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## **Guerrilla Marketing as Correlates of Business Performance Among SMEs in the Ibadan Metropolis**

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### **Abstract**

Fulfilling long-term organizational performance is a challenge in the present highly competitive business world. Guerrilla marketing promotional strategy has been identified as ingredients for business performance and global competitiveness among Small and Medium Enterprises (SMEs). Therefore, this study examined the influence of Guerrilla Marketing (GM) on the Business Performance (BP) of SMEs in the Ibadan Metropolis. The study is anchored on the AIDA Model. Simple random sampling was deployed to select a sample size of 450 respondents. Data was collected through a validated questionnaire. Descriptive statistics were used to analyse data. Findings revealed that the majority (72.1%) of SMEs in Ibadan Metropolis were highly aware of Guerrilla Marketing; 86.5% employ different Guerrilla Marketing strategies to boost businesses; 86.2% are in agreement that Guerrilla Marketing influences business performance compared to other marketing practices. Conclusively, Guerrilla Marketing affects the business performance of SMEs in the Ibadan Metropolis. Therefore, SMEs managers and operators should engage in marketing practices that are creative, innovative, and attractive even in terms of cost like the guerrilla marketing promotional strategy.

**Keywords:** Guerrilla Marketing, Business Performance, Integrated Marketing Communications, Small and Medium Enterprises

## **Introduction**

In today's business world, which is driven by technology and intense competition, it might be difficult to certify the long-term organisational and sales effectiveness of a company. The capability of Small and Medium Enterprises (SMEs) to implement appropriate entrepreneurial traits and marketing strategies has long been recognised as a critical strategic differentiator, as well as a means of achieving high and sustained performance and gaining leverage over competitors. This has been the case for several years. The ability to adapt quickly and creatively is essential to survival and success in the global economy of the modern era. Even when entrepreneurship is studied from a variety of angles, one thing remains constant: the need to adapt to changing circumstances. It is all about seizing the opportunities that present them, adapting to change, and even becoming a change-maker (Mugambi & Karugu, 2017).

These days, SMEs are primarily engaged in communications competition and no longer in competition over products. The communications market is undergoing economic, communicative, and social changes that are making the reorientation of communications policy a necessity. To keep scattered loss as low as possible, an inter-instrumental shift is taking place in favour of non-classical communications tools, as the flop of classical, conventional forms of advertising to be effective becomes increasingly evident. This is giving rise to a demand for new marketing strategies such as Guerrilla Marketing.

It is important to understand how entrepreneurs survive during uncertainty and what drives entrepreneurship during challenging times (Fatoki, 2018). The pursuit of entrepreneurship often comes with high stress, multiple obstacles, and a high level of uncertainty regarding outcomes. Entrepreneurs have to continually keep up with changing contingencies by adjusting their goals and strategies (Nyachanchu, Chepkwony & Bonuke, 2017; Branicki, Sullivan-Taylor & Livschitz,

2018). SMEs growth is hindered by a myriad of constraints which include uncertain business environments like competitive environment, consumer uncertainty, resource uncertainty, government uncertainty, lack of access to finance, lack of research and development, insufficient management capacity, lack of value-added and poor innovative marketing strategies.

Guerrilla Marketing is a powerful means of rapidly boosting a firm's competitive edge particularly SMEs in today's fiercely competitive markets (Mackey, 2005). Guerrilla Marketing aims to maximise public interest in a firm's goods and services while also minimising the costs of advertising using low-conventional guerrilla marketing promotional strategies. Just like guerrilla warfare, this form of integrated marketing communication strives to focus attention in a particular direction. This means to achieve this, there are "different, surprising, original and entertaining strategies," implemented with a small budget. Initially, Guerrilla Marketing was primarily adopted by small companies to allow them to compete with larger firms that have bigger budgets.

It is based on the above background that this study is put in place to assess the influence of Guerrilla Marketing Promotional Strategy on the Business Performance of SMEs in Ibadan Metropolis.

### **Statement of the Problem**

Given the potential of SMEs as the engine that reduces unemployment in society and adds to the growth and development of the nation, there are still steaming issues that make them fail within the first five years of operation. Taking cognisance of the enormous roles of small and medium enterprises in the economy, successive governments have adopted different mechanisms aimed at entrenching the sector into the mainstream of the Nigerian economy. The government had accorded and given priority to them through the introduction of different policies, incentives,

subsidies, programmes, and agencies aimed at providing favourable environments for businesses to flourish.

Previous studies found that the performance of small and medium enterprises had not been successful due to inadequate marketing strategies and innovation skills which could make SMEs penetrate the markets and trail their customers to buy off their products and curb the competitive environment for better performance. Also, previous research works on traditional marketing practices were studied in isolation on their effect on the performance of SME and business promotion. Given that SMEs constitute the majority of businesses operating in the country, their poor performances called for this research to be carried out.

Based on the inconsistencies, this study, therefore, intends to establish the extent to which guerrilla marketing promotional strategy influences the business performance of small and medium enterprises in terms of sustainability and profitability.

### **Aim and Objectives of the Study**

This study aims to examine the influence of Guerrilla Marketing promotional strategy on the business performance of Small and Medium Enterprises in the Ibadan metropolis. The specific objectives are to:

- i. ascertain the level of awareness of Guerrilla Marketing among SMEs in the Ibadan metropolis;
- ii. identify existing Guerrilla Marketing strategies employed by SMEs in the Ibadan metropolis;
- iii. ascertain the extent to which Guerrilla Marketing strategies affect the performance of small and medium enterprises compared to other entrepreneurial marketing practices.

### **Research Questions**

- i. What is the level of awareness of Guerrilla Marketing among SMEs in Ibadan?

- ii. What are the existing Guerrilla Marketing strategies deployed by SMEs in Ibadan?
- iii. To what extent does Guerrilla Marketing promotional strategy affect the business of, Small and Medium Enterprises compared to other entrepreneurial marketing practices?

## **Theoretical Framework**

### **AIDA Model**

AIDA model is a marketing basic movement in organising advertisements that are created from the customers' perceptive. Initially, the hierarchy of effect model was developed in 1898 by St. Elmo Lewis (attention, interest, and desire) known as AID. Shortly thereafter, Lewis added a fourth step "action" to his original model. AIDA is an abbreviation that is used in marketing and advertisement; it describes a general list of incidents, which is possible to happen when a customer is involved in a certain advertisement. AIDA consists of Awareness (attentive to customer); Interest (improving customers' interest by focusing on profit and benefit and not focused on features like in traditional advertisement); Desire (convincing the customers that the interest of a product or service can fulfil their needs); Action (main customer acts and or purchase products and services) (Yuli, Putri, Bangkara, Nurofik & Zahari, 2022; Kojima, Kimura, Yamaji & Amasaka, 2010). In the business performance process, marketing strategy using the AIDA model increases the trust level of consumers' candidates (the potential of consumers' candidates to be a real buyer).

This four-step model is effective in assessing the marketing impact by regulating each step of mental conversion. This psychological transformation starts from viewing the advert till the purchase is made (Clow & Baack, 2018). AIDA is also considered a hierarchy of effects model. The hierarchy of effects is the term given to a group of marketing communication models that assess the impact of marketing communication campaigns.

### **Concept of Integrated Marketing Communications**

Marketing and communication are inseparable and it has become more important in recent decades (Ibrahim & Agyei, 2020). Today, almost every organisation is using marketing communication to achieve its mission and vision (Shimp, 2003). There are multiple types of marketing communications or methods of product promotion in the market, namely advertising, sales promotion, public relations, personal selling, and direct marketing. This study is anchored on the "Below the Line (BTL)" advertising aspect of IMC.

Small and Medium Enterprises tend to figure out the most efficient way to deliver the message so that customers understand the features and benefits when they purchase or consume the products or services (Clow & Baack, 2018). Subsequently, marketing communication is a necessary factor for a business to be successful.

### **Concept of Guerrilla Marketing**

The Guerrilla Marketing term was first used in 1984 in the book "Guerrilla Marketing" written by Jay Conrad Levinson. In our day when classical marketing methods have lost their update and consumer behaviours have changed, guerrilla marketing is considered an ideal marketing method for entrepreneurs with a small budget and big dreams, is based on the principle of demoralizing other players in the market and taking a place in the market, especially in small and medium-sized enterprises with small, periodic but surprising attacks (Hutter & S. Hoffmann, 2011; Ahmed, Qureshi, Štreimikienė, Vveinhardt & Soomro, 2020; Nwaizugbo, & Anukam, 2014). Guerrilla Marketing stands for a variety of low-cost, high-impact marketing techniques that allow small companies and or individuals to act like big companies. Guerrilla Marketing is about the attempt to achieve wide-ranging results with untypically low utilization of resources by acting like a guerrilla (Onurlubaş, 2017). An original approach to Guerrilla Marketing is an

alternative marketing strategy that is suitable for small and medium enterprises. Furthermore, Guerrilla Marketing is a well-known below-the-line advertising approach that applies more alternative methods, changing how conventional marketing media such as advertising, direct marketing, and others execute promotional activities (Walsh, 2014). Small businesses are failing in large numbers due to failure to understand traditional marketing (Ladokun, 2019). Guerrilla Marketing is a relatively new type of marketing that seeks to achieve maximum effect with minimal investments. It applies unconventional methods of advertising that aim to attract the attention of customers and are designed for small companies so they can compete with large companies on the market. However, over time, large companies began to use it because they realised the benefits of Guerrilla Marketing. A study carried out concluded that guerrilla marketing could help craft, micro, and small businesses to become prominent among the big companies that have large marketing budgets (Spahic & Parilti, 2019).

### **Guerrilla Marketing and SMES Performance**

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. Businesses using this strategy can obtain the desired position in the minds of the customers compared to their competitors. They are beginning to make systematic plans to change customer habits and show why they need to buy their brands as if they were entering the market for the first time. Guerrilla Marketing strategy includes positioning, profitability, distinctive competencies, small market segments, adherence to the marketing concept, relationship marketing practices, and building a company reputation based on long-term mutual benefit with its customers (Toften & Hammervoll, 2013).

An interesting contribution concerning the investigation of guerrilla and traditional marketing interfaces in improving the productivity of

organisational marketing in small and medium-sized enterprises (SMEs) in Nigeria was examined. This research aimed at exploring and analysing the integration of guerrilla and traditional marketing in small to medium-scale enterprises in Nigeria with a case study of Marketing of Hotel Services in Owerri Imo State, Nigeria. There was a significant relationship between the integration of Guerrilla Marketing and traditional marketing in the improvement of productivity of organisational marketing in the enterprises studied. Findings show that guerrilla marketing is complementary to traditional marketing. Hence, GM was recommended as a paradigm and for hotel enterprises in Owerri, Guerrilla Marketing is the survival technique to approach the unstable hostile business environment in which they operate (Anukam, Amaobi & Achama, 2015).

Using descriptive survey techniques, research on entrepreneurial marketing and performance was carried out. The study examined the impact of entrepreneurial marketing on the performance of medium-size hotel businesses in Ibadan, Nigeria. Findings showed a significant relationship was present between Guerrilla Marketing strategy and sales growth of medium-size hotels operating in Ibadan, Nigeria. It was also discovered that a significant relationship exists between viral marketing strategy and sales growth of medium-size hotels operating in Ibadan, Nigeria. Lastly, the survey result found that a significant relationship was present between Guerrilla marketing strategy and brand image creation of hotels operating in Ibadan. The study concluded that entrepreneurial marketing (i.e. Guerrilla and Viral Marketing strategies); as it is related to promotion, has a significant impact on and relationship with performance (i.e. sales growth and brand image creation) of Medium-size hotel enterprises in Ibadan, Nigeria (Alrabeeah, Hamad & Jaramillo, 2018).

Another study empirically assessed the effect of Guerrilla Marketing on guerrilla entrepreneur performance focusing on selected businesses in



Nigeria. It was concluded that for the guerrilla entrepreneur in Nigeria to be successful and sustain his business, he must show and implement empathy in his business. Also, the guerrilla entrepreneur must engage in publicity that is creative, innovative, and attractive even in terms of cost like the guerrilla marketing strategy (Kabir & Ikwuagwu, 2021).

In the Alaba market, an investigation was carried out on the impact of Guerrilla Marketing on the sales performance of entrepreneurs. The study sought to determine the extent to which Guerrilla Marketing influences entrepreneurs' sales performance. It was also found that using Guerrilla Marketing strategies; is cost-effective for entrepreneurs. This implies that entrepreneurs should utilise the use of Guerrilla Marketing strategies in advertising their goods and services, as it is cost-effective and gives them direct contact with the targeted audience. It was recommended that firms or entrepreneurs who are starting from scratch should adopt Guerrilla Marketing strategies as it will aid them in enhancing their personal experience with the brand and building a good reputation at a minimal cost (Okwara, Nkwocha & Onyeme, 2017).

### **Methodology**

The study adopted a survey design. The instrument of data collection for the study was a self-designed questionnaire. The questionnaire had three sections in line with the research objectives and questions. The study area was the Ibadan metropolis with a total population of 6,131 SMEs according to SMEDAN 2017. Simple random sampling was employed to select 450 SMEs in the Ibadan metropolis. After the administration of the questionnaire, 369 copies of the questionnaire were returned and 347 copies were found valid for analysis. Descriptive statistics were used to analyse data. The data generated was subjected to analysis by the researcher and presented below in simple percentage tables for easy understanding and simplicity.

**Data Analysis and Discussion of Findings**

**Research Question One:** What is the level of awareness of Guerrilla Marketing among SMEs in Ibadan?

**Table 1: Responses on Level of Awareness of Cheap Form of Advertising (Guerrilla Marketing strategies) among SMEs in Ibadan.**

Statement	HA (%)	AA (%)	NSA (%)	NA (%)	M	Std. D
I am aware of a marketing idea called a cheap form of advertising (Guerrilla Marketing)	200 (57.6)	146 (42.1)	0 (0)	1 (0.3)	<b>3.30</b>	<b>0.48</b>
I am aware that Cheap advertising is an advertising strategy concept designed to promote products and services	250 (72.1)	91 (26.2)	5 (1.5)	1 (0.2)	<b>3.02</b>	<b>0.28</b>
I am aware that cheap advertising involves low cost or no cost at all	189 (54.5)	90 (25.9)	38 (10.9)	30 (8.7)	<b>2.50</b>	<b>0.72</b>
I am aware that cheap advertising is a promotional tool that provides both information and persuasion basis to target consumers	260 (74.8)	78 (22.4)	7 (2.0)	3 (0.8)	<b>2.55</b>	<b>0.57</b>

Source: Researcher’s fieldwork (2022)

In Table 4.1, all the SMEs studied were requested to indicate their level of awareness of guerrilla marketing, from the analysis and results presented it could be observed that 86.2% (299) of the respondents are highly aware of a marketing idea called Guerrilla Marketing to boost their business performance, 13.5% (47) of the respondents are averagely aware and 0.3% (1) of the respondents are not aware of Guerrilla Marketing. This shows that the majority of the respondents are highly aware of a marketing idea called Guerrilla Marketing to boost their business performance. Specifically, 72.1% (250) a large percentage of the respondents are highly aware that Guerrilla Marketing is an advertising strategy concept designed to promote products and services, 26.2% (91) of the respondents are averagely aware, 1.5% (5) are not so aware while 0.2% (1) of the respondents are not aware. In summary, findings revealed that a cheap form of advertising that is Guerrilla Marketing strategies is

well known among the majority of SMEs in Ibadan. This finding suggests that SMEs in Ibadan are familiar with Guerrilla marketing promotional strategy which is at a high level. The finding corroborates the AIDA model of marketing communication in which awareness is the first step of the marketing process and is an introductory stage, where people get to know about the existence of the service. The finding is substantiated by a study, which found that most respondents of the study agreed to be familiar with the concept of guerrilla marketing (Balwani, Avlia & Sen, 2017). In the same vein, a study explains Hotel entrepreneurs in Imo state use guerrilla marketing weapons business because it helps in the advancement of the productivity of hotel marketing (Nwaizugbo & Anukam, 2014).

**Research Question Two:** What are the existing Guerrilla Marketing strategies deployed by SMEs in Ibadan?

Statement	SA (%)	A (%)	D (%)	SD (%)	M	Std. D
I make use of flyers, signboards, stickers, banners, car branding, and posters to boost my business	47 (13.5)	300 (86.5)	0 (0)	0 (0)	<b>3.14</b>	<b>0.34</b>
I employ customised bags, and complimentary cards to increase my customer base and profitability	81 (23.3)	266 (76.7)	0 (0)	0 (0)	<b>3.23</b>	<b>0.42</b>
I employ the use of street marketing, road shows, and cars with loudspeakers attached to the top to advertise my business in other to boost sales	60 (17.3)	95 (27.4)	127 (36.6)	65 (18.7)	<b>3.17</b>	<b>0.38</b>
Viral marketing such as word-of-mouth communication and direct marketing increases my business performance	68 (19.6)	247 (71.2)	17 (4.9)	15 (4.3)	<b>1.94</b>	<b>0.64</b>
I employ the use of text messages or bulk SMS to advertise my business	81 (23.3)	266 (76.7)	0 (0)	0 (0)	<b>3.23</b>	<b>0.42</b>
I employ Social media adverts and email marketing to reach targeted customer groups	45 (13)	124 (35.7)	86 (24.8)	92 (26.5)	<b>3.08</b>	<b>0.28</b>
I use brand influencers to have a major influence on my customers	15 (4.3)	80 (23.1)	247 (71.2)	5 (1.4)	<b>2.30</b>	<b>0.57</b>

**Source:** Researcher’s fieldwork (2022)

Table 2 presents and analyses quantitative data on various Guerrilla Marketing strategies used by SMEs in Ibadan; from the table, it could be observed that 13.5% (47) of the respondents strongly agreed that the use of flyers, signboards, stickers, banners, car branding, and posters to boost their business, 86.5% (300) of the respondents agreed, none of the respondents disagreed or strongly disagreed. This shows that the majority of the respondents agreed with the use of flyers, signboards, stickers, banners, car branding, and posters to boost their business.

Similarly, 23.3% (81) of the respondents strongly agreed that employing customised bags, and complimentary cards increase their customer base and profitability, 76.7% (266) of the respondents agreed, and none of the respondents disagreed or strongly disagreed. This shows that the majority of the respondents agreed that employing customize bags and complimentary cards increases their customer base and profitability. In the same vein, 17.3% (60) of the respondents strongly agreed that employing the use of street marketing, road shows, and cars with loudspeakers attached to the top to advertise their business to boost sales, 27.4% (95) of the respondents agreed, 36.6% (127) of the respondents disagreed and 18.7% (65) of the respondents strongly disagreed. This shows that the majority of the respondents disagreed with employing the use of street marketing, road shows, and cars with loudspeakers attached to the top to advertise their business in other to boost sales. Likewise, 19.6% (68) of the respondents strongly agreed that viral marketing such as word-of-mouth communication and direct marketing increases their business performance, 71.2% (247) of the respondents agreed, 4.9% (17) of the respondents disagreed and 4.3% (15) of the respondents strongly disagreed. This shows that the majority of the respondents agreed that viral marketing such as word-of-mouth communication and direct marketing increase their business performance. Also, 23.3% (81) of the respondents strongly agreed that employing the use of text messages or bulk SMS to advertise their business, 76.7% (266) of the respondents

agreed, and none of the respondents neither disagreed nor strongly disagreed. This shows that the majority of the respondents agreed that employing the use of text messages or bulk SMS to advertise their businesses.

Moreover, 13% (45) of the respondents strongly agreed that they employ the use of social media adverts and email marketing to reach their targeted customer groups, 35.7% (124) of the respondents agreed, 24.8% (86) of the respondents disagreed while (26.5%) 92 of the respondents disagreed. Also, 4.3% (15) of the respondents agreed that they use brand influencers to have a major influence on their customers, 23.1 (80%) of the respondents agreed, 71.2% (247) of the respondent disagreed, while 1.4% (5) of the respondents strongly disagreed. This implies that the majority of the respondents disagreed that the use of brand influencers has a major influence on their customers.

Hence, arising from Table 2, Guerrilla Marketing strategies such as customised bags, complimentary cards, bulk SMS, social media advertisement, placing banners in front of different event venues, and sending out sales representatives for viral marketing are employed by business owners to boost their businesses, to increase customer base and profitability. The finding is also in agreement with a research work that concluded that entrepreneurial marketing (i.e. Guerrilla and Viral Marketing strategies); as they are related to promotion, have a significant impact on and relationship with performance (i.e. sales growth and brand image creation) of Medium-size hotel enterprises in Ibadan, Nigeria (Ladokun, 2019).

**Research Question Three:** To what extent does guerrilla marketing strategy influence the business of small and medium enterprises compared to other entrepreneurial marketing practices?

**Table 3: Responses on the extent to which Guerrilla Marketing Strategy Affect the Performance of SMEs Compared to Other Promotional Strategies**

Statement	SA (%)	A (%)	D (%)	SD (%)	M	Std. D
Guerrilla marketing is a promotional strategy for increasing business performance and helps my business achieve its marketing objectives	48 (13.8)	299 (86.2)	0 (0)	0 (0)	<b>3.34</b>	<b>0.48</b>
Guerrilla marketing strategy is more effective than traditional way of advertising	183 (52.7)	164 (47.3)	0 (0)	0 (0)	<b>3.52</b>	<b>0.50</b>
Guerrilla marketing makes my business to be creative and conventional compared to traditional advertising	30 (8.6)	298 (85.9)	19 (5.5)	0 (0)	<b>3.03</b>	<b>0.37</b>
Guerrilla marketing has a greater effect than all other promotional strategies	60 (17.3)	167 (48.1)	120 (34.6)	0 (0)	<b>2.83</b>	<b>0.70</b>
Guerrilla marketing leads to consistent patronage of our products, culminating in desired profits compared to other promotional strategies	149 (42.9)	198 (57.1)	0 (0)	0 (0)	<b>3.32</b>	<b>0.50</b>

**Source:** Researcher's fieldwork (2022)

Table 3 also presents quantitative data on the extent to which guerrilla marketing strategy affects the performance of SMEs compared to other promotional strategies; from the table, it could be observed that 13.8% (48) of the respondents strongly agreed that guerrilla marketing is a promotional strategy for increasing business performance and helps their business achieve its marketing objectives, 86.2% (299) of the respondents agreed, while none of the respondents either disagreed or strongly disagreed that guerrilla marketing is a promotional strategy for increasing business performance and helps their business achieve its marketing objectives. This shows that the majority of the respondents agreed that

Guerrilla Marketing is a promotional strategy for increasing business performance and helping their business achieve its marketing objectives.

Also, 52.7% (183) of the respondents strongly agreed that Guerrilla Marketing strategy is more effective than traditional way of advertising, 47.3% (164) of the respondents agreed; none of the respondents disagreed or strongly disagreed. This shows that the majority of the respondents agreed that Guerrilla Marketing strategy is more effective than traditional way of advertising. Similarly, 8.6% (30) of the respondents strongly agreed that Guerrilla Marketing makes their business creative and conventional compared to traditional advertising, 85.9% (298) of the respondents agreed, 5.5% (19) of the respondents disagreed and none strongly disagreed. This shows that the majority of the respondents agreed that Guerrilla Marketing makes my business to be creative and conventional compared to traditional advertising.

Further, 17.3% (60) of the respondents strongly agreed that Guerrilla Marketing has a greater effect than all other promotional strategies, 48.1% (167) of the respondents agreed, 34.6% (120) of the respondents disagreed while none of the respondents strongly disagreed. This shows that the majority of the respondents agreed that Guerrilla Marketing has a greater effect than all other promotional strategies. Likewise, 42.9% (149) of the respondents strongly agreed that Guerrilla Marketing leads to consistent patronage of their products, culminating in desired profits compared to other promotional strategies, 57.1% (198) of the respondents agreed, none of the respondents disagreed or strongly disagreed. This shows that the majority of the respondents agreed that Guerrilla Marketing leads to consistent patronage of our products, culminating in desired profits compared to other promotional strategies.

In summary, the finding implies that the majority of the respondents agreed that Guerrilla Marketing influences the sales of my business

compared to other promotional strategies. Hence, Guerrilla Marketing to a large extent influences the business performance of Small and Medium Enterprises compared to other entrepreneurial marketing practices and promotional strategies such as traditional means of advertising such as radio, television, and billboard advertising.

### **Conclusion**

The conclusion from these findings suggests that SME operators in Ibadan Metropolis are aware of the Guerrilla Marketing strategy. Also, SMEs managers and operators make use of a variety of Guerrilla Marketing strategies such as flyers, signboard stickers, banners posters, complimentary cards, customized items, bulk SMS, viral marketing, direct marketing, sales representatives, social media advertisement, brand influencers, etc., to advertise products, reach targeted customer groups, boost sales, increase customer base and boost their business performance in terms of profitability and sustainability.

In addition, Guerrilla Marketing influences the business performance of Small and Medium Enterprises compared to other entrepreneurial marketing practices and promotional strategies such as traditional means of advertising. Likewise, it can be concluded that guerrilla marketing makes operators of SMEs creative, Guerrilla marketing has a greater effect than all other promotional strategies and it leads to consistent patronage of their products, culminating in desired profits compared to other promotional strategies.

### **Recommendation**

Based on the findings and conclusion of this study, the following were recommended;

For SMEs to be successful and sustain their businesses, they must show and implement empathy in their business. Advertising is the spirit that



brings awareness, attention, and attraction to any business particularly when the marketing strategy is creative and innovative. Therefore, SMEs managers and operators should engage in publicity that is creative, innovative, and attractive even in terms of cost like the Guerrilla Marketing promotional strategy.

Business owners (SMEs) should accept and ensure effective use of outdoor adverts such as flyers, signboards, stickers, banners, car branding, and posters to advertise their business, increase brand awareness, increase customer base, reach targeted customer groups, influence customers and boost business performance.

SME should embrace the use of Guerrilla Marketing compared to other forms of marketing practices. To advertise their business, there is a need for the of proliferation brand attentiveness, increased customer base, reach targeted customer groups, stimulate clients, and enhancement of profitability.

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