

THE EFFECTS OF GUERRILLA MARKETING ON GENERATION Y CONSUMER'S PURCHASE INTENTION

ABSTRACT

The research purpose was to explore guerrilla Marketing effects on consumer behavior. With the increase in competition in the global markets, several companies face a high Competition for surviving and thus they take a significant advantage in the present market opportunities. Companies try to use many innovative marketing techniques to attain customers quickly. Although Guerrilla marketing is one unique way to achieve this need. Thus, this study primarily investigates the impact of guerrilla marketing on generation Y consumer's purchase intention. The study considers Guerrilla marketing effects as an independent variable with seven appropriate dimensions such as Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional arousal and Surprise and Consumer's purchase intention as the dependent variable. It was conducted in Undergraduates of Eastern University, Sri Lanka during the period between June 2017 and December 2017. 380 undergraduates of Eastern University, Sri Lanka, were taken for this study. Stratified random sampling method was applied. Respondents who are aware and exposed to guerrilla advertising were only considered to administer questionnaires regarding guerrilla marketing effects and consumer's purchase intention. All the data was collected through closed-ended questionnaires, and the analysis was conducted by SPSS Statistics, which are Univariate and Bivariate analysis.

Guerrilla marketing as an independent variable has High-Level contribution to the Consumer's purchase intention. An individual analysis shows that Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional arousal, and Surprise have high. Generation Y consumers have a High-Level contribution to the Consumer's purchase intention. Results indicate that there is statistically linear significant and positive relationship between Guerrilla marketing effects and Consumer's purchase intention. And based on the findings Co-efficient of Determination and Adjusted R- Square indicated that guerrilla marketing effects have significant and moderate positive impact on Generation Y consumer's purchase intention.

The study found that these independent variable dimensions indicated a high level of Generation Y Consumer's purchase intention. The findings of the present study suggest that the Guerrilla marketing effects are having the moderate positive relationship with Consumer's purchase intention. Eventually, this report recommends some actions for improving the role of Guerrilla marketing effects in influencing the Generation Y Consumer's purchase intention.

Keywords: [Consumer's Purchase intention, Guerrilla marketing effects, Generation Y]

1. INTRODUCTION

"Guerrilla Marketing" made its first official appearance by an American author named Jay Conrad Levinson in 1984. To him, it is an unconventional way to pursue conventional goals, (12) a proven method to achieve profits with minimum money. It is the battle to conquer the customers' mind. In today's competitive business environment, where businesses struggle for customers, most of the flourishing companies are recognized as customers' lifetime value. Besides, advertising is a significant medium of communication which is used as a transformative mean and a commercial tool too. One way of differentiating the advertising is to use a marketing concept known as guerrilla marketing. Guerrilla marketing is a type of communication which contains the power to get the customer concentration quicker than any other kind of advertising [6].

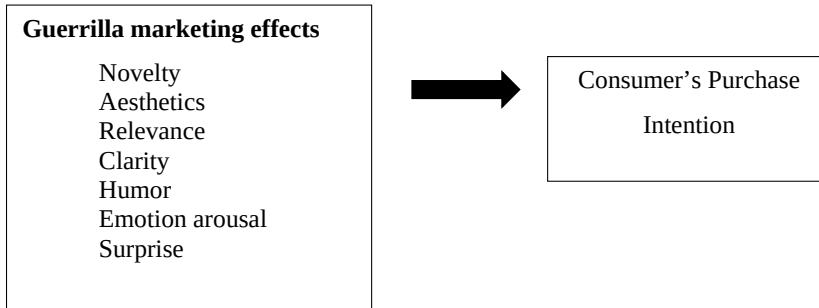
Diaa (2017) [3] indicate a positive effect of the Guerrilla marketing to the consumer purchase intention. These findings follow a process – outcome perspective in which creative advertisement attract the consumer attention, leading to emotional arousal which in turn lead to cognitive processing and consumers seek information about the product and finally attitudinal change (a willingness to purchase

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the product). Consumer's purchase intention is simply defined as a plan to buy a good or attain a service.

Though many kinds of research about guerrilla marketing have been conducted,(most are qualitative ones) Guerrilla marketing is considered to be a new one [7]. Thus, this study attempts to investigate the effects of Guerrilla marketing on Generation Y consumer's purchase intention in Undergraduates of Eastern University, Sri Lanka. Here Generation Y consists of age range between 1990 to 1996.

According to the above empirical evidence, there are few researchers were indicating the effects of guerrilla marketing on generation Y consumer purchase intention in Sri Lanka context. Therefore based on the empirical evidence there is a need to investigate how Guerrilla marketing have significance in generation Y consumers' purchase intention in undergraduates of Eastern University, Sri Lanka, the specific research question of this study is,
"Whether the guerrilla marketing effects have impact on generation Y consumer Purchase intention of undergraduates in Eastern University, Sri Lanka?"



2. MATERIAL AND METHODS

In this study, the Generation Y consumer's purchase intention is examined with the help of independent variable of Guerrilla marketing effects. The diagram shows conceptualization framework to determine the impact of guerrilla marketing on Consumer's purchase intention (see above Figure 1). Primary data are collected through structured questionnaires with closed statements measured with Likert's scale (1= strongly disagree and 5= strongly agree). Generation Y is the primary customers at this time and to study their purchase intention, the undergraduates of the university are considered. Students are from different faculties stratified random sampling techniques is used to select the sample. Y 380 respondents who are come under the Generation Y. These numbers of respondents are selected by Stratified Random sampling technique (see Table 1).

Figure 1: The Conceptual framework

Source: Tam & Khuong, (2015)

Table 1. Sampling framework

Study setting	Undergraduates of Eastern University, Sri Lanka
Unit of analysis	Consumers of generation Y who are those born between 1990-1996 in undergraduates of Eastern University, Sri Lanka
Sample size	380 Undergraduates
Sample method	Stratified Random Sampling Technique Based on these method 380 undergraduates are selected out of 3930 undergraduates studying in Eastern University, Sri Lanka.

(Source: Survey Data, 2017)

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Univariate, bi-variate analysis are used. Univariate analysis is to interpret the nature of variables. Bi-variate analysis is used to analyze the relationship between the variables. Regression analysis is conducted to understand the impact of the Correlational analysis and Pearson regression analysis is used to study the impact of the guerrilla marketing effects on consumer's purchase intention.

3. RESULTS AND DISCUSSION

3.1 Independent Variable: Guerrilla marketing effects and Its Dimensions

Guerrilla marketing effects are evaluated by seven dimensions, Such as, Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional arousal and Surprise. Guerrilla marketing effects as an independent variable has high level contribution on the consumer's purchase intention (Mean $X_1=4.09$ and see Table 2). In addition, most of the consumers expressed generally a common opinion regarding the variable of Guerrilla marketing effects (Standard deviation= .424). With individual analysis, the consumers have high level of contribution toward consumer's purchase intention on Novelty (Mean = 4.15), Aesthetics (Mean = 4.08), Relevance (Mean = 4.29), Clarity (Mean = 4.20), Humor (Mean = 4.02), Emotional arousal (Mean = 3.85) and Surprise (Mean = 3.97).

Table 2. Overall measures of independent variables and its dimensions

Variables	Mean	SD	Decision attribute
Guerrilla marketing effects	4.09	.424	High level
Novelty	4.15	.505	High level
Aesthetics	4.08	.605	High level
Relevance	4.29	.668	High level
Clarity	4.20	.549	High level
Humor	4.02	.603	High level
Emotional arousal	3.85	.607	High level
Surprise	3.97	.605	High level

(Source: Survey data, 2017)

3.2 Dependent Variable: Consumer's purchase intention

Consumer's purchase intention is evaluated by six indicators. Such as undergraduates recommend the products to their friends, they certainly buy the products, If they across the shop, they buy the products, they likely to buy the products, they look more information about the products and they consider to buy the products. Mean value of these indicators are 4.48, 4.40, 4.01, 4.23, 4.60 and 4.47 respectively. Respondents have high level of contribution to determine the consumer's purchase intention (Mean $X_1=4.36$ and see Table 3). In addition most of the consumers expressed generally a common opinion regarding the variable of consumer decision making (SD= .501).

Table 3. Overall Values of generation Y consumer's purchase intention

Variables	Mean	SD	Decision attribute
I will recommend the products to a friend who is interested in them.	4.48	.770	High level
I am certain to buy the products.	4.40	.781	High level
If I run across the shops, I will buy the products.	4.01	.753	High level
I am likely to buy the products.	4.23	.763	High level
I will look for more information about the products.	4.60	.661	High level
I will consider buying the products.	4.47	.694	High level
Purchase intention	4.36	.501	High level

(Source: Survey data, 2017)

3.3 Relationship between Guerrilla marketing effects and Consumer's Purchase Intention

The correlation analysis is taken to explain the correlation between Guerrilla marketing effects and consumer's purchase intention. Results indicate that there is statistically linear significant and positive relationship ($r = .651$, $P < 0.01$) between them. There was a strong positive correlation between the Guerrilla marketing effects and consumer's purchase intention. It is reflect the role of Guerrilla marketing effects positively influencing the consumer's purchase intention in a stronger manner. It is stated in the following Table 4.

Table 4. Correlation between guerrilla marketing effects and purchase intention

Variables		Guerrilla marketing effects	
consumer's purchase intention	Pearson Correlation		.651**
	Sig. (2-tailed)		.000

** . Correlation is significant at the 0.01 level (2-tailed)

(Source: Survey Data, 2017)

And also result of study showed there is strong positive correlation between the novelty($r = .536$, $P < 0.01$), relevance($r = .592$, $p < 0.01$), clarity($r = .544$, $p < 0.01$) and surprise($r = .526$, $P < 0.01$) and consumer's purchase intention. There is moderate positive correlation between the aesthetics($r = .330$, $P < 0.01$), humor($r = .406$, $P < 0.01$) and emotional arousal($r = .330$, $P < 0.01$) and consumer's purchase intention. It is stated in the following Table 5.

Table 5. Pearson's Correlation Analysis between Variable and dimensions

Variables		Novelty	Aesthetics	Relevance	Clarity	Humor	Emotional arousal	Surprise
consumer's purchase intention	Pears on Correl ation	.536**	.330**	.592**	.544**	.406**	.330**	.526**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000

** . Correlation is significant at the 0.01 level (2-tailed)

(Source: Survey Data, 2017)

3.4 Impact of guerrilla marketing effects on generation Y consumer's purchase intention

Simple linear regression was used to measure the impact of guerrilla marketing effects on consumer's purchase intention of undergraduates. Table 6 shows the regression analysis based on that R-Square (R^2) is 0.423, Also Adjusted R- Square is 0.422 indicates a moderate relationship between guerrilla marketing effects and consumer's purchase intention.

According to the Table 7 shows the significance of t value is less than 0.05 and the b value of guerrilla marketing effects is 0.769 its means if guerrilla marketing effects increased by one point generation Y consumer's purchase intention is increased by 0.769. Based on the evidence it is concluded that the guerrilla marketing effects positively impact on generation Y consumer's purchase intention. So the first hypothesis of the study was accepted, i.e., H1: The guerrilla marketing effects is significantly and positively impact on the generation Y consumer's purchase intention.

Hence, the equation for generation y consumer's purchase intention can be written as follows:

$$Y = 1.220 + 0.769(\text{Guerrilla marketing effects})$$

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Table 6. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics		
		R Square Change	F Change	Sig. Change F
.423	.422	.423	277.471	.000

139 Predictors: (Constant), Guerrilla marketing effects
140 (Source: Survey Data, 2017)

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142 **Table 7 Coefficient of Simple Linear Regression between guerrilla marketing effects and**
143 **generation Y consumer's purchase intention**

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	1.220	.190	.000
Guerrilla marketing effects	.769	.046	.000

144 Dependent Variable: Purchase intention
145 (Source: Survey Data, 2017)

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147 Dimensions of guerrilla marketing effects of Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional
148 arousal and Surprise also significantly and positively impact on Generation Y consumer's purchase
149 intention.

150
151 Based on Table 8, the R square statistics is 0.288 it means novelty have 28.8% impact on generation y
152 consumer's purchase intention. Adjusted R Square indicated that the 28.6% of the variation in the
153 generation y consumer's purchase intention is explained by novelty. Table 9, indicate that the b value of
154 novelty is 0.532 its means if novelty increased by one point consumer's purchase intention is increased
155 by 0.532. Significant of t value is 0.000 it is less than 0.05 Based on the evidence it is concluded that the
156 novelty is positively and significantly impact on generation Y consumer's purchase intention. So the
157 second hypothesis of the study was accepted. i.e., H2: *The novelty is significantly and positively impact*
158 *on the generation Y consumer's purchase intention.*

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Table 8. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics		
		R Square Change	F Change	Sig. Change F
.288	.286	.288	152.543	.000

162 Predictors: (Constant), Novelty
163 (Source: Survey Data, 2017)

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165 **Table 9. Coefficient of Simple Linear Regression between novelty and generation Y**
166 **consumer's purchase intention**

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	2.154	.180	.000

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novelty	.532	.043	.000
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Predictors: (Constant), Purchase intention
(Source: Survey Data, 2017)

Based on Table 10 the R square statistics is 0.109 it means aesthetics have 10.9% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that the 10.6% of the variation in the generation y consumer's purchase intention is explained by aesthetics. According to Table 11 the significance of t value is 0.000 ($P=0.05$). Regression result indicate that the b value of aesthetics is 0.273 its means if aesthetics increased by one point consumer's purchase intention is increased by 0.273. Based on the evidence it is concluded that the aesthetics is positively and significantly impact on generation y consumer's purchase intention. So the third hypothesis of the study was accepted. i.e., H_3 : *The aesthetics is significantly and positively impact on the generation Y consumer's purchase intention.*

Table 10. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics			
		R Square Change	F Change	Sig. Change	F
.109	.106	.109	46.038	.000	

Predictors: (Constant), Aesthetics
(Source: Survey Data, 2017)

Table 11. Coefficient of Simple Linear Regression between aesthetics and generation Y consumer's purchase intention

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	3.250	.166	.000
novelty	.273	.040	.000

Predictors: (Constant), Purchase intention
(Source: Survey Data, 2017)

Based on Table 12 the R square statistics is 0.305 it means relevance have 30.5% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that relevance explains the 34.8% of the variation in the generation y consumer's purchase intention. According to Table 13 the significance of t value is 0.000 ($P=0.05$). Regression result indicate that the b value of relevance is 0.444 its means if relevance increased by one point consumer's purchase intention is increased by 0.444. Based on the evidence it is concluded that the relevance is positively and significantly impact on generation y consumer's purchase intention. So the fourth hypothesis of the study was accepted. i.e., H_4 : *The relevance is significantly and positively impact on the generation Y consumer's purchase intention.*

Table 12. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics			
		R Square Change	F Change	Sig. Change	F
.305	.348	.350	203.650	.000	

Predictors: (Constant), relevance
(Source: Survey Data, 2017)

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Table 13. A coefficient of Simple Linear Regression between relevance and generation Y consumer's purchase intention

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	2.458	.135	.000
novelty	.444	.031	.000

Predictors: (Constant), Purchase Intention
(Source: Survey Data, 2017)

Based on Table 14 the R square statistics is 0.296 it means clarity have 29.6% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that clarity explains the 29.4% of the variation in the generation y consumer's purchase intention. According to Table 15 the significance of t value is 0.000 ($P=0.05$). Regression result indicate that the b value of clarity is 0.496 its means if clarity increased by one point consumer's purchase intention is increased by 0.496. Based on the evidence it is concluded that the clarity is positively and significantly impact on generation y consumer's purchase intention of undergraduates. So the fifth hypothesis of the study was accepted. i.e., *H5: The clarity is significantly and positively impact on the generation Y consumer's purchase intention*

Table 14. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics		
		R Square Change	F Change	Sig. Change
.296	.294	.296	158.636	.000

Predictors: (Constant), Clarity
(Source: Survey Data, 2017)

Table 15. Coefficient of Simple Linear Regression between clarity and generation Y consumer's purchase intention

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	2.284	.167	.000
novelty	.496	.039	.000

Predictors: (Constant), purchase intention
(Source: Survey Data, 2017)

Based on Table 16 the R square statistics is 0.164 it means humor have 16.4% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that humor explains the 16.2% of the variation in the generation y consumer's purchase intention. According to Table 17, the significance of t value is 0.000 ($P=0.05$). Regression result indicate that the b value of humor is 0.337 its means if humor increased by one point consumer's purchase intention is increased by 0.337. Based on the evidence it is concluded that the humor is positively and significantly impact on generation y consumer's purchase intention. So the sixth hypothesis of the study was accepted. i.e., *H6: The humor is significantly and positively impact on the generation Y consumer's purchase intention*

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Table 16. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics			
		R Square Change	F Change	Sig. Change	F
.164	.162	.164	74.413	.000	

Predictors: (Constant), humor
(Source: Survey Data, 2017)

Table 17. Coefficient of Simple Linear Regression between humor and generation Y consumer's purchase intention

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	3.009	.159	.000
novelty	.337	.039	.000

Predictors: (Constant), purchase intention
(Source: Survey Data, 2017)

Based on Table 18 the R square statistics is 0.109 it means emotional arousal have 10.9% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that emotional arousal explains the 10.7% of the variation in the generation y consumer's purchase intention. According to Table 19, the significance of t value is 0.000 ($P < 0.05$). Regression result indicates that the b value of emotional arousal is 0.273 its means if emotional arousal increased by one point consumer's purchase intention is increased by 0.273. Based on the evidence it is concluded that the emotional arousal is positively and significantly impact on generation y consumer's purchase intention of undergraduates. So the seventh hypothesis of the study was accepted. i.e., *H7: The Emotional arousal is significantly and positively impact on the generation Y consumer's purchase intention.*

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Table 18. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics			
		R Square Change	F Change	Sig. Change	F
.109	.107	.109	46.304	.000	

Predictors: (Constant), Emotional arousal
(Source: Survey Data, 2017)

Table 19. Coefficient of Simple Linear Regression between emotional arousal and generation Y consumer's purchase intention

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	3.314	.156	.000
novelty	.273	.040	.000

Predictors: (Constant), purchase intention

(Source: Survey Data, 2017)

Based on Table 19 the R square statistics is 0.276 it means surprise have 27.6% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that surprise explains the 27.4% of the variation in the generation y consumer's purchase intention. According to Table 21, the significance of t value is 0.000 ($P=0.05$). Regression result indicate that the b value of surprise is 0.435 its means if surprise increased by one point consumer's purchase intention is increased by 0.435. Based on the evidence it is concluded that the surprise is positively and significantly impact on generation y consumer's purchase intention of undergraduates. So the eighth hypothesis of the study was accepted. i.e., H_8 : The Surprise is significantly and positively impact on the generation Y consumer's purchase intention.

Table 20. Simple Linear Regression analysis

R Square	Adjusted R Square	Change Statistics			
		R Square Change	F Change	Sig. Change	F
.276	.274	.274	144.308	.000	

Predictors: (Constant), Surprise
(Source: Survey Data, 2017)

Table 21. A coefficient of Simple Linear Regression between Surprise and purchase intention

Model	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	2.638	.145	.000
novelty	.435	.036	.000

Predictors: (Constant), Purchase intention
(Source: Survey Data)

Multiple Linear Regression Analysis for dimensions of guerilla marketing effects on generation Y consumer's purchase intention of undergraduates

Table 22 Model Summary of Multiple Linear Regression for dimensions of guerilla marketing effects on generation Y consumer's purchase intention of undergraduates

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.592	.350	.348	.40437	.350	203.650	.000
2	.663	.439	.436	.37604	.089	60.086	.000
3	.699	.489	.485	.35963	.049	36.200	.000
4	.721	.519	.514	.34919	.031	23.813	.000
5	.727	.528	.522	.34638	.009	7.103	.008

- a. Predictors: (Constant), Relevance
 - b. Predictors: (Constant), Relevance, Novelty
 - c. Predictors: (Constant), Relevance, Novelty, Clarity
 - d. Predictors: (Constant), Relevance, Novelty, Clarity, Surprise
 - e. Predictors: (Constant), Relevance, Novelty, Clarity, Surprise, Aesthetics
- (Source: Survey Data)

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R square statistics is 0.350 indicating that relevance has 35% impact on generation Y consumer's purchase intention. Adjusted R Square statistic indicated that relevance explains the 34.8% of the variation in the generation Y consumer's purchase intention.

R square statistics is 0.436 indicating that relevance and novelty have 43.9% impact on generation Y consumer's purchase intention. Adjusted R Square statistic indicated that relevance and novelty explain the 43.6% of the variation in the generation Y consumer's purchase intention.

R square statistics is 0.489 indicating that relevance, novelty, and clarity have 48.9% impact on generation Y consumer's purchase intention. Adjusted R Square statistic indicated that the 51.4% of the variation in the generation y consumer's purchase intention is explained by relevance, novelty and clarity explain the 48.5% of the variation in the generation y consumer's purchase intention.

R square statistics is 0.519 indicating that relevance, novelty, clarity and surprise have 51.9% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that the 51.4% of the variation in the generation y consumer's purchase intention is explained by relevance, novelty, clarity and surprise.

R square statistics is 0.528 indicating that relevance, novelty, clarity, surprise and aesthetics have 52.8% impact on generation y consumer's purchase intention. Adjusted R Square statistic indicated that the 52.2% of the variation in the generation y consumer's purchase intention is explained by relevance, novelty, clarity, surprise and aesthetics.

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Table 23 Coefficient of Multiple Linear Regression between guerilla marketing effects and generation Y consumer's purchase intention of undergraduates.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	95% confidence interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Constant	1.082	.178		6.088	.000	.732	1.431
Relevance	.221	.034	.295	6.579	.000	.155	.287
Novelty	.230	.042	.232	5.462	.000	.148	.313
Clarity	.218	.040	.240	5.507	.000	.140	.296
Surprise	.219	.039	.264	5.591	.000	.142	.296
Aesthetics	.100	.037	.121	-2.665	.008	.174	.026

Dependent Variable: Purchase intention

Source: Survey Data

Regression result indicate that the significant of t value of relevance is 0.000 it is less than 0.05 and the b value of relevance is 0.221 it means the relevance is positively and significantly impact generation Y consumer's purchase intention. The significance of t value for novelty is 0.000 it is less than 0.05 and the b value is 0.230 it means the novelty is positively and significantly impact generation Y consumer's purchase intention. The significance of t value for clarity is 0.000 it is less than 0.05 and the b value is 0.218 it means the clarity is positively and significantly impact generation Y consumer purchase intention. The significance of t value for surprise is 0.000 it is less than 0.05 and the b value is 0.219 it means the surprise is positively and significantly impact generation Y consumer purchase intention. The significance of t value for aesthetics is 0.008 it is less than 0.05 and the b value is .100 it means the aesthetics is positively and significantly impact on generation y consumer purchase intention.

4. CONCLUSION

This study considers Guerrilla marketing effects as an independent variable, and the consumer's purchase intention as highly dependable variables. Both variables individually have a high level of contribution, and further, it is illustrated by the Pearson's correlation analysis, which indicates a positive significant linear relationship between these two variables. The correlation coefficient (r) was .651** at the

1% level. This implies that consumer's purchase intention can be predicted with Guerrilla marketing effects. Based on the findings Guerrilla marketing effects are where influencing more on the consumer's purchase intention. The most noteworthy results was the predictive model for consumer's purchase intention explained almost 42.2% of the variance, thus clearly influenced by the Guerrilla marketing effects. Based on the findings shows guerrilla marketing effects have significant and moderate positive impact on generation y consumer's purchase intention (42.2%). Dimensions of guerrilla marketing effects of Novelty, Aesthetics, Relevance, Clarity, Humor Emotional arousal and Surprise are significantly and positively impact on generation Y consumer's purchase intention. The study is, mainly surveyed the generation Y consumers from undergraduates of Eastern University, Sri Lanka. Consumer's purchase intention can be influenced by Guerrilla marketing effects such it includes Novelty, Aesthetics, Relevance, Clarity, Humor, Emotional arousal and Surprise. These dimensions are having the positive influence on consumer's purchase intention.

Based on the multiple regression analysis shows Relevance, Novelty, Clarity, Surprise, and Aesthetics are significantly impacted on consumer's purchase intention, and Humor and Emotional arousal are not considerably change on consumer's purchase intention. And the Relevance is profoundly contributed to determining the consumer purchase intention.

This study also has the same effects of guerrilla marketing on consumer's purchase intention. And researcher concluded, guerrilla marketing increases the purchase intention of the generation Y. This generation is more sensible at the impulse purchase.

The finding of this study will help consumers to understand the guerrilla marketing. The relationships of the guerrilla marketing and purchase intention will help consumers when making a purchase. This will make consumers buy what they need and not just because the marketing message was creative or humorous [1]. The finding of this study will be helpful to marketers who have adapted to guerrilla marketing in future. It is essential because it helps in understanding how target market behaves and what they need. This gives companies to an idea of hope to better promote or market their product to target markets both at the local and international levels.

The contribution of the Study

The study is mainly focusing on the effects of guerrilla marketing on generation Y consumer's purchase intention. The finding of this study will be helpful to marketers who have adapted to guerrilla marketing in future. It is essential because it helps in understanding how target market behaves and what they need. This gives companies with an idea of hope to better promote or market their product to target markets both at the local and international levels. Further, the understanding of effects of guerrilla marketing on generation Y consumer purchase intention will help business managers to come up with cost-effective campaigns that maximize profits. . Nowadays, more marketers seek to improve their opportunities by using appropriate marketing techniques. Due to the importance of guerrilla marketing techniques, it is important for marketers to capture the customers and increase their purchase intention. So this study's finding help to marketers to improve their marketing techniques to increase the customer's purchase intention.

Recommendation of the Study

According to this study has identified that guerrilla marketing effects have significantly and positively impact on generation Y consumer's purchase intention of undergraduates in Eastern University, Sri Lanka. The results showed that Relevance had the highest contribution to consumer purchase intention. Managers should consider this point when they apply guerrilla tactics, especially when using advertisements; they want to mainly concern the relevance of the advertisement message so that the meaningfulness of the ad message is transferred to the audiences. When the customers were understood the meaningfulness, usefulness, and value of advertisement message that will improve generation Y consumer's purchase intention.

Clarity also plays an important role. It proves that the respondents must feel something (once they have understood it) and then the effect will impact their behavior. Managers should take great concern in this aspect because it may give right and understandable messages to consumers to persuade them to make

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their purchases. Under such perspective, the channels which can provide these influences may achieve their purposes.

Directions for Future Research

The present study analyzed the effects of guerrilla marketing on generation Y consumer's purchase intention. It considered seven dimensions to measure the impact of the concepts. But the dependent variable of purchase intention measured by six indicators. If any study consider more dimensions to measure the dependent variable, then the finding will be more worthwhile

Since the research field for collecting data is limited, it would be challenging to precisely determine the effect of guerrilla marketing on customer purchase intention and to differentiate it with traditional marketing techniques. In future research it is recommended to extend the area of research, into large population and thus it would be easy to define the subject matter of research appropriately clearly.

There are few empirical studies and research work on this topic and also other related context and related issues. Therefore in future, will needful to engage in this context of the reviews.

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