of the sample on Both sexes are "male and female".
The sample size was 120 persons, 120 of which were distributed, and none were excluded. This is due to the use of the interview method in conducting the questionnaire.

2.2. About the institution under study.

Established in 2009, RACINE Beverages is a limited liability company located in the Al Salam neighborhood in the state of Bashar. It started its activities in 2010 by producing a variety of non-carbonated beverages of different shapes and tastes. These products are packaged in different sizes: , 1.5 l, 2 for packaging of these packagings are in recyclable plastic. Although it is emerging, it aspires to achieve many goals, including:
Increasing market share, expanding the activities of the

2.3. Questionnaire

The questionnaire was designed and formulated appropriately to obtain the required data to address the practical aspect of the subject of the study. The questionnaire was divided into two parts: the first includes data related to personal information, all related to gender, age and educational level. Divided into two axes The first axis includes a collection of images of traditional Racine drinks with a set of questions divided into 4 dimensions: innovation, risk, credibility and competitive advantage.

The second axis includes a series of images of advertising Racine drinks prepared by the marketing of the guerrilla with the same words in the first images to see the difference between the advertisements from the point of view of the consumer.

allowances for all retail stores with the product logo, designed in striking colors to revive the brand in the mind of the consumer. Hand, and win the loyalty of the shop owner on the other hand.

As for the excellence of the competitors, it is the only institution that is the process of production of drinks in plastic containers in the state of Bashar, but there are many competitors in the market, such as "Hammoud Baalem, Nqaws, Rami, Avery, Yas ..." And some of them is less. Hence the owner of the institution seeks to excel and gain a position in the market through prices, services provided such as sale by installments, speed of supply because it is local and also the reputation and status of the institution such as good reception, honesty and excellence in treatment.

III. RESULTS AND DISCUSSION

3.1. Gender

The results show that the high percentage of the sample was female, as they reached 64 out of a total of 120 percentage points, estimated at 53.3% of the sample, while the number of males was 56, with a percentage of 46.7%. 6.6% due to the random selection of the sample and can be traced back to the sex of the two students.

3.2 Age

The results show that the age group is significantly between 21 and 30 years of age, accounting for 59.2% of respondents, followed by 31.5% with 17.5%, and under 20 years with 13.3%. When the category between 41 and 50 years and more than 50 years by 5%, it can be concluded that the age group between 21 and 30 years accounted for the largest percentage as a result of the places intended to distribute the questionnaire, mainly in the university and places of work, Which was dominated by youth by 75%.

3.3 Study Level:

It is clear from the results that the majority of the sample of the study are holders of university degrees by 40.8% followed by higher studies by 20.8% and close to the secondary level by 20%, while the average rate of 10.8% and finally the primary level by 7.5% This can be attributed to the distribution of the university-based questionnaire.

3.4 Analysis of the results of the relevant questions:

3.4.1 Innovation:

It appears from the product that the phrase 03, "Some new promotional ideas for products come from outside the enterprise" has received the highest average account in the marketing advertising guerrilla estimated at 4,100 high, while the phrase obtained a low average of traditional marketing as much as 2,

06, followed by the second phrase "The message in this advertisement gives an unforgettable impression in the mind of the consumer" to a high degree in the marketing of the guerrilla with an average of as much as 3,808, while in traditional marketing it was as low as 2.38, and the third phrase " Give an unforgettable impression in the mind of the consumer "was a high arithmetic mean In both types of marketing, however, the percentage is different in terms of marketing the guerilla by 3,758 and 3,475 in traditional marketing. Question No. 04, "Our culture makes it difficult for the institution to develop new ideas for the marketing of its products," reaching the calculation center in marketing guerrilla with 3,408 degrees High and 2.07 per cent in traditional marketing. The last term, "We are slow to introduce innovative and important business", has an average of 3,733 and a high level of guerrilla marketing, while the lowest value in traditional marketing was 1.93 And low-grade.

3.4.2 Risks: In terms of risk, the results showed a medium degree in bo th types of marketing, but their proportions varied according to the terms of the table. The first phrase, "the announcement of your desire to buy", ranked highest with an average of 3,875 and a high of 2,916 in conventional marketing With an average of 3,791 in guerrilla marketing and 2,933 in traditional marketing with a medium level equivalent to the phrase "There is a potential for misunderstanding of the advertising message" While reaching In the marketing of the guerrilla 3,008 medium, and the eighth phrase, "you can trust the brand through advertising" estimated the average of 3,158 in the marketing of the guerrilla medium, while 2,525 in traditional marketing low degree, the last phrase, "advertising method carries Risk ratio "had the lowest median marketing average of 3,125 with a median of 2,641 in traditional low-grade marketing.

3.4.3 Credibility: All expressions of credibility in guerrilla marketing were taken at higher grades than the arithmetic average, while the traditional marketing varied between medium and low. The phrase "the effect affects the acceptance and conviction of the commodity" was the highest value of 3,916 While in conventional marketing, the value of 3,300 and medium, followed by the phrase number 15, "The advertisement urges you to repeat the purchase of the product again" with an average of 3,841 in the marketing of the guerrilla high and the value of 2,783 in the traditional marketing medium, "Help Ad In the composition of positive initial impressions of the commodity, "the average of the calculation of 3,716 in the marketing of guerrilla high and 2,841 in the traditional marketing medium, and the same grades in the words 11," the message in this declaration is believable "with a difference in the value of the arithmetic average of 3,683 in Marketing the guerrilla and 2,916 in the traditional marketing, the last phrase "will inform your family and friends about this offer" has received the lowest average account in both types of marketing, but the value is different in marketing guerrilla estimated at 3,570 high and 1,116 in the traditional marketing degree very low.

3.4.4 Competitiveness

The results show a significant variation in the values of the arithmetic average of the terms of competitiveness compared to traditional marketing and marketing. Most of the phrases in guerrilla marketing have taken high marks and vice versa in traditional marketing. The phrase "The form of advertising is one of the reasons why the organization is distinguished from its competitors" The highest value in guerrilla marketing was estimated at 4,050 and high, while in conventional marketing it was 2,725 and medium, followed by the number 16, "The sight of the announcement raised your curiosity for the acquisition of the product" with an average of 3,841 in the marketing of the guerrilla with a high value of 2,725 The average of marketing is medium, followed by the phrase "17" this type of advertising, like all other ads, "Lannat" with an average of 3,866 in the marketing of guerrilla high, and 2,075 in traditional marketing low degree, the last phrase, "low price of the product worthy of possession" With an average average of 3,225 in guerrilla marketing and 2,783 in conventional marketing.

Table 1: Evaluation of the performance of the four dimensions on traditional marketing and guerrilla marketing.

	traditional marketing		guerrilla marketing	
Dimension	Mean	tendency	Mean	tendency
Innovation	2,543	low	3,761	High
Risk	2,789	Average	3,391	Average
Credibility	2,591	low	3,745	High
competetivity	2,791	Average	3,745	High

Source: depending on spss output.

The results of the table indicate that what distinguishes marketing marketing advertisements designed for Racine drinks at a high level of innovation and creativity in marketing ideas and the use of the element of surprise in all its activities to make the customer remember the brand and give credibility to the message, and although there is a proportion of risk but the preparation for adventure ideas and methods The new marketing increases the success of the enterprise, which increases its competitiveness in the markets.

a-Interpretation of results after innovation: Through the results obtained, it is clear that the marketing campaign of the guerilla in the field study depends primarily on energy, imagination and innovation, unlike conventional marketing. This is due to the unexpected methods that tend to the interactive side, by intercepting pedestrians in public places or distributing products in The streets, which makes the

advertising message gives an unforgettable impression in the mind of the consumer, As for promotional ideas, we have concluded that both types of marketing allow the Racine Foundation to investigate consumer behavior to inspire ideas, but in the context of taking into account the consumer culture of Bashar and It makes it difficult for this small organization to develop new ideas to market its drink unless it uses marketing research and helps it to identify the customs and traditions of the region so that it can ask what is most appropriate. Unfortunately, most advertising campaigns today are borrowed from global advertising campaigns that are not compatible with The culture of the local environment, which makes the institution delayed in introducing innovative and important business as well as the lack of interest and attention in Algerian institutions in research and development in terms of innovation in the field of marketing, and therefore seeking guerrilla marketing to cover the shortage in this area through simple ideas, innovative And inexpensive Such an approach to marketing to Racine as a small institution that aspires to achieve the best in its activities enables it to adapt to the variables of the economic reality that many companies are active in producing drinks.

b - interpretation of the results after the risk: The results indicated that the advertisement designed in the guerilla marketing method may raise the desire of the customer to buy the product of the Racine Foundation, whereas the traditional marketing announcement is considered a regular advertisement like any other advertising, mainly due to the development in this field, especially that guerilla marketing is concerned with how to design advertising The consumer is not surprised by the boredom of advertising on television. As for the possible misunderstanding of the advertising message, the answers were not approved, which means that the consumer understands what the institution seeks by offering its drink. As for the brand, Was not trusted by Rassin's traditional advertising, while Fedayeen marketing gained public confidence without even tasting the drink. This was due to the unconventional way of introducing the product, On the AIDA model to effectively rationalize consumer behavior, so that the spoken word and indirectly between the sample and their parents and friends to reach the maximum possible, but at the same time the marketing of the guerrilla proportion of the risk compared to traditional marketing because it depends on methods that can be

c - interpretation of the results after the credibility: The results showed the credibility of the advertising in the marketing of the Rasin Foundation, so that most customers have approved the message of the institution and stressed that the advertisement has an important role in the acceptance and satisfaction of the product is good to connect or encourage consumers to drink Racine while seeing the announcement Traditional marketing has not stimulated their desire to buy a drink, because guerilla marketing is not just about the eye-catching advertising message but takes into account the credibility of the advertisement so that customers do not disappoint. Most of the respondents added that positive feedback about the drink comes from a vision Advertising, the guerrilla marketing was able to form these impressions, so that some consumers were not familiar with this product and most of them tended to buy the product after seeing this announcement, while the traditional marketing did not succeed in drawing these impressions in the mind of the consumer, From the initial view that is painted in the mind of the consumer in addition to the degree of credibility of the Declaration, and confirmed the field study that the sample is ready to inform the parents and friends about the announcement of the Rasin Foundation and see how much impressed with the promotional ideas proposed to the institution under study, The traditional advertising has not been able to motivate customers to repeat their purchases, which is primarily intended to win the loyalty of the customer through creative ideas that contribute to the delivery of the message on the one hand and increase sales on the other.

d- Interpretation of results after competitiveness: Through the results of the table it is clear that the vision of the advertising marketing guerilla has aroused the curiosity of many respondents to the acquisition of Racine drink reverse traditional marketing because of its shape and design in an unusual way that makes the consumer ready to buy, making this type of advertising does not appear like any other advertising while the traditional marketing announcement There is no advantage to distinguish it from other, it is like all the ads received by the customer repeatedly and repeated, as confirmed by the results of our study in this type of marketing As for the prices we have reached the low price of a drink Racin worthy of acquisition because the marketing of the Fed focuses on the principle of cost A reduction that allows Racine to increase sales contrary to traditional marketing, which refers to the magnitude of marketing costs, because it depends on traditional methods of advertising, such as booking advertising space on the television broadcast or contracted with advertising companies competent, which made small and medium enterprises looking for alternative to market their products and less Costs This is what distinguishes traditional guerrilla marketing. The Racine Foundation can apply this type of marketing in order to gain a competitive advantage through which it can excel in a center full of fierce competition even if it is not local.

CONCLUSIONS

The challenge facing SMEs today in a world of intense competition and survival is how to provide

value to consumers who are becoming aware of the characteristics of the products offered. This requires considerable efforts, especially with regard to markets, buyers and competitors, and must balance Between its internal and external capabilities and the opportunities and threats it faces. This can only be achieved by following a clear course of its various activities, especially the marketing activity, which has become the cornerstone of all the remaining activities, so that institutions have to make decisions that settle A miraculous power that transcends the normal framework of market movement. Given the multitude of tools available to marketing, they can not be used at the same time as businesses need to select the most powerful tools that represent a strong and unique approach to the mind, mind and emotions of the customer. Future steps are planned enough to avoid the risk of using offensive policies. In order to better understand the dimensions of this topic, Rasin Foundation was selected as a field of study as one of the leading institutions in local production in Bashar. He agreed with the research topic and the purpose was to answer the questions posed in the problematic search.

From the previous presentation, analysis and interpretation of the data and evaluation of hypotheses, we concluded with a set of results that can be explained as follows:

- The results of the research indicate that the level of innovation has a positive impact on the success of marketing guerrilla reverse traditional marketing, so it is important for the Rasin Foundation to open the way for its workers and involve them in the process of research and development to achieve innovation in the field of marketing.

A complete absence of the culture of training in the institutions on marketing methods and keeping abreast of the developments taking place, in addition to incentives, whether material or moral.

- The results of the interview analysis show that the Corporation pays great attention to the distribution of its drink through the good dealing with its customers, and work to stimulate sales through simple promotional ideas.
- Racin is trying to achieve a competitive advantage through lower prices for its drinks
- The fierce competition between the local production establishments of the local market, the Racine Corporation is obliged to make every effort to occupy a competitive position and provide suitable services to its customers, especially in the field of marketing.
- The results of the study showed that guerrilla marketing is not only focused on the advertising message, but also takes into account the credibility of the announcement so as not to disappoint the customers of the institution, which seeks to marketing guerrilla win the loyalty of the customer through creative ideas that contribute to the delivery of the message of the Foundation And increase their sales on the other hand.
- Through the results of the questionnaire we conclude that the majority of the sample did not try the drink Racin before but the method of placing ads prepared by the method of marketing guerrilla raised curiosity about the a3c

quisition of the product. .

- The analysis of the results added that guerrilla marketing involves a percentage of risk if the optimal strategy is not adopted in its field application.
- The external appearance of the institution is one of the most important means of promotion, and through our visit to the institution Rasin we found it difficult to know its location because of the lack of a facade draws the attention of pedestrians.

e. Hypotheses Testing:

The results of the study confirmed the validity of the main hypothesis, namely, "Federative marketing contributes to increasing the competitiveness of small and medium enterprises", through the strict application of its principles and adopt effective strategies through which it seeks to differentiate and increase market share.

- Federic marketing is based mainly on energy and imagination, innovation as well as low cost and credibility of the marketing message. This negates the validity of the first hypothesis that "guerrilla marketing depends on energy, imagination and innovation only."

The results confirm the validity of the second sub-hypothesis, which is that "although quality and price are considered the main factors influencing the decision to purchase the product, the marketing methods used often play a major role in the decision of customers to acquire the product." For the marketing of the Fedayeen that fascinates the customer and motivates him to repeat the purchase.

- The results also confirmed the validity of the third sub-hypothesis of "success of guerrilla marketing depends on the willingness of marketing officials to take risks." This is due to the organization's view of marketing. A successful marketer views guerrilla marketing as an investment rather than an investment. Moreover, even if the marketing campaign fails, it can be exploited as a way to succeed subsequent campaigns.
- The findings also indicate that guerrilla marketing is not an effective alternative to traditional marketing but is used side by side with it. This negates the fourth hypothesis.

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