



Guerrilla Marketing and Online Market Place

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Abstract

The development of electronic media and technological breakthroughs led to the creation of guerrilla marketing, a low-cost marketing tactic designed to draw in large audiences. It entails utilizing the diffusion and surprise effects to produce marketing campaigns that are memorable and effective. The development of guerilla marketing, its guiding ideas, and its effects on the intended audience are all examined in this study. Start-ups, small enterprises, and corporations with fewer corporate constraints have embraced this strategy and integrated it with the online marketplace. Eighty participants in the study were chosen by probability sampling, and the data was analyzed using both descriptive and inferential statistics. ($F(1, 98) = 46.075$, $p < 0.01$, $R = 0.566$, $R^2 = 0.320$, and adjusted $R^2 = 0.313$). It has been discovered from the study that guerilla was recommended that creativity, clarity, and emotional arousal, should be considered by every online platform that recognizes guerilla marketing as a marketing strategy and has only lately become aware of its potential.

Keywords: Creativity, emotional, guerrilla marketing, marketplace

1. Introduction

Guerrilla marketing can be a creative and effective way to promote products on online marketplaces. Create eye-catching product listings: Use compelling images, catchy headlines, and engaging product descriptions to grab the attention of online shoppers. Make sure your listings stand out from the competition and highlight the unique features or benefits of your products. Leverage social media, According to Ghada (2023) Use social media platforms to create buzz and generate interest in your products. Share captivating content, such as videos or images, which showcase your products in a creative and unconventional way. Encourage user-generated content and engage with your audience to build a community around your brand. Collaborate with influencers: Partner with influencers or micro-influencers who have a strong online presence and a relevant audience. They can help promote your products through authentic

and creative content, reaching a wider audience and driving traffic to your online marketplace listings. Run contests or giveaways: Organize contests or giveaways on social media platforms to encourage user participation and generate excitement around your products. (Wang et al., 2012) This can help increase brand awareness and attract potential customers to your online marketplace listings. Utilize Guerrilla marketing tactics offline: While online marketplaces are digital platforms, you can still incorporate Guerrilla marketing tactics in the offline world to drive traffic to your online listings. Enhancing marketing strategies with Quick Response (QR) codes, also called Digital Business Cards, is a clever and inventive approach. These codes can be incorporated into a variety of materials, including business cards, stickers, and flyers, to point people to listings on online marketplaces or exclusive offers. Potential clients can be directed by the QR code to further company details, exclusive deals, or even a recorded message. In addition, the digital business card format allows for the inclusion of different content types, like videos, GIFs, and clickable links, making it a dynamic and eco-friendly substitute for traditional printed cards. This can incentivize buyers and encourage them to choose your products over competitors. Remember, when implementing Guerrilla marketing strategies on online marketplaces, it's important to stay within the platform's guidelines and terms of service. Be creative; find unique ways to promote your products that will capture the attention of online shoppers (Halme, 2021).

The adoption and spotlighting of Guerrilla marketing as a strategy involves engaging in an unusual activity in a public setting to generate buzz among the public; it involves little to no cost and, when used properly, can yield excellent results. (Nosalska & Mazurek, 2019) In the global and marketing revolution world, where businesses continue to spend billions of Naira on traditional marketing, many businesses have combined traditional and non-traditional marketing so that their product should be a success and aggressively penetrate in the market (Ratih, 2022) However, many businesses combined traditional and non-traditional marketing in a way that ensured the success of their product and aggressive market penetration. Traditional marketing is very organized, disciplined, and controlled from a philosophical standpoint, whereas in nontraditional marketing, the marketer will concentrate on the five letters "Cs" which stands for customers, company, competitors, collaborators, and climate. Non-traditional planning emphasizes execution over planning (Ahmed 2021).

Guerrilla marketing is a novel and dynamic strategy that puts an emphasis on emotional resonance and creativity in order to sway customer opinions and increase engagement. It can be a very effective tactic when used correctly, especially in the internet market. It may, however, result in false impressions and misconceptions about the advertised goods and services if not executed with caution. Often at a lesser cost than traditional methods, this marketing strategy creates memorable and impactful campaigns through unexpected interactions and surprises. If not properly thought out and carried out, it can be very effective in drawing attention and increasing brand awareness, but it also carries the risk of unfavorable outcomes. (Nwaizugbo & Anukam, 2014) Guerrilla marketing is a novel and unorthodox form of advertising that puts more emphasis on imagination, hard work, and creativity than it does on a big marketing budget. It frequently aims to create unique, captivating, and thought-provoking ideas that create buzz and have the potential to go viral by engaging consumers in unexpected and interactive ways. Since this strategy is usually less expensive than traditional marketing campaigns, start-ups,

small businesses, and organizations with less corporate constraints find it especially appealing. If not done carefully, guerilla marketing carries the risk of creating misunderstandings and unfavorable consumer perceptions, even though it can be a highly effective tool for grabbing attention and increasing brand awareness. Hence, it is imperative for enterprises to contemplate the possible consequences of guerilla marketing and guarantee that it corresponds with their brand identity and principles (Zarco & Herzallah, 2023).

Guerrilla marketing is a novel and unorthodox approach to advertising that places an emphasis on imagination, creativity, and the use of novel and interactive techniques to produce campaigns that are memorable and powerful. It frequently goes after customers in unlikely places and seeks to have the biggest possible impact with the least of resources. Since this strategy is usually less expensive than traditional marketing campaigns, start-ups, small businesses, and organizations with less corporate constraints find it especially appealing. Mobile digital technologies are also used in modern guerilla marketing tactics to engage consumers and create lasting brand experiences.

Guerrilla marketing focuses mostly on low-budget creative marketing techniques. Time, effort, and imagination are necessary requirements instead of money. Sales are no longer the main indicator used to evaluate a company; instead, profit is used. Keeping existing clients comes first, then bringing in new ones (Kabir & Ikwuagwu, 2021).

With the advancement of marketing, especially online, rivals can quickly and easily reach potential clients throughout the world. To stay competitive, businesses must constantly incorporate radical innovation into their marketing strategies. This entails utilizing cutting-edge technology, like digital platforms for mobile devices, to engage consumers and produce distinctive brand experiences. In this context, guerrilla marketing is especially pertinent because it is an unconventional and economical approach that emphasizes maximum impact through creativity rather than large budgets. To prevent potential backlash and make sure guerilla marketing campaigns are consistent with the brand's image and values, businesses must carefully plan and carry out these campaigns. However, the dynamic, quick-changing, and intense global competition of today makes it essential for businesses to develop their capabilities. The aggressive in increased global and regional competition has led businesses to decide whether to create or sustain a competitive edge by engaging in an aggressive strategy not only for profit but also to meet the needs of the customer. It is critical to understand the complexities of the marketing mix in the world of guerilla marketing within the dynamic terrain of online marketplaces. This investigation will include a thorough examination of two essential marketing concepts: traditional selling and the more modern holistic marketing approach. By doing so, we hope to shed light on the developing strategies and techniques used by firms in this digital age. For decades, the traditional selling notion has been a cornerstone of marketing. It revolves around the idea of pushing things or services onto people. It promotes aggressive sales and marketing practices, frequently with a focus on short-term gains. The selling notion may appear in methods such as flash sales offers, and attention-grabbing promotions in the context of guerilla marketing in online marketplaces. However, as the online marketplace landscape evolves at a quick pace, it is critical to reassess the relevance and effectiveness of such classic marketing methods. The holistic marketing notion, on the other hand, reflects a more modern

approach to marketing. It understands the value of developing long-term relationships with consumers by focusing on their needs and pleasure rather than just closing transactions. Holistic marketing takes a larger view, considering not only the product or service but also the customer experience, societal responsibility, and ethical concerns. In the context of guerilla marketing, this strategy may include content marketing, influencer relationships, and user-generated content tactics targeted at establishing a strong and long-lasting brand presence in the online marketplace. We will provide vital insights into why this study is not only relevant but also necessary by addressing this gap. Businesses must adjust their guerilla marketing methods to stay competitive and satisfy the ever-increasing expectations of their target audience in an era where consumer habits, market trends, and digital platforms are always evolving. This research will be a valuable resource for organizations looking to improve their guerrilla marketing efforts in online marketplaces by aligning them with the most effective and current success tactics.

1.1 Problem Statement

There is intense competition for business owners in industry in the current business environment. These businesses need to create and implement a new strategic plan with aggressive alternative strategies to stay competitive in the market. (Misra et al., 2022) Research on the effects of guerilla marketing on consumer purchasing behavior has been conducted. The study focuses on developing a modern marketing message that satisfies the needs and preferences of online consumers through the use of guerilla marketing. Guerrilla marketing is a novel and unorthodox strategy that places an emphasis on imagination, creativity, and the utilization of novel and interactive techniques to produce campaigns that are memorable and powerful. It is especially pertinent in the online marketplace, where high virality can be targeted, for instance, through social media. Its goal is to attain maximum results with minimum resources. The tactic is intended to leave a lasting impression on customers and frequently seeks to create buzz on social media. If done carelessly, it can be very effective in drawing attention to the brand and increasing brand awareness, but it also runs the risk of creating misunderstandings and unfavorable consumer perceptions.

As businesses struggle to survive in the market, using a variety of marketing strategies, such as newspapers, podcasts, magazines, television, and radio, is crucial. (Derudder & Taylor, 2020) Given the significance of non-traditional marketing, it is explained how guerilla marketing operates, how it has a big impact on the online marketplace through consumer purchasing decisions, which top multinational corporations have used it, and what the results have been. According to Lin et al. (2022) and Ratih (2022), the significant work on Guerrilla marketing that has been undertaken in both develop and developing nations has been vividly articulated, but none of the researchers has analyzed how Guerrilla marketing might help to the success of internet marketing. Guerrilla marketing and online marketing's roles in developed and developing countries, most notably in Nigeria, have not been sufficiently taken into account by the body of existing knowledge. Guerrilla marketing has been the main topic of most of the studies we've looked at (Ratih 2022). However, this study fills this gap by concentrating on online marketing and how consumer preferences were considered when Guerrilla marketing was used as a road map.

1.2 Objective of the Study

The Objective is to investigate the effect of guerilla marketing on online marketplace. It was specifically set to:

- i. Assess the effect of creativity on online marketplace
- ii. Examine the relationship between clarity and online marketplace
- iii. Evaluate the effect of emotional arousal on online marketplace.

2. Literatures Review

2.1 Conceptual Clarification

The main objective of guerilla marketing is to grab the attention of consumers by using a variety of tools and techniques like personal connections events, direct marketing, and creative advertising. Guerrilla marketing is a type of marketing communication that affects consumer behavior through emotion (Banović & Otterbring, 2021) The main cause of this is their strong loyalty to brands that express their unique personalities; this loyalty has grown over time and is especially evident when they are shopping when they are more likely to purchase items that make them happy (Lakshmi & Gee 2019) Each customer has their own needs and demands when it comes to brand devotees, and the brand as a whole affects the advertising campaign. Marketing staff of the organization we must remember that those ads must be effective in attracting customers. Dimobi and Anyasor (2022) state that companies must keep in mind that the consumer does not pay attention to any commercially transmitted message.

The endorsers devise a strategy for these corporations to reposition and rename their items based on the expected response from consumers. (Gerd, 2013) Celebrities frequently appear in commercial advertisements these days, which increases product exposure in the market. Endorsers also use contemporary formatting techniques to make the advertisement compatible with modern technology, and the current dominant trend among consumers is their continued purchase of products recommended by celebrities. (Darley & Lim, 2023) .The effective distribution of products from factories depends on marketing. As a result, marketing is thought of as the core of a successful business and plays a significant role in the manufacturing process. Every business decision must be made "in the light of the market," according to well-known author Peter Drucker. The art of marketing has evolved and is now crucial to the growth of business and the economy. Modern businesses are evolving to become more focused on marketing to survive, expand, and prosper. Modern management practices, such as marketing and production, are constantly incorporating the art of scientific knowledge. (Zarco & Herrzallah, 2023) Without any actual product promotion, viral marketing works by having a small group of people share information about a product or service with many other people in a network of one. It functions as a network where a few people share information about a product or service with more people. The development of a customer base for the products that are promoted through unconventional marketing is significantly influenced by the online marketplace, also known as online supermarket. (Wendrila & Debarun, 2018) It also has an impact on the ideas and tools used in Guerrilla marketing. In 2011, the team-buying business strategy is still evolving. Despite Groupon's encouraging growth, its business model is under attack from Facebook and China's imitative deal-of-the-day websites (Katawetawaraks & Wang,

2011) Although some still see social business as B2C or people to people, the term "social business" is used to forecast B2B through social media (Fangfang et al, 2021).

As demonstrated by Obiwezey's practice of integrating Facebook into its storefront, Facebook continues to be the IT platform in the spotlight of the e-commerce scene on the technology front. Google launched its social networking service, Google+, in 2011, and it is anticipated that this will soon lead to g-commerce. Additionally, Sells Impley has been introduced to expand t-commerce by enabling purchases on micro-blogging websites like Twitter. From f-commerce, we anticipate e-commerce to progress to g-commerce and t-commerce. On the informational front, the demand for specialized and regional content keeps growing to cater to consumers from various cultural backgrounds and interests.

In Lagos, Nigeria, Obiwezey.com Enterprises, an online retailer of consumer goods, sells phone accessories. However, it has not been a unique notion for more than thirty years to connect university computers across campus and use them for research, especially since the US government developed the Internet. The government split the Internet into two domains for official government activities, research, and education reasons in the beginning of the 1980s. The Internet has rapidly grown since then, currently reaching over 30 million homes and companies globally. The expansion of the Internet led to an increased focus on online sales of commodities and other forms of business.

E-commerce has now come to be understood. E-commerce is a global market today. Therefore, it is a crucial area to address from a business perspective for businesses to advertise themselves and their brands in this sizable market. Organizations have been struggling since the growth of e-commerce; customer demand is so great that many sites are unable to keep up. Customers' faith in this already illusory mode of commerce will be destroyed if it is unable to meet demand in the future. This business model must put a strong emphasis on meeting the needs of every customer if it hopes to retain and attract new clients. On the other hand, there is intense competition, and many businesses depend on the generation of demand to survive. When the marketing mix is applied to e-commerce issues, recommendations can be made. The use of the internet has paved the way for marketplace and online sale such as obiwezey.com enterprises, Jumai, amazon, and other online marketplaces.

i. **Creativity**

There are various sorts of Creativity, including source Creativity, medium Creativity (Zhang et al., 2014), advertising credibility, and the message (or credibility) of advertisements. The degree to which a customer accepts promises made about a brand as truthful, practical, and convincing, making it necessary to distinguish between what is promised and what is provided, is the credibility of the advertisement content. Customers' perceptions toward advertising are positively impacted by credibility, which also increases purchasing (Zarco & Herzallah, 2023).

ii. **Clarity**

The primary motivation for guerilla marketing is message clarity (Zarco & Herzallah, 2023). The degree to which viewers comprehend an advertisement's message is said to be related to the idea of clarity.

iii. **Emotional Arousal**

Positive consumer behavior is guided using emotional arousal (Zarco & Herzallah, 2023). It happens right after viewers have seen some advertising. When included into a message, it might be more persuasive than the content itself, fostering a positive perception of a specific brand and positively influencing purchase intent.

iv. **Online Marketplace**

According to (Francisco, 2022) an online marketplace is a platform that offers goods and services from a variety of vendors for online purchases. Although some platforms, Jumia, Ajebo Market, Pay Porte, Spar Nigeria, Ali Express, JiJi, Gear Best, Super Mart, and Obiwezey.com Nigeria Enterprises the case study of this Manuscript also offer his product on the famous and recognized online marketing shop in Nigeria. Most of the products come from outside businesses. To qualify as an online marketplace, a platform must allow other companies to sell their goods; otherwise, it is just an online store. The phrase "marketplace" is occasionally applied to online shops with a vast selection of goods. Online marketplaces, as was already mentioned, sell services. However, the main focus of this article is on the products and services offered by Obiwezey, one of Nigeria's most well-known and successful online markets. On well-known websites that users frequently visit, buyers and sellers conduct business in exchange for a percentage of the sales proceeds. The marketplace business model is frequently based on charging commissions for transactions completed through them. Depending on the platform and the type of products, these fees change. Some online marketplaces (like Allegro) charge a fee for listing the product. Due to the low entry costs required by online marketplaces, sellers are willing to accept such fees. As a result, many sellers rely on these platforms as their primary selling platforms.

Online marketplaces have indisputable benefits, including quick access to many customers, products with high brand recognition, a first point of contact (many buyers start their product searches on online marketplaces), ready technical solutions, a payment system, and logistics. They make excellent testing grounds for new goods and markets, as well as for gathering customer data. Without making significant investments in sales and distribution channels, a small batch of pilot products can be introduced to test demand and gather customer feedback.

Intense competition (for instance, 363,000 new sellers joined Amazon in Europe in 2017 offering identical or remarkably related products), listing systems (some online supermarket or online market shop suppliers offer integration and automated listings), communication with international clients, and fees are some restrictions. Some marketplaces also look for alternative ways to make money besides from sales commissions. One such instance would be fulfillment services, which involve the market taking over warehouse logistics-related tasks like receiving goods, storing them, picking, and packing them, and handling returns (Rusnifaezah, 2022). Given that they run numerous warehouses all over the world, Amazon specializes in this. Although the seller is not required to send their products to Amazon warehouses, this could result in their listings being placed poorly. The most successful marketplace vendors credit their distinctive approach to customers for their success.

2.2 Theoretical Framework

The Unified Theory of Acceptance and the Use of Technology (UTAUT) is designed to show how individuals accept and make use of technology in decision-making. The theory is based on how users faced the challenges of modern technology. The decision to adopt this modern technology depends on three factors and this perceived usefulness, perceived ease to use, and individual attitude toward usage. (Verhoef et al., 2021) stated that perceived usefulness is based on individuals' belief that technology will enhance activity performance; perceived ease to use is the individual belief that technology will enhance freedom from physical effort whereby technology is seen as an alternative better option than its substitutes. Besides, perceived usefulness and perceived ease to use are seen to drive the attitudes toward the usage of technology in decision making which is a determinant factor in accepting technology. The growth of Guerrilla marketing in the online marketplace emerging digital technologies, such as Artificial intelligence, cloud computing, and Robotics, drive the implementation of modern technology in the business Domain has changed the face and way business is seen conducted in the fourth industrial revolution Era. The application of technologies in this Era has redefined and streamlined business processes to ensure benefits to the organization making use of technology. The innovative technology motivated consumer interest in making decisions (Sa'Ed &Yousef, 2022). To achieve a lot in the business domain, every business actor must invest in technologies, the researcher explained further, that the success rate of recent technology adopted in every business domain expected retune on investment, profiting, survival, sale growth and improved market performance. This theory is applicable in this study to help show how other strategic issues can be integrated into the relationship between Guerrilla marketing and the Online Marketplace.

2.3 Review of Empirical Literature

Amara et al. (2021) investigate the impact of Guerrilla marketing on consumer purchasing behavior using qualitative research approaches. According to the research results, the impact of Guerrilla marketing on consumer purchasing behavior is mostly dependent on the brand image and how innovative the guerilla campaign.

Stephen et al (2023) on their study, "The Effects of Guerrilla Marketing in Small and Medium Sized Enterprises in Metro Manila, Philippines," the researchers conducted an online interview with 13 employees and distributed questionnaires to 385 respondents. The study's findings added to the body of knowledge about business, particularly SMEs, on whether it is beneficial for them to adopt such marketing strategies.

Wardana and Gusti (2020) looks at how guerilla marketing affects word-of-mouth activities through the influence of advertising credibility. 148 people between the ages of 17 and 25 participated in the survey as respondents. Then, SEM-PLS was used to evaluate the survey data. Based on the findings, several conclusions are drawn, including the following: (1) creativity, message clarity, humor, and surprise all positively and significantly affect the ad's credibility; (2) message clarity and surprise directly affect word-of-mouth; (3) creativity and humor positively but not significantly affect WOM. Ad credibility (3) has a favorable and enormous impact on word-of-mouth (WOM) and (4) can fully mediate the effects of creativity, message clarity, comedy, and surprise on WOM.

3. Methodology

This study examined the effect of guerrilla marketing on online marketplace, Probability sampling was adopted, using sampling techniques in selecting (80) respondent from the study observation. The sample was drawn from the 100 staff of Obiwezey online store, primary data was utilized as source of data, questionnaire was used as a means for data collection, quantitative analysis was conducted to determine the extent in which explanatory variables (Guerrilla marketing) influences the given variable (*Online marketplace*), IBM SPSS version 26 was used as a tool of analysis using descriptive and inferential statistics.

4. Result and Discussion

The data was analyzed using 80 sample size from the entire population of 100, using descriptive and inferential statistics.

4.1 Descriptive Statistics

Table 1 Demographic Characteristics

Characteristics	Frequency (N)	Percentage (%)
Gender		
Male	46	36.8
Female	34	27.2
Total	80	
Age (years)		
20-25	30	24
26-30	35	28
31-35	15	12
	80	
WORK ACTIVITIES		
Dispatcher	50	40
Customer service	5	4
Marketing/ content creation	25	20
	80	

Source: Authors' Computation (2023)

Table 2: Effect of Guerrilla marketing on online market place

Variables	Strongly agree F(%)	Agree F(%)	Neutral F(%)	Disagree F(%)	Strongly disagree F(%)	Mean	Std. Dev
Creativity							
Advertisement content creativity is the extent to which the customer accepts claims	19(19.0)	64(64.0)	17(17.0)	0(0)	0(0)	4.02	.603



Credibility has a positive influence on customer attitudes towards advertising and raises purchase	25(25.0)	60(60.0)	15(15.0)	0(0)	0(0)	4.10	.628
Unclear or incomprehensible information will be perceived as unbelievable	26(26.0)	56(56.0)	18(18.0)	0(0)	0(0)	4.08	.662
Clarity							
Clarity of message is the main drive behind Guerrilla marketing	20(20.0)	49(49.0)	31(31.0)	0(0)	0(0)	3.89	.709
Advert may be fun, novel or relevant but lacks clarity	19(19.0)	56(56.0)	26(26.0)	0(0)	0(0)	3.94	.664
Clarity in a marketing context signaled a positive and significant effect on purchase intensity	22(22.0)	54(54.0)	24(24.0)	0(0)	0(0)	3.98	.681
Emotional Arousal							
Emotional arousal is employed to ultimately direct favorable customer behavior	32(32.0)	45(45.0)	23(23.0)	0(0)	0(0)	4.09	.740
Emotional arousal comes in the immediate aftermath of viewers' exposure to advertising	18(18.0)	40(40.0)	42(42.0)	0(0)	0(0)	3.76	.740
Emotional arousal proves more influential than the content itself, creating an optimistic attitude toward a given brand	18(18.0)	49(49.0)	33(33.0)	0(0)	0(0)	3.85	.702
Online Market Place							
Online marketplaces have indisputable benefits to many customers	28(28.0)	41(41.0)	31(31.0)	0(0)	0(0)	3.97	.771
Online marketplace is a Platform that offers goods and services from a variety of vendors for online purchases	32(32.0)	61(61.0)	7(7.0)	0(0)	0(0)	4.25	.575
Online marketplace makes	44(44.0)	46(46.0)	10(10.0)	0(0)	0(0)	4.34	.655

excellent testing grounds for new goods and markets							
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Decision Rule: strongly disagree = < 2.00; disagree = 2.00 – 2.49; neutral = 2.50 – 3.49; agree = 3.50 – 4.49; strongly agree = > 4.50

Source: Author's Computation (2023)

4.2 Results and Test of Hypotheses

Guerilla marketing has no significant effect on online marketplace

Table 3: Result of regression analysis of Creativity on online marketplace

Variables	F- Ratio	Sig. of R P	R ²	Adj R ²	B	T	P	
(Constant)						6.542	.000	
Guerrilla marketing: <i>Creativity</i> <i>Clarity</i> <i>motional arousal</i>	46.075	.000	.566	.320	.313	.566	6.788	.000

$$OMP = \beta_0 + \beta_1 GM + \mu$$

$$OMP = 2.062 + 0.566GM + \mu$$

$$(6.542) (6.788)$$

Table 3 presents the results of effect of guerilla marketing on the online marketplace. The findings reveal that guerilla marketing and its dimensions creativity, clarity & emotional arousal have a joint significant effect on online marketplace (F (1, 98) = 46.075, p < 0.01, R = 0.566, R² = 0.320, and adjusted R² = 0.313). The coefficient of determination (R²) indicates that approximately 32% of the variation in online marketplace can be explained by guerilla marketing. This suggests that Guerilla marketing ($\beta = 0.566$, t= 6.788, p < 0.01) have a significant positive effect online marketplace. The significant F-statistics value indicates that the overall model is statistically significant. Consequently, the null hypothesis stating that there is no significant effect of Guerrilla marketing on the online marketplace is rejected. These findings provide evidence that guerilla marketing and its dimension's creativity, clarity and emotional arousal have a joint effect on the online marketplace.

4.3 Discussions of Findings

This section focuses on discussing the findings and outcomes of the study, which aimed to examine the effect of guerilla marketing on online marketplaces. The analysis involved 80 participants, and the results are as follows.

The first research objective was to assess the effect of guerilla marketing on the online marketplace. To address this, simple linear regression and ANOVA was used, and the result provides evidence of a significant positive effect of guerilla marketing; creativity, clarity, and emotional arousal on online marketplace. The findings revealed a significant and positive effect of guerilla marketing and its dimensions on the online marketplace. This is in line with (Li et al. (2019; Zhang et al., 2014; Zarco & Herzallah, 2023); in their study they found out that a positive relationship exists between guerilla marketing and online marketplace.

5. Conclusions and Recommendation

The study aims to investigate how Guerrilla marketing affects the online market. The findings established that guerilla marketing, and its dimensions, has a positive impact on the online market. This result shows a relationship between creative advertising and online market activity. Advertising that is creative allows businesses to connect emotionally with consumers and, as a result, establish long-lasting relationships. There is a strong positive association between the clarity of the advertising message and the online market. The results indicate that when the message of an advertisement is clear, it improves activities in an online marketplace. All brand communication, including advertisements, promotions, and websites, is more effective when it is clear. The goal of brand communication is to change the way that consumers feel about a company and its goods. The results also demonstrate that emotional arousal has a notable favorable impact on the online market. Deep processing is inhibited by emotional arousal, which boosts the persuasiveness of the advertisement in the online marketplace. In conclusion, it has been discovered that guerilla marketing is very effective in the online market. According to the study, the three "Musketeers," or creativity, clarity, and emotional arousal, should be considered by every online platform that recognizes guerilla marketing as a marketing strategy and has only lately become aware of its potential.

This article demonstrated a lack of focus on the strategy dimension, customer insides, and financial factors while revealing future research possibilities through frequency and co-word analysis. Guerrilla marketing tools must also be properly categorized because there are many of them. In other words, there are too much marketing when there is just one marketing. Future research also needs to use a larger sample size. Future studies should also incorporate other dimensions of Guerrilla marketing such as humor and surprise. At the end, the author pleads academics and industry professionals to arouse debate in guerilla marketing.

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