



Title: Guerrilla marketing: a qualitative study on Generation Z, exploring perceptions and loyalties around fast food advertising.

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*A research project submitted in fulfilment of the requirements for the
Postgraduate BA strategic brand communications fulltime
at the Independent Institute of Education: Vega School
29 November 2021.*

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Module: RESE8419

Summative assignment: Research Report

Word Count: 15005

I hereby declare that the Research Report submitted for the BA Postgraduate Strategic Brand Communications degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Signed 29/11/2021

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a. Abstract

This interpretivist, qualitative study looked to understand how guerrilla marketing shifts Gen Z perceptions and loyalties of fast food brands. This study was rooted in the theoretical foundation of consumer behaviour, therefore understanding how individuals aged 18-25 have their consumer behaviour shifted once they had experienced guerrilla marketing. New marketing strategies are needed to combat traditional marketing's downfalls, this being information overload, lowered success in engagement and dwindling consumer loyalty (Klepek, 2014). This research has addressed the search for new marketing strategies that is a result of the shift in changing consumer needs (Kotler, 2017), specifically unpacking guerrilla marketing as an effective strategy to shift consumer perceptions and reinforce existing consumer loyalties. This was done to further the understanding of guerrilla marketing by exploring consumer behaviour, perceptions and loyalties through telephonic in-depth, semi-structured interviews of 8 participants who met the sample and population characteristics. After a pilot study and 8 interviews, data saturation occurred. Data was inductively and thematically analysed, open coding was used to code the transcribed audio data. The process was iterative, preliminary coding, and two coding cycles were conducted to ensure sound analysis.

The key insight arriving from this was guerrilla marketing is an effective marketing strategy in creating positive a brand image and brand associations, while also placing brands that use this marketing at the top of the consumers mind in the context of fast food brands. Furthermore, it was understood that guerrilla marketing had the ability to reinforce existing brand loyalties but in itself cannot produce brand loyalty, only positive brand perceptions. It was noted that guerrilla marketing made brands seem more creative, engaging and clever. The contribution to this field was to lend to the discussion around a better understanding of guerrilla marketing as a tactic, this is important as traditional marketing is becoming obsolete and messages are being lost in the saturated marketplace (Kumar, 2015). Hopefully bettering marketing campaigns and decisions, thus contributing to the fields of marketing and academia in expanding the accessible knowledge of this topic.

Key words: Guerrilla marketing, Generation Z cohort, Consumer behaviour, Consumer Perceptions and Consumer loyalties.

b. Introduction

i. Background

This study aims to understand fast food brands use of guerrilla marketing as a successful marketing tool to shift consumer behaviour (specifically perceptions and loyalties) of individuals 18-25. This study will unpack the aims, reasoning, objectives and methods of this research. Context needed for the understanding of this document is discussed below, this will form the basis of the content to come.

Guerrilla marketing is unconventional advertising that grabs the attention of consumers in an interactive way (Milak, 2017). Examples of Guerilla marketing tactics are street art, flash mobs, unconventional out of home (eg. interactive billboards, 3D billboards, any different attempts to the “norm”) (Yüksekbilgili, 2014). The focus is on entertaining and surprising the consumer, as a result bringing awareness to the brand. This research will address new ways marketers can effectively impact Gen Z. According to Klepek (2014) the biggest threat to marketing efforts is too much information, lowered effectiveness of traditional marketing activities, consumers dwindling attention and loyalty. This showing an opportunity to use guerrilla marketing to better engage consumers.

Generation Z are individuals born between 1995 and 2012 (Priporas, 2017). The age group of 18 to 25 is specified for a smaller sample set. This is because the ages 18- 25 are assumed to have similar mindsets and life stages. This will make understanding their perceptions and loyalties to brands that use guerrilla marketing slightly easier than using the whole population of Gen Z. This group was chosen as they are new into the purchasing world and are the most likely to be experimental or susceptible to marketing tactics (Priporas, 2017).

The fast food industry is one of the fastest growing industries in the globe (Shamhuyenhanzva, van Tonder, Robers-Lombard, Hemsworth, 2016). This industry is known for its new and adaptive methods to gain consumers attention (Mhlanga, 2018). Hence the interest to study this fast-growing market and linking this with the tactic of guerrilla marketing. Fast food brands are actively making use of guerrilla marketing as a strategy, the figures below provides clarity as to what guerrilla marketing is and how brands are using this tactic.

This topic is important to explore as more brands are beginning to use this cost- effective alternative marketing (Kumar, 2015). This makes it important to understand how consumers are reacting and resonating with this strategy to ensure brands are still effectively communicating their messages to consumers. Traditional methods are struggling to capture audience's attention, hence the need to explore more effective options (Yüksekbilgili, 2014). This study has identified a gap by exploring this topic through studying a specific age group (18-25) while also specifically looking at the impact guerrilla marketing has on shifting perceptions and loyalties (consumer behaviour, by looking at the consumer decision making process). Most literature reviewed used a quantitative stance to unpack this subject, while the few qualitative studies that were reviewed used different methods compared to this study, again reiterating the differentiation this study brings.

This highlights a gap in studying this phenomenon through qualitative, semi-structured, in-depth interviews. The importance of using Gen Z is because they are the next consumer market and thus they will have great purchasing power. Knowing how this group perceives this guerrilla marketing as a strategy and if it affects their decision-making processes or loyalties, is vital to effective marketing.



Figure 1: *"Best fries on the planet"* (Pafitis, 2020)



Figure 2: “Shark week” (Marrs, 2020)



Figure 3: “McDonalds creative cross walk” (Kaval, 2019)



Figure 4: “Hot ‘n Wholesome” (Kaval, 2019)

ii. Rationale

The relevance of this study is evident, while previous studies have been conducted regarding marketing, this topic is still in its infancy. Studies such as Klepek (2014) have indicated effective marketing activities. However, new studies can be conducted about guerrilla marketing, to gain a greater understanding of newer marketing tactics and the impact of this on consumer perceptions, similarly done by Milak and Dobrinić (2017). McDonalds seen in figure 1 and 3 is one of the most recognisable brands world-wide and serves around 3.5 million people daily (Cliffe, 2020). This stresses the importance of understanding how brands like this adapt and transform their marketing and image to still stay relevant throughout the years and in the mind of the consumer.

This study adds to the existing body of knowledge and the discussion surrounding shifting consumer behaviour, perceptions and loyalties. This would benefit the marketing industry and many others, providing insight into how to reach Generation Z a whopping 46% of the South African population at 27.5million people (TransUnion, 2020). Reiterating the choice to understand the consumer behaviour of this groups future purchases, preferences and opinions.

Exploring fast food brands becomes relevant as they are becoming one of the largest industries in the world (Shamhuyenhazva et al. 2016). It is important to study growing industries as they need evolving marketing strategies in order to reach consumers and impact their behaviour. This study is fundamental to marketing strategies as this frequently changing environment needs adaptive methods and concepts. Especially considering the changes we have experienced post Covid-19 such as difficulties in reaching consumers meaningfully, new ways of communicating and interacting are needed and finally the “normal” consumer journey is no long the same (Milak, 2017). Hence, this studies importance to assist brands in achieving newer and effective marketing of fast food brands to Generation Z.

iii. Problem statement

This study will look to understand guerrilla marketing as a successful marketing tool in shifting Generation Z's perceptions and loyalties, specifically in fast-food advertising. Guerrilla marketing is significant, as traditional methods are becoming less effective in influencing consumers (Yüksekbilgili, 2014). Klepek (2014) explains the biggest threat to marketing efforts is information overload, lowered success of traditional marketing and consumers dwindling loyalty. This study will deliver insight to the topic of guerrilla marketing this being fundamental to the sector of marketing and strategy (Khare, 2017). Guerrilla marketing is especially fundamental in a post Covid-19 world, where virtual interactions that break through the clutter are paramount to reaching consumers and changing their behaviour (Debuka's, 2020).

This created an opportunity to conduct this study in exploring how guerrilla marketing shifts consumer behaviour of 18-25-year olds, specifically regarding their perceptions and loyalties of brands. It is necessary to study the perceptions and loyalties of this age group as these aspects are the outcome of consumer behaviour and experiences. The feelings, opinions, needs and journey a consumer goes through to purchase and consume a product results in certain perceptions and possibly loyalties to specific brands, this is based on the consumer decision making and experience. By studying these aspects we gain a better understanding of how brands can influence those processes and better communicate and interact with their consumers, resulting in effective marketing and stronger brands. The consequence of ignoring this topic could be insufficient marketing attempts from fast food brands to Generation Z.

iv. Purpose statement and research question

The purpose of this qualitative research is to explore guerrilla marketing used in advertising, specifically as a new age tactic. The objective is to particularly look to understand Generation Z's (aged 18-25) consumer behaviour, specifically their perceptions and loyalties about brands that use guerrilla marketing tactics in fast food advertising. Traditional marketing tactics struggle to capture consumers attention or shift their perceptions (Klepek, 2014). Hence, the purpose of this study, is to provide marketers and the marketing industry insight into guerrilla marketing as an effective communication method for consumers today.

Question: How has guerrilla marketing successfully shifted perceptions and loyalty of fast food brands, among individuals 18-25?

v. Objectives

1. To understand consumer perceptions of fast food brands
2. To explore if guerrilla marketing is successful in shifting loyalties among Gen Z.
3. To understand the shift of consumer behaviour once exposed to fast food brands' guerrilla marketing.
4. To investigate guerrilla marketing as a successful marketing tactic for consumers in the context of fast food advertising.

c. Literature review

i. Theoretical foundation

This study is rooted in the theory of consumer behaviour, this, combined with other theories acts as the theoretical framework of this study. Customer perceptions are rooted in the theory of Consumer behaviour, seminal author being Thorstien Veblen (1972). This theoretical concept will be used to understand generation Z's consumers behaviour and thus their perceptions and loyalties, regarding fast food guerrilla marketing. Loyalties are noted as a progressive next step to positive perceptions and are also rooted in consumer behaviour and decision making, hence the overall link and theoretical foundation of consumer behaviour.

This concept will assists in understanding how to improve marketing strategies and become more successful in the market, this is because brands will now know how and why their target purchases (Stankevich, 2017). Consumers make decisions to satisfy their needs and desires. It is a cognitive process that directs actions and relieves tension caused by the need (Stankevich, 2017). This concept will be fully defined and presented under conceptualisation.

The Kotler and Keller 5 stage model (2012) of the consumer buying process, will be used as a basis of consumer behaviour, providing insight into how consumers think, perceive, and generate loyalty toward brands. Loyalty coming from a positive consumer buying process and going beyond into consumer loyalty. This process of understanding how individuals perceive and generate loyalty being the purpose of this study, to understand how guerrilla marketing shifts consumer behaviour among Gen Z. The 5 stage model is used throughout the interviewing process to encapsulate the participants consumer behaviour, perceptions and loyalties of fast food brands that use guerrilla marketing.



Figure 5: *Kotler and Keller 5 stage model (2012) (Stankevich, 2017).*

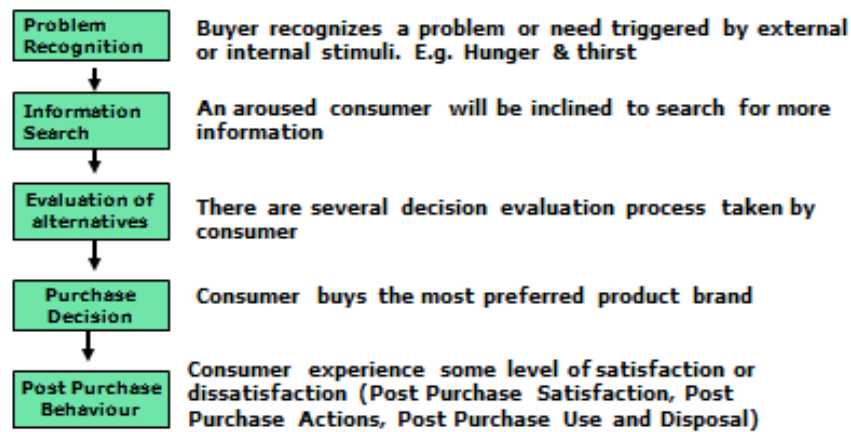


Figure 6: Kotler and Keller 5 stage of the consumer buying process (2012) (Connecting Students, n.d.).

There are various models such as the “Internal Psychological Processes” by Belch (2009) which builds on Kotler and Keller’s model and further describes this psychological process. Similarly, “McKinsey’s dynamic model of the consumer decision journey” by Court (2009), this is a circular model with four phases. These models complicating the movement through the stages, and does not distinctively describe behaviour. This study will utilise Kotler and Keller (2012) as it is the most straightforward and effective way to discuss consumer behaviour and decision making. This being ideal, as it is this model that moulds consumer perceptions, the basis of this study being to understand Gen Z’s consumer behaviour and perceptions of a fast food brand following a guerrilla marketing experience (Stankevich, 2017). This model is assumed as the “tradition model of decision-making” as it effectively moves consumers through their purchase and helps marketers understand the actions consumers preform (Parumasur, 2015). This study will focus on the stages of purchase and post purchase behaviour (Stankevich, 2017). As these are the elements that will inform how guerrilla marketing shifts perceptions of brands based on purchasing choices and ultimately inform loyalty looking at post purchase behaviour. Kotler and Keller’s (2012) model will enrich the discussion of how Gen Z chose brands, and thus how guerrilla marketing may create effective perceptions and loyalties of these brands.

ii. Literature review

This literature review will explore various sources relevant to this study, this will be thematically categorised into: guerrilla marketing, consumer behaviour and finally generation Z consumer perceptions and loyalties. This study aims to understand guerrilla marketing used in fast food advertising, as a successful strategy in shifting perceptions and brand loyalty among 18-25-year old's (Gen Z). This topic is important as traditional methods are becoming obsolete and ineffective (Yüksekbilgili, 2014). The consequence of ignoring this topic could be insufficient marketing attempts from fast food brands to Generation Z. This is a qualitative study that will look to gain a better understanding of existing material pertaining to perceptions and loyalties surrounding guerrilla marketing, relating to Gen Z and fast food. This existing knowledge will serve as a basis for understanding and identifying research gaps surrounding these topics.

Guerrilla marketing

When exploring guerrilla marketing, the marketing shift must be understood, currently it is known as marketing 4.0. Kotler (2017) mentions there is a shift in marketing from human centric marketing to a sharing, digital economy that will see massive technological convergence within society (Kotler, 2017). This unpacks the current need for guerrilla marketing, due to the current information overload, technological shifts and consumer mindset shifts (Kotler, 2017). The shift in the way consumers interact with brands, results in a change of marketing strategies to remain effective communicators. Hence, the importance of knowing why guerrilla marketing is becoming so effective, making it necessary to explore, as it is a viable and successful way for brands to shift consumer perceptions and loyalties. This study looks to understand the extent of those perceptions and loyalties shifted by guerrilla marketing in fast food advertising.

Additionally, Ramasobana (2017) mentions how business attributes of South African SME's directly impact marketing communication. A quantitative study of 160 SME Limpopo respondents confirmed attributes such as size and finances should be considered when devising a marketing strategy. This gives insight into the South African perspective of marketing communications and the types of communications that are being used. Ramasobana (2017) found these businesses often have focused, targeted messages. This is an opportunity to explore through this study, how guerrilla marketing is appropriate for small businesses with little budget and specific messages. Showing the importance of this topic and the discussion around guerrilla marketing in fast food

advertising, as this marketing strategy could be the shift businesses need for marketing 4.0 (Kotler, 2017).

In looking at the link of guerrilla marketing and traditional marketing, Levison (2011) indicates the intricacies of guerrilla marketing, these points are vital when looking to shift marketing to marketing 4.0 as Kotler (2017) suggests is needed for current consumers. Although this source is slightly outdated, it is written by seminal author J.C Levinson, providing relevance in highlighting the importance and success within this strategy. It unpacks various elements that make up guerrilla marketing, as well as how to successfully execute it. The biggest finding from this source was that guerrilla marketing should be directed to the unconscious mind as it drives internal dialogue. The unconscious mind makes faster decisions and links messages better, combining this with the subtle and persuasive art of guerrilla marketing, ensures persuasion (Levison, 2011). This links to the overall question of this study, looking to understand how guerrilla marketing shifts consumers behaviour and decisions. For this study, this seminal aspect of guerrilla marketing, gives context to the term and how it should be understood.

Moreover, once noting the importance of guerrilla marketing and its foundations as well as how traditional marketing is shifting and changing, author Khare (2017) lends to a newer perspective of guerrilla marketing slightly building upon the foundations of Levinson's seminal work. This qualitative study explored case studies and literature, putting results and findings to theoretical frameworks. Khare (2017), mentions guerrilla marketing being a sub-set of sales marketing, this was an interesting take on describing the concept as in slight contradiction Levinson (2011) notes it is a subtle marketing approach. in Khare's (2017) work, guerrilla marketing is framed as a way of thinking that is unexpected, innovative and creative, many India based branded examples are used which elevate this discussion. This study makes reference to principles of this strategy, differing from the sources reviewed where this is not mentioned other than from seminal author Levinson (1994). A gap in this research is that only literature was reviewed, this study could have benefited from data collection to enhance this discussion in a more "human orientated" way. This study will avoid this limitation by conducting in-depth interviews that look to further enhance the understanding of guerrilla marketing, specifically in regards to Gen Z and fast food advertising.

Finally, it is important to note the study done by Milak and Dobrinić (2017) a quantitative study of 117 people testing how individuals perceive guerrilla marketing. One of the findings show younger people better perceive guerrilla marketing attempts compared to

individuals over the age of 47 (Milak and Dobrinić, 2017). This finding was interesting as age was never initially considered regarding impact of guerrilla marketing attempts and perceptions, however this study has highlighted this is an influencing factor. Milak (2017) shows the link between guerrilla marketing and consumer perception, one of the main concepts looking to be understood within this study of gen Z. This confirms the thought of guerrilla marketing influencing consumer perception to a certain degree (Milak, 2017), however, this study will look to understand this influence, within the fast food industry among Gen Z.

Consumer behaviour.

To begin unpacking this literature the book *Consumer Behaviour 3rd ed* by Parumasur et al (2015) was reviewed. Parumasur (2015) gives an overview into consumer behaviour, its influences and processes. It is based off a similar theory within the theoretical foundation of this study which is seminal author Thorstien Veblen (1972). Parumasur (2015) dives into the intricacies of consumer behaviour, various theories and patterns of behaviour. This allows for a great general understand of how consumers behave and make their decisions. A pertinent topic for this study when looking to understand how guerrilla marketing in fast food shifts consumer perceptions and loyalties. Consumer behaviour is the basis of perceptions and loyalties and is the theoretical framework of this proposal.

Adding to the discussion of consumer behaviour theories Stankevich (2017) enlightened much of the theoretical foundation for this study. Kotler and Keller's 5 stage process for consumer decision making serves as the theoretical foundation for this study.

Stankevich (2017) makes mention to this model and compares many other models and frameworks, this discussion made identifying a framework appropriate for this study easier as many models were compared and contrasted all in one document. This critical review gave much insight into consumer behaviour and its definition, the most appropriate being "Consumer buying behaviour is the process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants" (Stankevich, 2017). This study aiding in understanding consumer perceptions and loyalties, as you have to understand consumers behaviour first.

Similarly, the study by Duffet (2020), lends to the discussion of guerrilla marketing and introduces the focus of consumer behaviour and Gen Z, contrasting to Stankevich (2017) and Parumasur (2015). Duffet (2020) looks at the role of YouTube in marketing communication and how this influences behaviours and attitudes of Gen Z. This quantitative study found YouTube marketing has a positive influence on behaviour. This study similar to the study being conducted, is rooted in the theoretical foundation of consumer behaviour, however contrasting by using the hierarchy-of-effects model where this study uses Kotler and Keller's (2012) 5 stage model. This study becomes complex in looking to answer 10 hypotheses, it is limited in only testing YouTube marketing as Gen Z makes use of many platforms and finally this was limited to South Africa, limiting the generalisation's possible to developed countries. However, the biggest limitation to mention was the use of minors for this study, posing ethical and validity concerns. This being one of the main reasons this proposed qualitative study will limit the sample to individuals aged 18-25 even though gen Z includes more age groups. Duffet's (2020) study is useful as it poses a contrast to the theoretical foundation used in this study, it allows for a different perspective on the same theory, enriching the understanding of consumer behaviour. This study also makes use of Gen Z as a sample, again giving insight into how these consumers behave, showing social media marketing has proven to be effective in moulding consumer behaviour in this group.

Gen Z perception, loyalties and characteristics

Priporas (2017) a valuable study that identifies the main characteristics of this generational cohort. This qualitative study explored how smart technology has an influence on Gen Z's consumer experience. It also unpacks certain expectations of Gen Z, which leads us to understanding their consumer behaviour, perceptions and loyalties. Identifying Gen Z needs more autonomy, faster transactions and they expect technology to aid their decision making (Priporas, 2017). These expectations being something to keep in mind when interviewing participants as Guerrilla marketing is not always technology based nor is its focus to facilitate transactions (Khare, 2017). This poses a counter-argument for this proposal as guerrilla marketing may better serve as an additional marketing strategy to engage consumers, and is possibly not ideal to base a company's entire marketing strategy on this tactic. Priporas (2017) also mentions the importance of describing and understanding consumer behaviour before exploring concepts, however this is not based on any specific theoretical framework whereas this study uses Kotler and Kellers (2012) decision making framework. Priporas (2017) aids in

characterising who Gen Z is as well as their behaviours and expectations, this is useful for the discussion of guerrilla, fast food marketing shifting Gen Z's perceptions and loyalties however, it is limited in focusing on technological consumer experiences as there is still "power" and relevance in traditional consumer experiences (Kotler, 2017).

Additionally, Francis and Hoefel (2018) further clarifies the characteristics of Gen Z. This extensive study gives insight into what drives Gen Z as individuals and consumers, also providing clear comparisons of Gen Z to previous generations. The greatest finding from this study "the search for truth" is the root of all Gen Z behaviour, it goes on to discuss this in detail, however, this fact is important as it gives great indication into who we are trying to study and what drives them. Being truth seekers shows gen Z cannot be defined, they are connected, they are more understanding and more realistic (Francis and Hoefel, 2018). This is the centre of their behaviours and consumption's, if marketers can understand this they will be more effective in achieving brand objectives. This study is pertinent to understanding who Gen Z individuals are and what drives them. These concepts vital to understand Gen Z's perspectives of fast food brands that use guerrilla marketing.

Finally, the qualitative study by Shamsudin (2020) used likert scales and surveys, to derive insight into the relationship between service quality and customer loyalty. It was found that Service quality positively impacted Gen Z customer satisfaction and loyalty. While this study is attempting to understand guerrilla marketing's role in consumer loyalty, Shamsudin's (2020) study gives insight into who Gen Z is and what controls their consumer behaviour. Similarly to Kolter (2017) and Priporas (2017), Shamsudin (2020) made note of the consumers dependency on technology to select, compare and choose the product that will fulfil their needs. This was not originally thought for this proposal when looking at Kolter and Kellers (2012) decision making model. Hence this literature has brought about the importance of recognising technologies power in Gen Z and consumers decision making.

In continuation, Shamsudin mentions consumers having high bargaining power regarding choice, something Mhlana (2018) also notes in his study. Mhlana (2018) uses Porters 5 forces to assess the South African fast food micro environment, mentioning there is intense rivalry within the fast food market. It is noted that KFC is the biggest fast food company in SA, however ready-made meals from grocery stores are quickly becoming a threat. It is important to note the technological shift to delivery apps which supports the marketing 4.0 shift (Kotler, 2017). The finding of consumer

bargaining power being one of the main factors negatively influencing fast food stores (Mhlanga, 2018), increases the need for fast food advertising to ensure consumer loyalty, thus limiting brand switching. This ties together the concepts of Gen Z loyalties and perceptions, fast food advertising and the need for successful marketing strategies, such as guerrilla marketing.

This literature was vital to the overall understanding of existing research of theories and concepts relevant to this study. The literature reviewed was selected based on the appropriateness for similarities, contrasts and overall insight to the study pertaining to guerrilla marketing in fast food advertising shifting gen Z's perceptions and loyalties. Many valuable points were noted during this literature review, adding to the richness of this study, assisting in identifying gaps in the research, reinforcing the data collection choice and overall showing the importance of this study.

iii. Conceptualisation

Guerrilla marketing is a tactic of marketing coined by seminal author Jay Conrad Levison (1994). It is unconventional advertising that grabs the attention of consumers (Milak, 2017). There is less emphasis on promoting the product and more emphasis on entertaining and surprising consumers (Khare, 2017). There are many conflicting ideas of what guerrilla marketing is, making it difficult to define. Some authors claim it is designed to build awareness and consumer relationships, others such as Klepek (2014) state guerrilla marketing is a conversation starter that compliments traditional mediums (Milak, 2017). This study defines guerrilla marketing as the disruptive, unique and unconventional marketing that breaks through clutter and attracts consumers through either traditional or untraditional mediums. Guerrilla marketing is being studied through the perceptions and loyalties of Gen Z, regarding fast food brands. Looking to understand how this successful marketing tool shifts consumer behaviour specifically perceptions and loyalties, this was done by interviewing individuals 18-25 about their opinions of brands that use guerrilla marketing and understanding if this shift their behaviours in any way.

Consumer behaviour will be used to understand guerrilla marketing shifting perceptions and loyalties of 18-25-year olds. This was identified by seminal author Thorstien Veblen (1972). This concept can be defined as how individuals, groups and organizations select, purchase and dispose of goods and services to satisfy their own needs and wants (Roberts-Lombard and Parumasur, 2015). Consumer behaviour is used to understand the mind of the consumer, how or why they purchase and use goods, and

finally what marketing aspects will catch their attention and call them to action. This study is rooted in the theory of consumer behaviour, specifically decision-making using Kotler and Kellers (2012) model, as the decisions consumers make mould their perceptions and loyalties of brands. This is important as the purpose of this study is to understand the role of guerrilla marketing in shifting Gen Z's perceptions and loyalties. Understanding consumer behaviour will allow us to understand these perceptions and loyalties.

Generation Z Cohort, looking at their characteristics. Generation Z classifies as individuals born after 1995 and before 2012 (Priporas, 2017). This study will focus on the characteristics of Gen Z being technology dependent, innovative and highly emotional as a generation (Priporas, 2017). They are educated, ambitious, and are captivated by brands that allow them to co-create and make their own decisions (Duffet, 2020). These are important characteristics to note for marketers looking to reach these individuals. According to Duffet (2020), Gen Z makes up 41% of the South African population, highlighting the importance of understanding this consumer group, while limiting this to ages 18-25 to ensure feasibility of this study. Hence, the relevance of this group as they are a large part of the population as well as the next big consumer group that will influence the market, understanding their perceptions toward guerrilla marketing strategies could be beneficial to business success.

Perceptions, can be defined as the way individuals personally think about something and their idea of what it is. It is also defined as the way individuals observe things using their senses, or the natural capability to understand and observe things quickly (Qiong, 2017). For the purpose of this study, perception is defined as, the idea of what something is, while focusing on the interpretation phase which is where individuals attach meaning to stimuli (Qiong, 2017). Perceptions are crafted throughout Kotler and Keller's (2012) decision making process, it is one of the outcomes of decision making. Perception is vital to this study as it gives clarity on what we are trying to understand and describe, when Gen Z consumers are exposed to guerrilla marketing fast food adverts. This concept also lends to the understanding of loyalties as positive perceptions of brands, shape loyalties.

Perceptions lead to consumer/customer loyalty as the natural progression of consumers learning, coming after a purchase or engagement with a brand (Parumasur, 2015). Customer loyalty is a commitment to a brand through repurchasing, support and constant favouring despite influences or marketing efforts that could potentially switch

behaviour (Ghani, n.d.). Consumer loyalty will be defined in this study, as the collection of positive attitudes aligned with purchase behaviours that favour one brand over competitors. This study will focus on the sensemaking perspective or meaning based framework of consumer loyalty, similar to the study by Närvänen, Paavola, Sirola and Kuusela, (2020). This is based on the assumption that people are natural storytellers and ascribe meaning in order to interpret themselves and the world (Närvänen et al., 2020). Figure 7 expresses the various degrees of loyalty according to Närvänen et al. 2020. This study will focus on reasoned loyalty and loyalty as a game, where consumers are loyal based on their own choices as well as excitement (Närvänen et al., 2020). This will be investigated through the interviewing process, questioning respondent's degree of loyalty to fast food brands that use guerrilla marketing.

Figure 7: Närvänen et al. *Framework of consumer loyalty*, 2020.

d. Research design and methodology

i. Paradigm

This qualitative study followed an interpretivist paradigm as it supported the objective of understanding actions, human behaviour and assigns meaning to them from the point of view of whom is being studied (du Plooy Cilliers, 2014). This study looked to understand guerrilla marketing as a successful marketing tool to Generation Z, described by unpacking Gen Z's perceptions and loyalties, once exposed to fast food brands guerrilla marketing (Francis, 2018).

Interpretivism is the worldview that understands people are fundamentally different from objects and should also be studied differently (du Plooy Cilliers, 2014). Interpretivism looks at the in-depth understanding of a subject and their views of the world. This paradigm believes reality is socially constructed and by studying individuals naturally, this allows for better understanding of their perceptions and actions. It is understanding the reasons behind what people perceive or feel. The aim of this paradigm is understanding phenomena from the subjects perspective, not merely describing actions and behaviours (du Plooy Cilliers, 2014). This world view thus means all literature will be informed through being aware people ascribe their own meaning to concepts and thus each author may have a different view of guerrilla marketing and its capabilities. With this knowledge, this study can gather an in-depth understanding of all the literature and understand it from its relevant positions and circumstances and thus interpreted appropriately .

This interpretivist study explored an ontological position through understanding how individuals internally experience their sense of reality (du Plooy Cilliers, 2014), this meaning guerrilla marketing attempts will affect individuals differently. This interpretivist study looked to understand what those realities are for individuals and how this may impact their consumer decision making. A metatheoretical position by using the over-arching theoretical foundation of consumer behaviour, specifically consumer decision making using Kotler and Keller's (2012) framework. This then insighted the phenomena of guerrilla marketing successfully shifting perceptions and loyalties of consumers. This also looked to understand guerrilla marketing and consumer behaviour through the methodological position, meaning the qualitative in-depth interviews of this study will explore and understand the phenomena of guerrilla marketing used within fast food advertising. Looking at the axiological position of this research, most aspects and key terms have been conceptualised and defined according to the researchers interpretations

(du Plooy Cilliers, 2014). Although all aspects were looked at ontologically and within its own context, this axiological influence presented research differentiation from other researchers which is important to note.

This paradigm was ideal as it encourages studying individuals naturally (du Plooy Cilliers, 2014). Much like this research that looked to understand guerrilla marketing, consumers perceptions and loyalties from the perspective of Gen Z consumer as they ascribe meaning to these concepts. Interpretivism looks to study and describe meaningful social action, hence the need to follow this paradigm as this was the objective of this research.

ii. Research design approach

This study took a qualitative, descriptive approach that looked to describe characteristics of a phenomena (du Plooy Cilliers, 2014). Focusing on a non- empirical (theoretical) approach that relied on an inductive, interpretive approach to speculate assumptions about the phenomena of guerrilla marketing, consumer behaviour and Gen Z

This being reinforced by the meta-analytical research question that looks to understand a current state of a topic (du Plooy Cilliers, 2014). In this case the current state of consumers perceptions and loyalties toward brands that use guerrilla marketing in fast food advertising. This linking the choice of the interpretivist paradigm as this study constantly looked to understand and explore from the participants view point. In this study exploring guerrilla marketing used in fast food advertising and understanding the shift this had on Gen Z, their perceptions and loyalties. Thus, describing how individuals aged 18-25 experience guerrilla marketing, how this changed their consumer behaviour, and understanding if their perceptions and loyalties shift after interacting with this marketing.

An inductive approach was used for this study specifically utilising in-depth semi structured telephonic interviews for data collection. Semi-structured interviews were used, this focused on using the same set of standardised open-ended questions for all participants. However, this was semi-structured leaving room for the participant and research to expand on questions, rephrase them and tailor the interview for each participant increasing the chances of gaining in-depth answers and insight (Strydom and Bezuidenhout, 2014). This was to ensure opinions and information could easily be compared and reviewed according to the overall question of if guerrilla marketing can shift consumer perception and loyalties.

The qualitative design reinforced this approach and the need to understand guerrilla marketing's ability to shift consumer loyalty specifically in the context of fast food advertising. Specific data gained from the interview was used to develop a general theory and understanding of the phenomena of guerrilla marketing (du Plooy Cilliers, 2014). In this case using respondents information to develop a general understanding of guerrilla marketing, positive perceptions and loyalties, without generalising to a whole population as that is not appropriate for this paradigm. Data gained from the interviews was then transcribed into and themes, and then coded using open-coding to discover specific the specific themes and codes. This coded data was analysed through thematic analysis, identifying the underlying assumptions and social contexts pertaining to guerrilla marketing. This reinforced the chosen interpretivist paradigm as the underlying aim of the study was to understand phenomena from the participants point of view. Using qualitative telephonic interviews to explore this phenomena, it was noted just the participants verbal cues would be necessary to unpack this phenomena. Furthermore, ontologically understanding guerrilla marketing according to individuals aged 18-25 own reality and experiences.

Thus, the outlined research design was achieved through in-depth interviews that informed and explained fast food guerrilla marketing and consumer behaviour relating to Gen Z. Phenomenology was chosen as this research aimed to gain an in-depth understanding of phenomena, looking to understand the "how" and "why" (du Plooy Cilliers, 2014), in this case understanding guerrilla marketing within fast food advertising's ability to shift Gen Z's perceptions and loyalties. This study is was designed to understand the shift guerrilla marketing has on the theoretical foundation of consumer behaviour exploring which stages in Kotler and Kellers (2012) framework guerrilla marketing had the ability to change and shift.

iii. Population and sampling

Population

The population of this study was all individuals who have been exposed to guerrilla marketing attempts. The target population parameters of this study were all South African individuals that have been born between 1995 and 2012 (Generation Z), thus, within the ages of 18-25.

More specifically the accessible population was outlined as individuals 18-25 years old, who live in Johannesburg and have interacted with guerrilla marketing attempts from fast food brands in the last 12 months. Originally one of the parameters for the accessible population was access to the internet and a device as Zoom interviews were the original data collection choice. However, after conducting the pilot study, it was realised that the video component was not needed to understand the phenomena of consumer loyalty and perceptions regarding fast food guerrilla marketing. Meaning the visual cues of the participant made no change to the outcome of what this person expressed verbally. Thus, the interview process was adjusted to telephonic interviews, minimising the need for internet access, however, still needing access to a device that can place phone calls.

Sampling

This qualitative research made use of non-probability, convenient, purposive sampling. Due to the population of all Gen Z exposed to fast food guerrilla marketing being too large. This group is deemed too large, as the Gen Z population in SA is 27.5 million people and 6 millions of those individuals being over 18, reinforcing the vast size of this population (TransUnion, 2020). Furthering the choice to limit the sample to individuals 18-25, living in JHB, who have interacted with guerrilla marketing by any fast food brand in the last 12 months and have access to a device able to make a phone call.

The unit of analysis used was individuals 18-25, looking into their social interactions, specifically their perceptions and loyalties of fast-food brands who use guerrilla marketing. There is an interest regarding how individuals perceive the social phenomena of guerrilla marketing in a fast-food context. This age group was chosen as it was believed these

individuals have been exposed to this type of marketing based on literature reviewed and they would be able to assist in understanding the shift regarding guerrilla marketing.

The non-probability aspect of this study was reiterated by the specific types of sampling chosen. Whilst the sample was conveniently chosen through who the researcher could access, it was also non-probability as not all individuals had an equal chance of being selected (McCombes, 2019). Individuals had to fall within a specific age gap, be accessible to the researcher, been exposed to this marketing in the last year and have access to a device. This was reiterated by the choice that it would be impossible to draw random probability sampling due to time constraints, Covid-19 constraints, as well as the fact that the population had similar traits meaning non-probability was appropriate (QuestionPro, 2021). The similar traits being assumed based on studies such as Priporas (2017) where the identity of this generation is discussed at length, this giving insight into who these individuals are. However, this study had elements of convenience sampling, this is because individuals accessible to the researcher were chosen. As Covid-19 constraints made it difficult to interact with individuals and pursue participants, it was decided individuals known to the researcher was adequate if they met the population characteristics as well as the sample requirements.

The purposive stance reiterated selecting specific individuals who assisted the research process and understanding the phenomena of guerrilla marketing (Alchemer, 2021). This meant specifically choosing individuals who have knowledge on guerrilla marketing or had been exposed to it, and are between the ages of 18-24. By setting these sampling characteristics it ensured the correct individuals were chosen to understand the phenomena of consumer loyalty and perceptions among Gen Z within the fast food guerrilla marketing context. This was ensured by having pre-test questions for the participants to ensure they fit the sample characteristics before going through the interview process. By asking these questions (see below) this helped determine if the participant's insight would be useful for this study or not.

These questions were:

- Do you fall within the age group of 18-25?
- You live in Johannesburg?
- Have you been exposed to fast food guerrilla marketing within the past 12 months?
- Which brand specifically comes to mind regarding guerrilla marketing?

Furthermore, of the literature reviewed Khare (2017) stands out as this qualitative study used literature to explore the concept of guerrilla marketing. Francis (2017) conducted an ethnographic study on a mass scale as the aim was to understand a Gen Z in the context of a broader population, hence the need to study so many individuals. This provided a gap for this research in interviewing 8 individuals to gain their in-depth insight and gain a better understanding of fast food guerrilla marketing among Gen Z. This reinforced the selected sample size and methods as it is an appropriate number to gain the information needed to understand the larger phenomena.

This study achieved a sample of 8 individuals that met the accessible population and sample characteristics. These 8 participants responses were captured, all of whom met the pre-requisite characteristics. This sample had an aim of reaching an equal amount of men and women for a representative sample, this was achieved by interviewing 4 men and 4 women. These individuals satisfied the purposive sampling as they met the characteristics that helped achieve better understanding of the phenomena. Additionally, they met the convenience sampling as they all had some sort of relation with the researcher. The interviewing schedule was originally set for July 2021, however, due to a lack of knowledge on the data analysis section the decision was made to change the interviewing schedule to the first week of August. This allowed more time to understand importance concepts needed for data handling before collecting the data.

All participants were contacted several days before the interview through WhatsApp where they were asked if they could assist in this research process, if they had knowledge on the topic and then were sent the pre-test questions and relevant consent forms. Once the participants agreed and understood the requirements of the research, a date was set for the interview, and on the day a time was arranged. Out of 15 individuals asked, only 8 participants agreed to be interviewed and met the sample requirements.

During the interview process at the point of 8 individuals it was believed data saturation had occurred, this is because as interviews went on, new respondents no longer brought any new ideas or thoughts to the research. This is believed to have occurred as the research question is quite specific and these individuals are all in similar life stages and had similar mindsets. Thus, yielding similar content from each respondent and justifying the sample size as it was at this point no new information was gathered. Furthermore, this

specific age group and sample characteristics meant these individuals were all similar and like-minded. Meaning a smaller sample size would be appropriate as data saturation can occur quickly when individuals have similar backgrounds, tertiary educations and basic knowledge surrounding marketing. It was known these individuals would contribute valuably in the understanding of phenomena regarding fast food guerrilla marketing, specifically regarding the shifts in consumer loyalty and brand perception among Gen Z. Researcher bias was avoided by having a sampling frame of about 20 people of which 15 individuals were contacted and 10 were willing to participate. The sampling frame of 20 was matched to the target population and sample characteristics, which narrowed the list down to the 15 individuals.

iv. Data collection methods

Standardised, semi-structured, open ended questions were used, focusing on using the same set of questions for all 8 participants, this allowed for a more organised approach (du Plooy-Cilliers, 2014). The qualitative, semi-structured interview were done telephonically as there were still Covid-19 constraints. It must be mentioned the original proposal was to use zoom interviews as a data collection method, however it was realised after the pilot study that the visual content from respondents was not necessary to the understanding of the social interaction and phenomena. It was also mentioned individuals did not feel comfortable having the video feature as it tends to be quite awkward. Hence, the change to telephonic interviews where participants felt more comfortable airing their views without being “watched”.

The semi-structured interviews posed questions to participants with the aim of gaining insight into their views, opinions and beliefs about phenomena (Strydom and Bezuidenhout, 2014). This process was estimated to be between 30 minutes and one hour per participant, however the average interview time was around 17 minutes, this being faster than expected. This may be because the questions asked were straight forward and structured, leaving little room for ambiguity from the participants. The conversation posed open-ended questions surrounding guerrilla marketing, loyalty and decision making to participants and allowed them to discuss their perceptions, feelings and thoughts. Giving insight and understanding to the phenomena of fast food guerrilla marketing, consumer behaviour and how they perceive this. The interview started with an introduction to the researcher, the objectives of the research and some general

comments regarding the interview. A pre-test was then given to each of the respondents to reiterate the necessary sample characteristics.

Once the pre-test was conducted the interview went on to ask 23 semi-structured questions. These were semi-structured to still allow a natural flow in conversation but ensured similar questions were asked to all participants to ensure credible outcomes. This allowed the researcher to elaborate on questions using sub-questions when necessary, also allowing a “tailoring” of explanations to each participant in order to gain a deeper understanding of what their thoughts and insights were. An example of this was when double barrel questions were asked, the researcher could reiterate parts of the questions the participant might have missed or allowed the researcher to gain more information regarding this topic. Specifically, if the pilot study is examined, the original question stated “If you need to eat describe the process from being hungry to getting your meal so this would just be the general decision-making process that you go through”. The respondent replied “so obviously, I would feel hungry your body would then give you your cravings and I know what I feel like and then you would order or you would go to the drive through and get what your like”. By having the semi-structured interview process, the researcher could push for a more established explanation by asking if brand names have any impact in this choice, giving a deeper understanding into what drives this respondents decision making. Thus, assisting in gaining a better understanding of how guerrilla marketing shifts and persuades consumer behaviour by allowing flexibility in interviewing.

This research underwent a pilot study before all interviews were conducted, this was used to ensure the interviewing process was effective enough to gain a better understanding of the desired phenomena. It was after the pilot that the collection process was changed to a telephonic interview and a better grasp on how to conduct the interview was gained. The telephonic interviews were recorded using a cell phone voice recorder. The recorded interviews were later transcribed using Microsoft Words dictation tool, this allowed the audio to be transcribed into text which made for an accurate capturing of the contents of the interview that saved time. This brought a few challenges in constantly having to re-listen to the interview to ensure what was transcribed was indeed what was said.

Furthermore, it is important to mention these interview questions originated from the general understanding of the phenomena through many literature reviews, reviewing other similar studies and researching guerrilla marketing. Certain gaps were identified when

reviewing studies such as Shamsudin (2020) and Shamhuyenhanzva (2016). Both of these studies unpack loyalties in fast food but there were gaps in exploring guerrilla marketing and Gen Z. These questions were also rooted in the theoretical foundation of consumer behaviour with the rooting of Kotler and Keller's (2012) 5 stage model, specifically the stages "purchase" and "post purchase". Understanding how exposure to guerrilla marketing changes those perceptions. Specifically looking to explore how consumer behaviour was perceived from the participants point of view and understanding what consumer behaviour means in the context of generation Z seeing guerrilla marketing in fast food advertising. These specific questions arrived by understanding guerrilla marketing and wanting to further the understanding of the social interaction between Gen Z and fast-food guerrilla marketing.

Thus, carefully crafting questions that assisted in the overall research question of "how has guerrilla marketing successfully shifted perceptions and loyalty of fast-food brands, among individuals 18-25?". The questions were split up in ways not to overwhelm the participant, hence the interview went through questions regarding guerrilla marketing, then moved onto their perceptions of brands and linking this back to guerrilla marketing and finally moving onto a section regarding consumer loyalties and linking this back to the overall question. Having split the interview questions up helped better understand the objectives of this research.

Each interview was recorded via a cell phone, it was then saved on a device and emailed to the researcher for a backup. Interviews were quite spaced out to coincide with the researcher's and participants schedule's, interviews spanned between the 9th and the 25th of August 2021. After each interview the audio was transcribed into a word document as soon as possible, this ensured multiple copies of the interview were saved and stored. This ensured data was prepared and ready for analysis as soon as it was needed.

It was interesting to note the many different perceptions and thoughts of participants regarding concepts such as guerrilla marketing, consumer behaviours, brand loyalty and brand perception. These differing responses highlighted the fact that although a generation or age group can share many traits and characteristics, each individual still has their own perception of this social phenomena.

v. Data analysis and application

This qualitative research was conducted using semi-structured interviews. This data was coded and analysed using thematic analysis through an inductive approach. Thematic analysis is the identifying of patterns, themes and categories within a data set (Bezuidenhout and Cronje, 2014). More specifically an inductive approach is reasoning research from the specific to the general, in this case looking at the specific age group of 18-24 and broadening that to the phenomena of guerrilla marketing in fast food advertising or even broadening to advertising in all sectors. The inductive approach was reiterated by themes and categories arising from the data, there are no preconceived themes (Bezuidenhout, 2014). This approach was chosen as the researcher wanted themes to come organically from the research and not have biased ideas for the data set. This was importance for the analysis of consumer behaviour as the participants needed to share their feelings, perceptions and opinions, analysis had to be organic from those answers without pre-setting themes. Attesting to this, the transcribed data was coded and analysed to ensure comprehensive understanding of the fast food guerrilla marketing and its shifts on individuals 18-25 perceptions and loyalties (their consumer behaviour and decision making) within the participants own contexts and analysis following organic themes.

Data was cleaned by re-listening to the audio interviews and ensuring the transcribed content was correct. In cases where the participants may have used slang or cursed this was adapted slightly to ensure anyone reading this data set would understand it.

Preliminary coding was done whilst initially transcribing, circling and highlighting potential codes or themes. Data was sorted into one Microsoft word document using different colours for each participant, this allowed for easy cross referencing and availability of the data. Once this was accurately transcribed and organised the analysis could commence.

Audio data from the interviews were textually transcribed using Microsoft word and then coded into themes and phrases. Open coding as well as descriptive and initial coding were used to code data over viewing the whole data set to gain a general understanding. Open coding labels concepts, defines and creates categories based on the data set, open coding ascribes a descriptive name or code to aspects of the data (Khandkar, n.d.). In this study an example of a code is “need based”, this describing the consumers decision making influences, the code “need based” tells us the consumer only thought of the product when a need came about.

In continuation, concepts and phrases were grouped together to form themes and patterns (du Plooy Cilliers, 2014). Thematic analysis was used to analyse the coded data, this helping identify the patterns emerging across the data set and helped analyse the data more thoroughly (Statistic Solutions, 2020). Continuing with the “need based” example from this study, the theme of “consumer behaviour” was given to codes like this and grouped together the different codes pertaining to the same theme. This analysis used a latent inductive approach that reviews statements and tries to understand the assumptions and social context (Caulfield, 2020). This helped identify themes from the data and then analysing them in order to gain insight into the phenomena of guerrilla marketing in fast food advertising, linking this to the themes of Gen Z’s consumer behaviour and loyalty.

The thematic analysis was applied using a few steps recommended by the University of Auckland (Auckland, 2019). Firstly, the researcher preliminarily coded whilst transcribing, highlighting important concepts, phrases and sentences on the Microsoft Word document. Then the researcher familiarised themselves with the transcribed data transcribed through Microsoft Word, further pre-coding by circling and highlighting concepts worthy of attention that could be a code. The next step was to code using descriptive and initial coding, this meant using a phrase the described the respondents explanation or by using a few “first impression words” (Strauss, 2008). For example a code that emerged frequently was “social media” this gives insight into how the sample likes to interact with brands. Next was to identify themes and patterns across the codes. This was done by “grouping” certain codes to develop sub headings. For an example codes such as “positive association of guerrilla marketing” and “shifted consumer behaviour” would be grouped into the same sub heading of “guerrilla marketing being an effective tool to shift consumer behaviour”.

After the initial cycle of coding and splitting the data into themes, a second cycle was conducted saved onto a new Word document, to further refine the codes and themes. Finally the researcher defined the themes, this is giving definition to what this theme consists of and how it should be perceived. The biggest focus regarding patterns were sequence, correspondence and causation patterns (Strauss, 2008) as this was seen to be most relevant in answering the research question and objectives. Which was to gain a better understanding of the consumer behaviour, perceptions and loyalties surrounding fast food brands, from knowing this, to explore how and if guerrilla marketing used in fast-food is successful in shifting those loyalties and perceptions among Gen Z.

As this follows an inductive approach raw specific data is used to understand the general phenomena. In this case fast food guerrilla marketing in the context of Gen Z's perceptions and loyalties, giving insight into guerrilla marketing as a whole. This approach does not use preconceived frameworks, rather using inductive reasoning where themes emerge from the data set through the researchers analysis (Bezuidenhout and Cronje, 2014). Some of the themes identified were "assumed degree of loyalty", "attention grabbing", "brand consistency" and many other themes relevant to the codes and patterns identified.

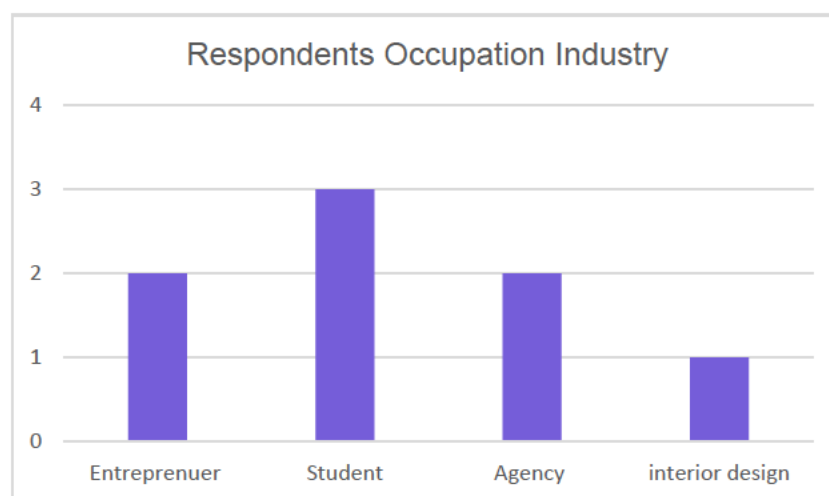
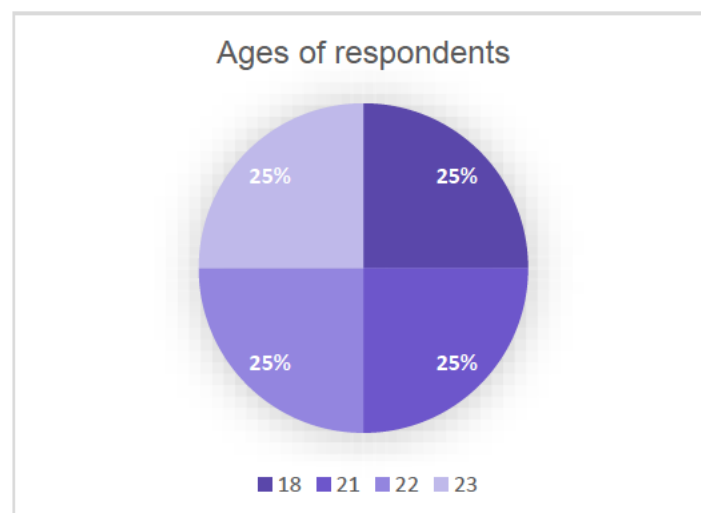
It is important to also note the cognitive bias of both the research and the participants. In regards to this research cognitive bias would be the respondents attention bias, specifically regarding marketing attempts (Cherry, 2020). It is known consumers are selective about what they pay attention to, many consumers block out adverts to minimise information overload. Klepek (2014) explains the biggest threat to marketing efforts is information overload, lowered success of traditional marketing and consumers dwindling loyalty. This cognitive bias was important to understand as even though participants may have noticed the guerrilla marketing, their idea of this is subjective and many aspects of the actual interaction regarding their consumer behaviour and how it made them feel. That was then relayed for the sake of this research, and may differ to how they actually reacted and felt in the situation at the time of the marketing encounter. Thus, showing the importance of this research. With the purpose of this study, being to provide, insight into guerrilla marketing as an effective communication method to reach consumers today.

e. Findings and interpretations

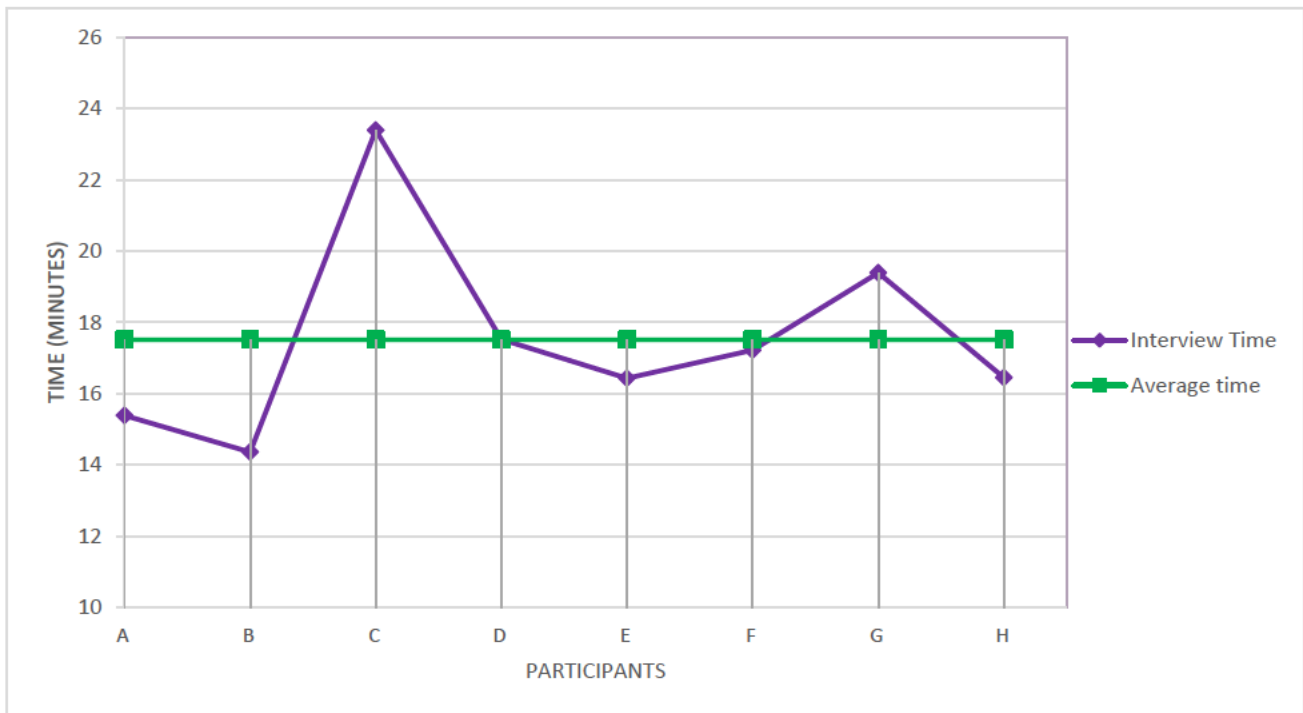
i. Presenting findings and the interpretation

• **Characteristics of Respondents**

A total of 8 respondents took part in this interview with equal gender. Respondents ages ranged between 18-25 and live in Johannesburg. These individuals all had access to a device capable of making a phone call, as the method for interviewing was telephonic. Seven out of the 8 participants answered to being a regular fast-food consumer. All of these individuals had been exposed to a guerrilla marketing effort from a fast-food brand within the last 12 months. This is important to the overall understanding of the social interaction and phenomena of individuals and their perceptions and loyalties of fast-food brand that use guerrilla marketing.

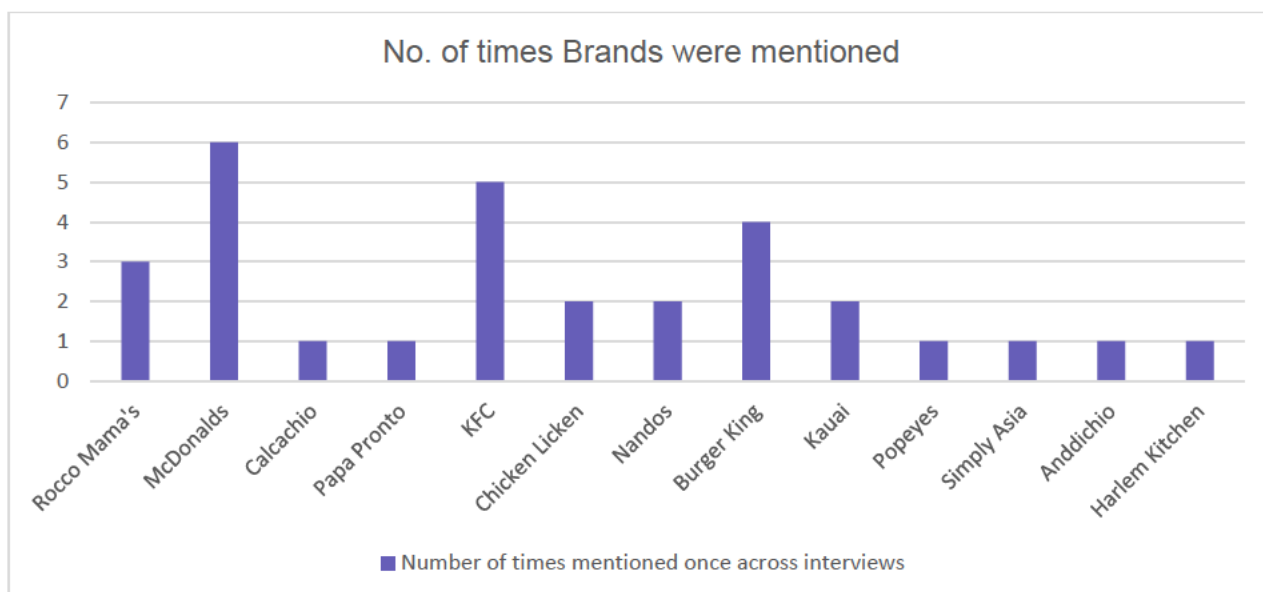


Response time of participants compared to average time:



- **Understanding consumer perceptions of fast food (research objective 1)**

The general perception was that the participants found fast food to be simple, easy, convenient, it saves them time and they enjoy the taste. Seven out of the eight participants noted they were regular fast-food consumers. There was mention that they know it is not the healthier choice, but the convenience of it overrides that. Participants noted that hunger and convenience is what drives their choice to eat fast food, many mention using Mr Delivery to order their food. This is important as it is part of the decision-making process and consumer behaviour that these participants use a third party to order their food, this again is mostly likely due to convenience. Many of the perceptions are moulded around the experience with Mr Delivery in particular, as this is how consumer interact with their fast-food brands, this impacts their future decisions and experiences with the food brands. The most noted brands were McDonalds and KFC. A few driving factors that impact perceptions were taste, price, consistency and past experiences as well as having the meal satisfy the initial hunger.



All participants mention the importance of an online interaction with the brand being one of the biggest persuading and engaging factors. Marketing communications were mentioned to be important engagers that help foster the positive perceptions, build the relationship and ultimately loyalty. The online interaction was noted throughout the participants decision making process. Noting Kotler and Keller's 5 stage model (2012), online interaction was used for all stages, one participant noting that online apps initiate the need recognition, while others mention the use of an application to search, evaluate and purchase.

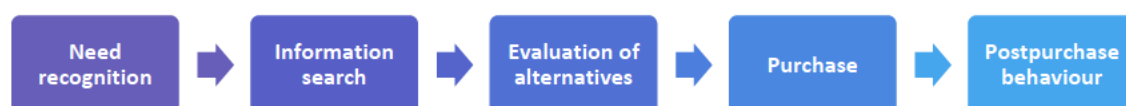


Figure 8: *Kotler and Keller 5 stage model (2012) (Stankevich, 2017).*

Thus, to interpret and pull these perceptions together the theme “perceptions of guerrilla marketing” was unpacked. Knowing these perceptions helped inform if guerrilla marketing is a successful marketing tool in the eyes of the consumer. The purpose of this study, was to provide marketers, academia and the marketing industry insight into guerrilla marketing as an effective communication method for consumers today, knowing consumers perceptions of this can help inform this purpose. Participants used descriptive, positive words to describe guerrilla marketing, highlighting the shock value, creativity and

uniqueness. From the data it can be said that it is a successful brand awareness and brand image tool, assisting in putting brands top of the consumers mind and influencing future purchase. However, it is not successful in converting consumers or in persuading them to deviate from their original choices.

- **Exploring the shift in loyalty after guerrilla marketing among Gen Z (R02)**

Participants described guerrilla marketing as shock tactic marketing used to catch the attention of the consumer, it is unconventional ways of using usual advertising mediums, it is out of the box, creative and unique. One participant noting “it fits within the norms of something but changes it up and makes it unique to the brand”. Continuing, participants described loyalty as enjoying a brand and its products and repeatedly purchasing this brand over competitors. Continuously supporting the same brand over time, even if there are inconsistencies there is a trust the brand will rectify this. In the table below, a few of the codes identified throughout the data can be seen. These codes were deciphered through inductive, open coding, these codes come from the data set and not prechosen themes and codes.

This gives insight into what aspects create loyalty of fast food brands among participants, noting that marketing is not an aspect that creates or fosters loyalty, it is the experience they receive. It was noted that guerrilla marketing did not seem to impact or shift loyalties of consumers however for brands they were already loyal to, it reinforced this relationship and loyalty. It also seemed to make respondents view the brand more positively once they had taken notice of the advertising, not necessarily shifting their choices or loyalties but it did create a positive brand association. A participant noting “guerrilla marketing is a positive brand association, its different and modern”, another mentioning “it does not persuade me but it puts the brand top of mind.”

Codes Identified describing fast food loyalty	
Value	Fostered over time
Well priced	Past experiences and learned behaviour
Great tasting	Saves time and convenient
Consistent	Quality

From these codes and data the theme “loyalty” was devised. Loyalty in this study used the Närvänen framework (2020). Through interpretation this helped further understanding of which categories participants would fall into, giving a greater understanding of their loyalty. In this case most participants seem to be in the “loyalty is freedom and a habitual act”. This theme gives insight into if guerrilla marketing is successful in shifting individuals’ loyalties to their fast-food brands. Loyalties are difficult to create and interfere with, it is based on many elements such as past experiences, preferences, emotions, lifestyle and much more (Närvänen, 2020). It is difficult to describe how and what makes consumers loyal. Ultimately guerrilla marketing is a persuading marketing tool, it builds relationships and creates unique experiences but this is not enough to create or shift brand loyalties. However, it was seen that positive guerrilla marketing experiences could have the ability to reinforce loyalties and position a brand better.

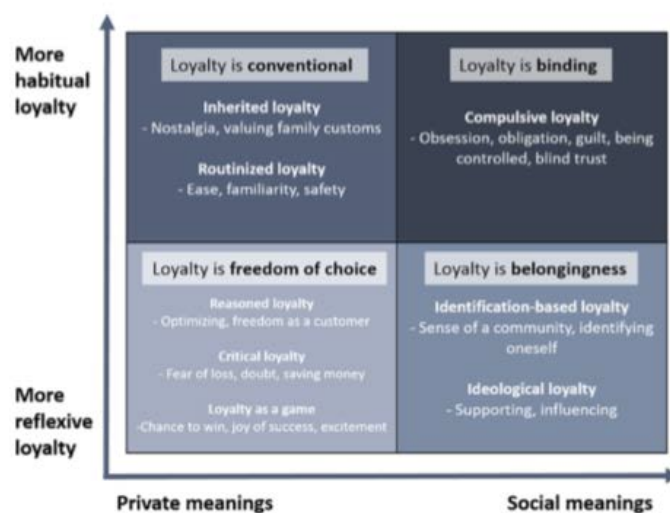


Figure 9: Närvänen et al. *Framework of consumer loyalty*, 2020.

- **Understanding the shift of consumer behaviour once exposed to fast food guerrilla marketing (RO 3)**

Participants felt guerrilla marketing would engage them with the brand, but it is not enough to persuade them to change their minds. Participants expressed that it would place the brand at the top of their mind and create a better brand association. Possibly influencing their choice of brands in their next purchase, but if they have a need and know what they want to satisfy that need they are unlikely to deviate from that. In the interview, one question asked if guerrilla marketing has ever persuaded them to purchase a product, one respondent answered “probably not because I look at it and think it’s really cool like this is really out of the box and it may like persuade my perception about that brand but it wouldn’t go as far as I making me go to the McDonald’s”.

Hence, guerrilla marketing would be most likely to persuade in fast-food at the evaluation of alternatives stage as well as the information search stage (Kotler and Keller, 2012). Guerrilla marketing was also seen to positively impact brand image; the participants stated it makes the brand seem “clever”, it is seen as a good relationship builder that interacts with consumers. Participants also noted that they are more likely to engage with a brand that uses guerrilla marketing.

Below is a table showing the descriptive codes that arose in the theme “consumer behaviour and guerrilla marketing”:

Subconsciously influenced	Increased brand image
Places the brand “top of mind”	Relationship builder
Does not influence decision/ purchase once made, could influence if undecided	More likely to engage with these brands
Could persuade them	Makes the brand interesting

The theme of “consumer behaviour” was important to note the most noted code was “subconsciously” being influence by guerrilla marketing. Participants felt if guerrilla marketing persuaded their purchases and decisions it was in a subconscious way. This being when consumers are exposed to guerrilla marketing the brand that did the marketing shifts positions in the consumers mind and by their next purchase, they subconsciously could purchase the guerrilla marketing brand. This shows there is a shift in brand perception and brand image, thus impacting their purchasing decisions and behaviour.

When interpreting this content the theme of “consumer decision making process” must be addressed, the Kotler and Keller (2012) decision making process helps us understand consumers method of making decisions. Kotler (2017), Priporas (2017), and Shamsudin (2020) made note of Gen Z’s dependency on technology to select, compare and choose the product that will fulfil their needs, this is an important note when looking at Gen Z’s decision-making process. This 5-step process unpacks how consumers generate needs, what they do about that by searching for information, how they evaluate between alternatives and compare what will satisfy their need, how they purchase and how they feel after. This theme identifies how an 18-25-year- old will go about purchasing fast-food and how guerrilla marketing could influence that process. The process of fast-food is heavily reliant on third parties like UberEats or Mr Delivery, it is all preference based and comparisons can be done at the click of a finger. Knowing this process gives marketers insight into when, where and how they should expose consumers to guerrilla marketing for the most effective interaction.

From this there is the “post-purchase satisfaction” theme which is important to understand as this factor moulds perceptions and loyalties. This is the 5th and final step in Kotler and Kellers (2012) model and it deals with how consumers feel after they have purchase and interacted with a brand. This informed how guerrilla marketing shifts perceptions of brands based on purchasing choices, and ultimately inform loyalty looking at post purchase behaviour as a driver to how people form their opinions and connections to brands. With this model and this theme, it can be understood how Gen Z chooses brands and how they are satisfied by brands, thus giving insight to what makes them loyal and how they form perceptions. The participants deemed getting value for money, being satisfied with the taste, feeling full after the meal and being happy with the overall experience the brand gave you.

- **Understanding guerrilla marketing as a successful marketing tactic for consumers (in fast food context) (RO 4)**

The interviewing process showed Guerrilla marketing seems to be most successful as a brand awareness and brand image tool. It has the ability to influence consumers before they have decided on what fast-food brand they will use to fulfil their need for hunger. After the consumer has made a decision, they are unlikely to change their minds as personal preference and cravings are stronger than marketing persuasion. Guerrilla marketing is a good tool to subconsciously improve the position of a brand in the consumers mind, it makes consumers engage with the brand and look into their marketing. Guerrilla marketing can be said to be a strong positive image brand builder as participants note it makes the brand seem unique, clever and immersive in their experiences they offer consumers.

When looking at what persuades the participants discounts was mentioned as a strong influencer, sending notifications to them around the time of their need, having a brand understand their buying patterns and behaviours and finally social media marketing. Participants felt this persuaded them as it makes them more likely to purchase as it is a constant reminder of what they want, it creates a sense of urgency and it feels like the brand speaks directly to you, they know you and that drives the persuasion. These aspects are important to look at because if linked with a strong guerrilla marketing campaign, guerrilla marketing can move from being an image shifter to a stronger persuading tool that will influence consumers behaviours and purchases.

Before unpacking the effects of guerrilla marketing as a successful tactic, the theme marketing influences and its interpretation is discussed. This is an important yet general theme, it gives insight into what other marketing tactics are successful and unsuccessful among this age group. It informs how they like to interact and engage with brands and gives brands the opportunity to better tailor their campaigns to this age group with this knowledge. Majority of participants noted that emails are “annoying and irritating”, billboards were said to be ignored, social media was noted as the best way to engage with Gen Z in a way that they enjoy. Gen Z enjoys brands customising their content, sending notifications about specials around the time of their need, tracking their usage and advertising across platforms. The above was what participants noted as the best ways brands can persuade and engage them. Knowing this gives insight into how to generate a meaningful guerrilla campaign using social media. This also gives insight into how fast-

food brands can influence Gen Z. Linking this knowledge with the existing knowledge of guerrilla marketing being a strong brand image supporter, marketers can adapt guerrilla marketing using these insights to better persuade consumers.

Thus, when interpreting the effects of guerrilla marketing the following was understood using the theme “guerrilla marketing effects” to unpack and discuss. This theme details the after thoughts and feelings consumers felt about the fast-food brand and the marketing after seeing the guerrilla marketing attempt. This theme gives insight into answering the overall research question which was “How has guerrilla marketing successfully shifted perceptions and loyalty of fast food brands, among individuals 18-25?”. It was found that participants mentioned guerrilla marketing influences their subconscious thoughts and drives actions at a later date. This is in line with comments by Levinson (2011) who mentions how guerrilla marketing drives internal dialogue and should be directed to the unconscious mind. Participants noted the following effects of guerrilla marketing: creating a positive perception of a brand and putting them in a better light, creating a brand association and past experience consumers can remember and recall. As well as Positioning the fast-food brand at the top of the consumer’s mind. This is important as the original purpose of this research was to understand if newer tactics can be used to influence consumers as traditional marketing tactics struggle to capture consumers attention or shift their perceptions (Klepek, 2014).

- **Findings in context**

This study contributed to the field of marketing and academia as it looked to better the understanding of guerrilla marketing as a tactic and expand accessible knowledge on this topic. This is important as traditional marketing is becoming obsolete and messages are being lost in the saturated marketplace (Kumar, 2015). It is one of the few studies that examine guerrilla marketing in a fast-food context and looks to understand how this shifts consumers loyalties and perceptions. It was specific in studying Generation Z and specifying that further into ages 18-25, this is because this age group is the next consumer group entering the market. Thus, identifying a gap in reviewed literature for this study in interviewing 8 individuals to gain their in-depth understanding of fast-food guerrilla marketing. This study is similar to Milak and Dobrinić (2017) in using a qualitative stance to understand consumer perceptions of guerrilla marketing. The results of this study conform to other existing studies; however, it provides new insight into guerrilla marketing for fast-food brands.

Firstly, Most of the participants noted being regular fast-food users, from this hunger was described as the biggest motivator for participants purchasing fast-food. Many of them made mention to the fact that it was convenient, simple, quick, tasty and they love the taste. The explanation for this can be deduced as these individuals are all students or young professionals who do not have enough time to cook and clean regularly. Some of these individuals are also living with their parents so meal choices are not in their control, however, being able to order exactly what they want is. The perception this age group has regarding guerrilla marketing was mostly positive. It was emphasised that guerrilla marketing was creative and something they would engage with.

The decision making of these individuals was seen to be based off of past experiences, brand perceptions, loyalties and many other factors. The respondents tend to purchase from the same brands as they know what to experience and assume, they will receive their expected value and satisfaction. The level of persuasion guerrilla marketing has is high in the information search and searching for alternatives stages of the Kotler and Keller model (2012). This is because participants felt once they have made a decision they will not sway.

Respondents had a general understanding of guerrilla marketing; they had been exposed to guerrilla marketing attempts before. However, many of these interactions have been online. Often, they have seen these attempts online and engage with the content through social media channels and other people experiences, not necessarily through the brand. This could mean participants don't know the full extent of these marketing attempts and it could also influence their perceptions of guerrilla marketing once they have physically experienced it. However, in Milak's (2017) study data showed out of 117 respondents 77 said this marketing attracts their attention, 12 ignore it while 5 respondents were encourage to purchase after exposure (Milak, 2017). Milak's (2017) study reemphasises that this marketing strategy is very promising and while it is still in its infancy it can be seen that success rates are possible.

Guerrilla marketing was found among these participants to shift perceptions, however, it seemed to not shift loyalties. It was noted participants saw brands in a better light, they acknowledged it changes the position of the brand to be "on the top" of their mind and could reinforce their existing loyalty. However, loyalty is noted as a whole separate factor. Loyalty for consumers is decided by their past experiences, their preferences, emotions, values, morals and so much more. Marketing in itself was noted to not be capable of foster

loyalty in consumers, hence guerrilla marketing could assist loyalty if it already exists but guerrilla marketing in itself cannot create brand loyalty (Närvänen, 2020).

ii. Addressing research question, problem and objectives

The purpose of this qualitative research conducted through in-depth interviews, looked to explore guerrilla marketing used in advertising, specifically as a new age tactic.

Research question: How has guerrilla marketing successfully shifted perceptions and loyalty of fast food brands, among individuals 18-25?

The research found that guerrilla marketing can shift perceptions of fast-food brands, however there is difficulty in shifting loyalty as this is such a personal factor based on many attributes and marketing alone cannot shift loyalty.

Objectives:

1. To understand consumer perceptions of fast-food brands
2. To explore if guerrilla marketing is successful in shifting loyalties among Gen Z.
3. To understand the shift of consumer behaviour once exposed to fast food brands guerrilla marketing
4. To investigate guerrilla marketing as a successful marketing tactic for consumers in the context of fast-food advertising.

The objectives looked to gain a holistic understanding of existing perceptions and then to understand how guerrilla marketing can shift those perceptions and loyalties. Through the inductive approach themes and codes arrived specifically from the raw data. It was through analysing that the understanding of consumers being better persuaded by other factors, while guerrilla marketing can positively create strong brand associations and a better brand image. While still in its infancy, guerrilla marketing can be noted as a successful marketing tactic in fast food as it positions the brand better in the consumers mind, it is a strong brand associator and relationship builder and it creates positive experiences for the consumer. It was understood that guerrilla marketing can shift consumer behaviour to a certain extent. However, once an individual has decided on a fast food brand that will satisfy their need, marketing will not shift their current behaviour but has the potential to shift future choices based on the past experience with the brand.

This was in contrast to what was expected before conducting the research, it was believed that guerrilla marketing would be able to shift consumer's decision making much more than what was uncovered in the interviewing process.

Specifically among Gen Z guerrilla marketing is a great marketing strategy, however it was shown not to be effective in shifting any loyalties as loyalty is complex and goes beyond the marketing a consumer is exposed to. This was rather unexpected, the initial thought before research was conducted believed that guerrilla marketing would be able to shift consumers loyalties due to its engaging and enticing characteristics (Klepek, 2014).

Regarding the perceptions of fast food this was overall positive, participants enjoy its taste, convenience and affordability. This was in line with what was expected to be found as fast food is regarded similarly in most literature reviewed.

iii. Trustworthiness

The aim of qualitative research is to gain an in-depth understanding of phenomena within a specified context. Qualitative data is inherently subjective and dependant on the respondents. Trustworthiness is divided into categories of credibility, transferability, confirmability and dependability (Koonin, 2014).

Credibility is the accuracy in which the researcher interpreted the participants data. Findings must be deemed believable from the participant's perspective in order for a study to be deemed credible (Koonin, 2014). This study did this by reiterating and clarify the participants answers back to them to ensure the interpretation was correct. An example of how this was done was the researcher asked a the participant to describe the process of being hungry to getting your meal, the participant explained their process, the researcher then clarified by asking if brands or any other influences are involved in this process, to which the participant replied. By the participant confirming and agreeing this created a degree of credibility as the participant agreed with the interpretation, thus meaning the phenomena was accurately understood from their context.

Transferability refers to the ability to apply the findings to a similar situation and yield similar results (Koonin, 2014). The basis of this study looked to understand guerrilla marketing and how this shifts perceptions and loyalties. The specified use of the fast food industry and the age group 18-25 was based on gaps found in reviewed literature. Thus, the basis of this study could be applied to any industry and any age group. The qualitative,

in-depth interviews and inductive approach was open-coded and thematically analysed. The processes and steps taken throughout this research process could be transferred to a different scenario and yield similar results. However, as this is inductive the codes and themes come from the specific raw data, meaning there would be slight differences in the exact data found but the outline would remain the same. If the findings of the analysis were applied to possibly a different age group and industry focus, the same core findings surrounding guerrilla marketing as a successful instrument to shift perceptions and reemphasise existing loyalties would be found.

Dependability is the quality of integration between data collection, method, analysis and the theory created from the data (Koonin, 2014). As this research study has constantly been supervised by a credible and accomplished supervisor, a degree of dependability can be seen in this. The supervisor guided and checked each step of the work ensuring all elements of the methodology were integrated and sound for a research study. The supervisor was involved in the whole research process from proposal to final report, giving an element of an external audit and thus dependability. The proposal for this study was reviewed by the Vega Schools ethics committee, reemphasising the outline of this study was sound. The collection methods of in-depth semi structured interviews was in line with the analysis methods of open, descriptive coding that was then thematically analysed into themes and categories. Both collection and analysis are in line with qualitative methods showing integration as well.

Confirmability refers to how well the collected data supports the interpretations and findings of the researcher. Indicating how the findings flow from the data (Koonin, 2014). Confirmability requires researchers to have fully described the research process, to assist others in scrutinising the research design (Koonin, 2014). The findings and interpretations of this study have been reviewed and scrutinised by a supervisor. The supervisor has reviewed the proposal, findings, interpretations, the transcripts from the interviews as well as the coded and thematically analysed documents. This study was conducted as a university research report, this study was meticulously broken up into 6 separate sections, reviewed and given back for the researcher to compile the final research document. This research conducted a pilot study to ensure the methods used would be adequate in answering the research question, problem and objectives. After the pilot, the necessary adjustments were made and the rest of the interviews followed. Data gained from the interviews was confirmed by pre-coding whilst the data was being transcribed, data cleaning by relistening to the audio in line with the transcripts. The transcripts were then

open and descriptively coded and thematically analysed in an initial coding cycle, this was then followed by another coding cycle to ensure confirmability. This shows confirmability that all aspects have been fully described, reviewed multiple times and outlined so meticulously that anyone could follow the whole research process and understand the flow.

iv. Ethical considerations, limitations and future studies

Research should be conducted ethically and done in such a way that the research will stand and not be doubted (Louw, 2014). Firstly, it was vital to look at ethical issues regarding participant's consent. The participants needed to be informed of their role in this research, as well as how their information shared will be used. Participants needed to give their consent before taking part in the research (Louw, 2014). This research ensured informed consent is gained through making participants sign a letter of consent before taking part in the research. This informed them on the nature of the study, its purpose and their involvement. Participants needed to sign their recognition of this before being able to partake in the study. This was especially important as this interview was recorded so another consent form was given regarding the permission to record the participants for the sake of the study.

Another concern is bias. As this is qualitative research and is bias by nature, the researcher has limited furthering that bias by remaining objective regarding the requirements of the research and the findings emerging from it. This study had deferred from bias by continually looking at the information from other perspectives. This has also been done by confirming interpretations and findings with the supervisor who in this sense acted as an external auditor ensuring there was no bias. Lastly, confidentiality was crucial, ensuring participants' information and interviews stayed confidential was important for the ethics of this research. Confidentiality was obtained by not using the participants' names in the presentation of findings, or any other part of the research. It was also ensured as only the researcher and the supervisor had access to transcripts and only the researcher had access to consent forms.

Limitations are known as constraints to the research and its proceedings that are out of personal control due to various factors (Enslin, 2014). Firstly, Covid19 was a limitation to this study. This is because the in-depth interviews could not be conducted in person due to Covid-19 constraints. However, this has been overcome by using telephonic interviews,

still allowing a form of connection with the respondents. Another known limitation was the accessible population. This research's sample of individuals 18-25, who have experienced guerrilla marketing in the last 12 months and have access to a device (as the interview was held using a phone). This limited the accessible population by even more by mentioning a device as a population characteristic, however, this had to be done in order to abide by Covid-19 restrictions. The sample of Gen Z being specified to individuals 18-25 was also necessary for the interviewing process as this age group has similar mindsets. This also ensured the study was feasible by limiting the total population who is too large. Lastly, time was another limitation. As this is a university assignment there are strict deadlines and time frames that must be upheld.

The contribution to this field was to lend to the discussion around a better understanding of guerrilla marketing as a tactic, this is important as traditional marketing is becoming obsolete and messages are being lost in the saturated marketplace (Kumar, 2015). Contributing to the fields of marketing and academia in expanding the accessible knowledge of this topic.

This study looked to fully unpack how fast food guerrilla marketing shifted perceptions and loyalties, this giving insight into how marketers can use guerrilla marketing to shift consumer behaviour. This study contributed to the field of academia by adding knowledge to this topic. This is because this research provided a deeper understanding of guerrilla marketing as a phenomenon allowing increased knowledge surrounding marketing tactics. This also contributed to the understanding of Gen Z's consumer behaviour, perceptions and loyalties regarding guerrilla marketing. In regards to future studies much more can still be added to this field of knowledge, guerrilla marketing as a strategy is still in its infancy. Further research is recommended to be explored in understanding guerrilla marketing specifically in a consumer behaviour context, understanding at which points guerrilla marketing is most impactful to change behaviours. Possibly looking deeper into Kotler and Keller's (2012) framework or even using other consumer behaviour frameworks. More research should also be done in the field of guerrilla marketing and loyalty, looking into how marketing as a whole shifts loyalties, if even so. This would be pertinent to understanding the field of marketing as well as its sub strategies like guerrilla marketing. Kumar (2015) notes the importance of finding new ways to reach consumers and this point is becoming even more important in societies busy marketing landscape of today.

f. Conclusion

This study looked to understand guerrilla marketing as a new age tactic, more specifically this study looked to explore “How has guerrilla marketing successfully shifted perceptions and loyalty of fast food brands, among individuals 18-25?”. This was explored through qualitative, in-depth, semi structured interviews. This was devised to understand the participants existing perceptions of fast food brands and guerrilla marketing, understanding how guerrilla marketing has shifted their consumer behaviour and understanding how guerrilla marketing shifts their perception and loyalties of fast food brand's.

After thematically and inductively coding the transcribed data it can be devised that guerrilla marketing is an effective marketing tool in shifting consumers perceptions and creating positive brand associations and brand image. Guerrilla marketing was seen not to influence loyalties, however, if loyalty with a fast food brand already existed, guerrilla marketing reinforced this relationship. This answers the research problem of brands needing newer and more effective ways to break through information clutter and engage with consumers. This also reinforces the research purpose of understanding guerrilla marketing as an effective tool to shift perceptions of fast food brands among individuals 18-25.

This study added to gaps in existing knowledge regarding how guerrilla marketing impacts consumer behaviour. It was shown through the findings and interpretations that guerrilla marketing has potential and more needs to be done to understand this undervalued marketing tool. However, as far as this study goes it has provided adequate knowledge into how gen Z perceives fast food brands, guerrilla marketing and how they behave as consumers. This study was however limited by time constraints and Covid-19, thus limiting the sample and accessible information from participants. All aspects mentioned in the ethical considerations section were addressed, confidentiality was upheld, participants consent was gained and bias was avoided. Future studies are recommended in looking at other frameworks of consumer behaviour and guerrilla marketing, to really explore the true potential of guerrilla marketing as a behaviour shifter. The contribution to this field was to lend to the discussion around a better understanding of guerrilla marketing as a tactic, this was important as traditional marketing is becoming obsolete and messages are being lost in the saturated marketplace (Kumar, 2015). It can be said that this study contributed to the fields of marketing and academia in expanding the accessible knowledge of this topic.

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i. **Annexures**

i. **Example of consent form**

Annexure A : CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Devonn Rogers and I am a student at Vega schools. I am currently conducting research under the supervision of Mbali Rametse about Guerrilla marketing: a qualitative study on Generation Z: Exploring perceptions and loyalties around fast food advertising. The purpose of this qualitative research conducted through in-depth interviews, aims to explore guerrilla marketing used in advertising, specifically as a new age tactic. The objective will particularly look to understand Generation Z's (aged 18-25) perceptions and loyalties about brands that use guerrilla marketing tactics in fast food advertising. Traditional marketing tactics struggle to capture consumers attention or shift their perceptions (Klepek, 2014). Hence, the purpose of this study, is to provide marketers and the marketing industry insight into guerrilla marketing as an effective communication method for consumers today. I hope that this research will enhance our understanding of how fast food guerrilla marketing shifts perceptions and loyalties of individuals 18-25. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because I need to understand how guerrilla marketing shifts consumers behaviour, specifically their perceptions and loyalties. You could assist this understanding, if you decide to participate in this research. I would like to explain exactly what participation will involve. This will be taking part in recorded in-depth interviews that are semi-structured over a zoom call. Both audio and visual elements are needed to take part in this study (ie. I need to hear and see you during the zoom interview). We can set up a date and time that works to your preference within the month of July. The interviews will consist of the researcher (myself) asking you various questions pertaining to guerrilla marketing. No answers are wrong, this is more of a conversation so I can understand the underlying assumptions and the phenomena of guerrilla marketing.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your perceptions and loyalties regarding fast food guerrilla marketing and if this shifts any of your consumer behaviour once exposed. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody Vega Schools JHB, will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide?
Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Postgraduate in strategic brand communications. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.
What happens if I have more questions about the study?
Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed. My contact details are as follows: Devonn Rogers  

The contact details of my supervisor are as follows: Mbali Rameste

Participant or respondent consent	
I, _____, agree to participate in the research conducted by Devonn Rogers about: Guerrilla marketing in the context of fast food marketing, specifically looking to understand your perceptions and loyalties to these brands that use this marketing tactic. The aim of the research is to understand and explore if Guerrilla Marketing is a successful marketing tool to shift consumers behaviour, specifically perceptions and loyalties. This research has been explained to me and I understand what participation in this research will involve. I understand that: • I agree to be interviewed for this research. • My confidentiality will be ensured. My name and personal details will be kept private. • My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. • I may choose not to answer any of the questions that are asked during the research interview. • I may be quoted directly when the research is published, but my identity will be protected.	
Signature	Date

Annexure B audio and recording consent form

CONSENT FORM FOR AUDIO OR VIDEO RECORDING

Consent form for participants	
I, _____, agree to Devonn Rogers to audio record my interviews as part of the research about : Guerrilla marketing in the context of fast food marketing, specifically looking to understand your perceptions and loyalties to these brands that use this marketing tactic. The aim of the research is to understand and explore if Guerrilla Marketing is a successful marketing tool to shift consumers behaviour, specifically perceptions and loyalties. This research has been explained to me and I understand what participation in this research will involve. I understand that: • My confidentiality will be ensured. My name and personal details will be kept private; • The recordings will be stored in a password-protected file on the researcher's computer; and • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Signature	Date

ii. Semi structured interview questionnaire

Annexure C

Welcome to this interview, I'd like to start by thanking you for your time and participation. At any point if you feel uncomfortable and would like to end the interview please say so, in the same breath if you have any questions or would like to clarify any questions, please feel free to stop me and clarify. You are under no obligation to complete this interview however it is greatly appreciated. This interview should take around 30 minutes to an hour depending on how in-depth the questions are answered and understood.

I'll start by explaining what the purpose and aims of this research are. My name is Devonn Rogers and I am a student at Vega schools. I am currently conducting research under the supervision of Mbali Rametse for my post graduate degree. This research is about Guerrilla marketing: a qualitative study on Generation Z: Exploring perceptions and loyalties around fast food advertising. The purpose of this qualitative research conducted through semi-structured interviews, aims to explore guerrilla marketing used in advertising, specifically as a new age tactic. The objective will particularly look to understand Generation Z's (aged 18-25) perceptions and loyalties about brands that use guerrilla marketing tactics in fast food advertising. Traditional marketing tactics struggle to capture consumers attention or shift their perceptions (Klepek, 2014). Hence, the purpose of this study, is to provide marketers and the marketing industry insight into guerrilla marketing as an effective communication method for consumers today. I hope that this research will enhance our understanding of how fast food guerrilla marketing shifts perceptions and loyalties of individuals 18-25.

Before I begin I would like to just confirm the following to ensure you meet the set characteristics of this research with some Pre interview questions:

- Do you fall within the age group of 18-25?
- You live in Johannesburg?
- Have you been exposed to fast food guerrilla marketing within the past 12 months?
- Which brand specifically comes to mind regarding guerrilla marketing?

Semi- structured Interview questions

1. What is your age?
2. What is your occupation?
3. Are you a regular fast-food consumer? Could you expand why or why not
 - To clarify a regular fast food consumer for the purpose of this interview is someone who purchases fast food once or more per week
4. if you had a need to eat, describe the process from being hungry to getting your meal. (decision making process)
5. Can you describe to me in your own words what you would define guerrilla marketing as?
 - This research defines guerrilla marketing as unconventional advertising that grabs the attention of consumers (Milak, 2017). It is disruptive, unique and unconventional marketing that breaks through clutter and attracts consumers through either traditional or untraditional mediums.
- **Example**
6. Can you mention your favourite guerrilla marketing campaign (if you have one), please explain why it's your favourite?
7. Were you familiar with that brand before seeing their ad?
 - If yes, did it persuade your choices regarding the brand going forward and what were your perceptions of their marketing
 - If not did it make you want to engage with the brand?
8. Which brands outside of fast food are you loyal to?
9. Which fast food brands would you say you are most loyal to?
10. Can you possibly explain why you are loyal to these brands?
11. What do you believe encourages you to interact with a brand? (this could be aspects such as they offer superior quality, best prices, their marketing communications speak to your morals and so on).
12. When do you believe you are most susceptible to marketing campaigns? (ie. When you need something, in-stores, online)
 - Are you a fan of this brand or a user?
13. What do you believe are some of the best way's brands persuade you? (ie. Giving discounts, sending you emails, seeing billboards etc)
14. Do you believe guerrilla marketing has ever persuaded you to purchase a product?

15. Do you believe guerrilla marketing has ever made you perceive a brand in a better or more positive light?
16. Are you more likely to engage with a brand once you have been exposed to their guerrilla marketing tactics? Why?
17. What do you understand to be consumer loyalty?
 - This research defines consumer loyalty to be the collection of positive attitudes aligned with purchase behaviors that favor one brand over competitors.
18. Based on your definition of consumer loyalty, do you still believe you are loyal to fast food brand x that you previously mentioned you are loyal to?
19. To your knowledge, does brand X (their choice of loyalty) conduct any guerrilla marketing?
 - If yes does this make you more loyal to them as a brand?
20. What would you say “post purchase” satisfaction means?
 - This research defines post purchase satisfaction as the product or service meeting and going beyond your expectations of the purchase, leaving you happy with your purchase and without regret.
21. If you felt like fast food, would guerrilla marketing at the time of your need persuade your original decision? (in other words, if you wanted McDonalds chips and you were exposed to KFC’s guerrilla marketing, do you believe this would persuade your decision?)
22. Do you have any last comments you would like to add about guerrilla marketing?
23. Do you have any last comments about this interview?

I would like to thank you again for your time, it is greatly appreciated. You have made a great contribution to my research process.

iii. Ethical clearance letter

Annexure D



Date: 8 July 2021

Student name: Devonn Rogers

Student number: [REDACTED]

Campus: Vega Johannesburg Bordeaux

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

iv. Final research report summary document table - Annexure E

Guerrilla marketing: a qualitative study on Generation Z, exploring perceptions and loyalties around fast food advertising.

Research Purpose	Research Question	Research Rationale	Seminal Authors/	Lit Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
The purpose of this qualitative research was to explore guerrilla marketing. To understand Generation Z's (aged 18-25) consumer behaviour, perceptions and loyalties about fast food brands that use guerrilla marketing.	: How has guerrilla marketing successfully shifted perceptions and loyalty of fast food brands, among individuals 18-25?	There is a need to find new marketing tactics to combat existing in-effectivity. Gen Z is the next gen to have purchasing power. Fast food is becoming one of the largest industries.	Jay Conrad Levinson is the seminal author of guerrilla marketing. Author of Guerrilla advertising (1994). Thorstien Veblen (1972) – consumer behaviour	Theme 1: Guerrilla marketing: Levinson, (2011). Khare (2017) Milak, (2017), Ramasobana (2017), Kotler (2017) Consumer behaviour: Parumasur (2015), Stankevich (2017), Kotler and Keller (2012), Duffet (2020), Kotler (2017) Milak, Dobrinic (2017)	Interpretivism. Acknowledging the complexities of humans, human interaction and behaviour. Understanding individuals perceive reality in different way. . Looking to understand if guerrilla marketing has the ability to shift Gen Z and their behaviours (specifically perceptions and loyalties)	<i>Qualitative, inductive</i> Population Target population: all South African individuals born between 1995 and 2012. Accessible: aged 18-25, live in JHB, have a device. Have been exposed to guerrilla marketing in last 12 months	Semi structure, in-depth telephonic interviews.	Researcher biases this will be minimised by an awareness of personal bias as well as possibly external audits. Participant consent, gaining permission to use this respondents data for the study. Confidentiality, not stating any names or personal info from participants.	Guerrilla marketing a successful marketing tactic in fast food as it positions the brand better in the consumers mind, a strong brand associator and relationship builder and it creates positive experiences for the consumer. Can shift perceptions to an extent, not loyalties.	Future studies - understanding guerrilla marketing specifically in a consumer behaviour context, understanding at which points guerrilla marketing is most impactful to change behaviours and fully understanding the whole process of consumer behaviour and guerrilla marketing.
Research Problem	Objectives	Key Concepts	Key Theories			Sampling	Data Analysis	Limitations	Key Contribution	
Current marketing not effective enough to break through information clutter and communicate with consumers. This research will look to understand if guerrilla marketing is a viable marketing option to shift consumers perceptions and loyalties.	<i>Explore if guerrilla marketing is successful in shifting loyalties. To understand the shift of consumer behaviour once exposed to fast food guerrilla marketing. To investigate guerrilla marketing as a successful marketing tactic for consumers in the fast food advertising.</i>	- Guerrilla marketing - Consumer behaviour - Generation Z cohort - Consumer perceptions and loyalties	Consumer behaviour – specifically consumer decision making (Kotler and Keller 2012).	Generation Z: Priporas, generation Z (2017). Francis (2018). Shamsudin (2020) Mhalanga (2018)		Non-probability 8 participants (4 male, 4 female) Convenient, purposive sampling	Unit of Analysis: social interactions, specifically individuals 18-25 and their perceptions and loyalties of fast food brands who use guerrilla marketing. Analysis: thematic analysis using open coding.	COVID 19 Time constraints Reaching accessible population (had to limit due to need for device requirements)	Better understanding the phenomena of guerrilla marketing. Giving new tools to combat marketing difficulties with consumers. Understanding gen z consumer behaviour and how guerrilla marketing can shift their perceptions Contributing to the fields of academia and marketing.	Poss bly looking deeper into Kotler and Keller's (2012) framework or even using other consumer behaviour frameworks. More research should also be done in the field of guerrilla marketing and loyalty, looking into how marketing as a whole shifts loyalties, if even so..