

The Effect of Guerrilla Advertising Attractiveness on Consumer Cynicism: Application in Turkey

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ABSTRACT

This study was conducted to test the effects of guerrilla advertising appeal, which is one of the important elements of the guerrilla marketing strategy, which is a popular marketing strategy today, on consumer cynicism. Data were collected from 414 people within the scope of the research. The data were analyzed with SPSS and AMOS package programs. According to the findings of the research conducted during the COVID-19 pandemic, guerrilla advertising appeal was negatively received, causing an increase in consumer cynicism. The research is limited to the respondents and the region where the research was conducted. While applying guerrilla marketing and advertising strategies in extraordinary times, care should be taken and the consumer should be given confidence. The study is one of the original studies in the literature. Based on the fact that little work has been done in this area, it is believed that this research is important in terms of developing suggestions for practitioners and researchers of guerrilla marketing and advertising strategies and researchers who want to work on consumer cynicism.

Keywords: Guerilla Marketing, Guerilla advertisement, COVID-19 period, Consumer Cynicism

INTRODUCTION

Consumption activity, which is necessary for the continuation of human life, has experienced change by being affected by the change in social and economic living conditions. The conveniences provided by the developing technology and the internet have brought new dimensions to the concept of shopping, and the options that consumers can choose have increased. With the use of new technologies such as the internet, social media, artificial intelligence, and software applications, it has become easier for consumers to reach options.

Developments and changes in consumption and shopping activities have affected the marketing activities of businesses, and the classical marketing approach has left its place in the modern marketing approach. Marketing activities in the classical sense do not try to retain the customer and do not establish a long-term relationship with the customer (Özer and Yücel, 2004). Modern marketing aims to provide consumer satisfaction and the way to satisfy consumers is to produce goods and services according to the wishes of consumers

and present them to the consumer (Durmaz, 2006).

With the developments in the world, consumers' new and more demands, the constant change in consumer demands, make it difficult for marketers to understand and satisfy consumers day by day (Altuntuğ, 2012: 210). In the early periods when consumer behavior began to be studied, researchers examined the consumer's preferences among several products in a market, while today, with the effect of developments in economic life and technology, in addition to the traditional market, consumer behaviors in virtual markets such as online shopping sites, mobile applications of online shopping sites, social media platforms. they can also inspect.

The average consumer makes more than a thousand decisions per day. These decisions are not only about which product to buy and in what quantities, but also what to eat for breakfast, what kind of tea to drink, whether to read the newspaper in the morning, which articles and advertisements to look at, when to stop reading, which television channels or which DVDs to watch, and what It also

includes decisions such as going to work or school for how long (Zeelenberg and Pipers, 2007).

The information obtained about consumer behavior is the basis for determining marketing strategies and making decisions, ensuring efficiency in market segmentation, product positioning, and other decisions related to the marketing mix (Perju-Mitran et al., 2014).

In order for businesses to understand consumer preferences and achieve success, they need to take the following steps (Arslan, 2003):

- 1) Trying to understand the needs and desires of consumers,
- 2) Producing goods and services in accordance with consumer needs and desires and presenting them to the consumer in a different way than their competitors and presenting a value that will bring consumer happiness to the fore,
- 3) Motivate the consumer to encourage purchasing.

The problem of this research is to investigate whether guerrilla advertising appeal has an effect on consumer cynicism. Considering its subject and sample together, it is believed that this research, which is the first in Turkey, is important and will contribute to the literature, as it develops suggestions for guerrilla marketing and guerrilla advertising practitioners and researchers, and researchers who want to work on consumer cynicism.

The study was carried out during the Covid-19 pandemic, which is an extraordinary period that affected the world. Uncertainty about when the negative effects of the epidemic, which affects people's daily life and working life, will end, still continues. According to Tekin (2020), when the crisis is mentioned, financial crises are meant. Financial crises, like heart attacks, develop suddenly and grow as a result of the confidence problems experienced by the markets in an environment of uncertainty. Epidemics are also global events that have financial consequences as a result of people having confidence problems, uncertainties, increased unemployment, and, as a result, the reduction in consumption expenditures. For this reason, pandemic processes resemble crises. Since an epidemic similar to the current situation has not been

experienced in the near future, it is not easy to predict where consumer behavior will go.

LITERATURE REVIEW AND THE CONSTRUCTION OF HYPOTHESIS

Consumption and Consumer Behavior

By nature, human beings perform the act of consumption in every period of their life according to their unlimited demands and needs. According to Coşgun (2012), while the concept of consumption refers to consumption in the material sense, it is not limited to this and it also includes the preparation of cultural, social, and spiritual values for consumption by materializing them.

Consumer behavior is a process that examines people's decisions about what products and services to buy or not to buy from whom, when, and where (Walters, 1974; Yüksekbilgili, 2016).

Consumer behavior includes not only purchasing behaviors, but also studies about how having or not having something affects human life, and how possessions affect people's thoughts about themselves and each other. Along with investigating why people buy things, it also tries to understand how products, services, and consumption activities contribute to the experienced social world. The topics like cooking, shopping, cleaning, lying on the beach, playing football or hockey, texting friends or sending e-mails, and even watching oneself in the mirror touch people's lives through the marketing system (Solomon et al., 2006).

There are crucial advantages of researching consumer behavior in order to evaluate the opportunities in the market. It has a vital role in identifying the needs and wishes of the consumers correctly, determining the target audience, and achieving success by these developed marketing activities directly addressing this determined target mass (Aracıoğlu and Tatlıdil, 2009).

Factors Affecting Consumer Behavior

Factors affecting consumer behavior are the factors that give direction to marketing studies and efforts to boost sales. In order to introduce a good or service correctly, taking into account the factors affecting consumer behavior, being able to determine the factors affecting the purchasing decision, and analyzing the purchasing decision process of the consumer correctly not only provides consumer

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satisfaction but also contributes to the continuity of the business (Kızılaslan, 2008).

behavior. These classifications are presented in the table below:

There are various classifications in the literature about the factors affecting consumer

Table1. Factors Affecting Consumer Behavior

SOCIAL FACTORS Culture and Subculture Social Class Reference Groups Roles and family	PSYCHOLOGICAL FACTORS Motivation Perception Learning Attitudes Personality	PERSONAL FACTORS Demographic Factors Situational Factors		(Mucuk,2007)
DEMOGRAPHIC FACTORS Age Gender education Geographic Layout Occupation and Income Level	PSYCHOLOGICAL FACTORS Learning Perception motivation Attitudes	SOCIO-CULTURAL FACTORS Advisory Groups Social Class Family and Culture		(Odabaşı, 2006; Sarıalp and Tengillimoğlu 2020)
CULTURAL FACTORS Culture Subculture Social Class	SOCIAL FACTORS Reference Groups Family Roles and Statuses	PERSONAL FACTORS Age and Lifecycle Stage Job Economical situation Life style Personality	PSYCHOLOGICAL FACTORS Motivation Perception Learning Beliefs and Attitudes	(Kotler vd., 1994; Durmaz and Jablonsk 2012)

As can be understood from the classification in the table, personal factors, which are among the factors affecting consumer behavior, are classified in different ways in the literature. The details about the personal factors such as age, gender, education level, occupation, income, and marital status have been explained below:

- *Age:* The age group represented by the consumers affects the other routine behaviors together with the consumer behaviors. Each age group has their own requests and needs. As the requests and needs differ, the products and services which will satisfy them also differ (Çakır, 2006).

Children, adults, and young people may show different characteristics and different purchasing behaviors. Young people do not give importance to the price issue and give more importance to the brand issue. While the consumption of personal care products is high in the middle age group, the consumption of healthy life products among the elderly is a priority. From this point of view, marketing researchers spend time determining the consumption patterns of consumers from the

same age group but from different psychological and sociological structures. (Yardımcı, 2003).

- *Gender:* Various studies have shown that men and women exhibit different consumption behaviors. Psychological, cultural, and social reasons are seen as the reason behind this change. The roles of men and women in society direct their purchasing behavior. One of the important developments in Turkey and around the world is the increase in the place and role of women in working life. In the modern family structure, the amount of expenditures made by women increases as the woman starts working life and the income level goes up. This situation attracted the attention of the sectors and affected their strategic decisions (Yardımcı, 2003). The rise in the status of women in business life has led to the professionalization of some jobs that women do before they start working, such as house cleaning, winter food preparation, and home cooking.

There are differences in men's and women's shopping decisions. According to the results of the research conducted by Saracel *et al.* (2000). In Afyon on home shopping, women as mothers are more effective in purchasing products such as women's care products, children's clothing, women's clothing, cleaning materials, and furniture. The common feature of these types of goods at first glance is that they are goods with a taste. Likewise, men as fathers are more effective in house, automobile, insurance, bank selection, men's care products, and men's clothing products (Özdemir & Yaman, 2007).

- *Level of Education:* It has been observed that the level of education is improving day by day in today's society. As the level of education increases, the needs and wishes (demands) of people also increase and diversify. Education enables the development of different cultures, understandings, and different perspectives among people. Educated consumers act more consciously and it may be more difficult to provide consumer satisfaction. The information society we live in is a structure where change is experienced continuously and rapidly, and education and learning processes are active. Therefore, the consumer of the information society is a difficult consumer who seeks rights and is conscious, and sensitive to business ethics, social responsibility, and environmental issues (Köseoğlu, 2002).
- *Occupation:* The occupation affects a person's purchasing behavior. For example, the product and service purchased by a doctor as a requirement of the profession and the needs of a factory worker are different from each other (Köseoğlu, 2002).

The profession does not only cause a difference between the type of a product to be purchased but also creates a difference in the quality and price of the product. The fact that a car, which is more equipped and expensive car due to the employer's image, is used by the employer and a car used by the employee does not have the same features and price reflects the importance of the profession in consumer behavior (Aslan, 2012).

- *Income:* The occupations people are engaged with are also indicators of their income status. Income is an important element for consumption, and consumers should have the economic power to pay for the products and services that can meet their needs (Çakır, 2006).

At first, although the income group of the consumer seems to be a determining factor in finding out the people who buy a certain product, solely income is not enough. The reason behind this is that consumers in the same income group may have different lifestyles and indicate different purchasing behavior (Kavak and Aksöz, 2003).

- *Marital Status:* The structure of the family determines consumption. Individuals' being married, single, or divorced are examined by marketing researchers in terms of their consumption habits. Marital status changes people's consumption habits (Baydaş *et al.*, 2008).

In today's conditions, it has been seen that the age of marriage has increased compared to the past, and marriage is an obstacle to the knowledge worker. Especially female employees who marry later. Late marriage, high divorce rates, few children, and attempts to live separately are among the trends of the modern age (Köseoğlu, 2002).

Guerrilla Marketing and Advertisement

The concept of Guerilla emerged during the war between Portugal and Spain in the 19th century. This word is translated from Spanish as war and is expressed as a military tactic used by small armed forces against the masses (Kudryavtseva, 2012). The guerrilla marketing method, it is aimed to attract the attention of the target audience in another direction with methods that are similar to military tactics.

Guerrilla marketing is a form-changing form of marketing that presents the message that a brand wants to convey to desired consumers in a personally interesting and completely unexpected way (Margolis, 2008, p. 16). Guerrilla marketing is based on the power of imagination and necessitates quick action skills (Ay and Ünal, 2002).

The transformation that has been experienced with globalization creates uncertainties and requires businesses to produce more value and

adapt to the changes experienced. Many businesses are trying to maintain their competitive advantage with traditional marketing practices today. On the other hand, some businesses adopt innovative approaches offered by guerrilla marketing, which consists of low-cost strategies in order to be successful in competition (Bigat, 2012).

Table 2. Significant Differences between Traditional Marketing and Guerrilla Marketing (Levinson and McLaughlin, 2005; Korkmaz et al., 2017)

Traditional Marketing	Guerrilla Marketing
It is business oriented. It is based on gaining market share. The message is vague. Creates brand identity. Money is deposited. It is consultant oriented. It is aimed at increasing income. Tells and sells. Creates media perception.	It is the job itself. Trying to create a market. It is message-oriented. A customer relationship is established. Intellectual value is created. It is detail-oriented. It is aimed at increasing profitability. He listens and serves. It reveals the facts.

Guerrilla marketing, which entered the literature for small-scale businesses, is used by many companies today. The reason for this is that the effectiveness of traditional marketing methods applied by businesses decreases together with changing consumer preferences and market conditions. Large-scale and international brands started their first guerrilla marketing practices when they realized that they were losing their market shares to small-scale enterprises (Gümüštepe, 2020).

Hutter and Hoffman (2011) emphasized that guerrilla marketing instruments have three crucial effects:

- **Surprise Effect:** It is known as the effect of surprising the consumer with an advertisement message given at an unexpected moment. Media marketing and excitement marketing are guerrilla marketing tools in this context.
- **Spreading Effect:** Consumers tend to voluntarily share guerrilla advertising messages with their acquaintances because they are interested. With the spillover effect, the attention of many consumers will be directed to the surprising message and brand. Viral marketing, whisper marketing, and guerrilla public relations are tools that give way to the rapid spread of guerrilla marketing messages.
- **Low-Cost Effect:** Advertising costs may be lower due to the spillover effect. In addition, guerrilla marketing methods are relatively low-cost

There are certain points in which guerrilla marketing differs from traditional marketing. The following table shows the differences between guerrilla marketing and traditional marketing.

because they are not as costly as traditional methods and they are flexible. Trap or ambush marketing is a low-cost guerrilla marketing tool.

Many approaches have been proposed during the process from the onset of marketing concept formation. Some of these approaches were accepted and some of them lost their validity after a certain period of time. The classical marketing approach, which includes production-oriented and mass marketing, has left its place for the modern marketing approach based on consumer-oriented, integrated marketing communication, and at this point, the concept of advertising has gained importance. However, after a while, the classical advertising understanding lost its validity (Özdem, 2006). Guerrilla advertising is a popular advertising concept suitable for even modern marketing.

Guerrilla advertising is an advertising system in which originality comes to the fore by spending more time and energy than money. This system is based on the principle of hunting customers in unexpected places by using imagination. Guerrilla advertising tries to attract the attention of customers in areas such as street corners, public spaces, and metro stations by means of unconventional methods. The goal of this method is to attract the attention of more people by spending less (Yüksel, 2010).

Guerrilla advertisements are built on the principle of giving the messages that brands want to give in the most interesting and striking way in unexpected channels. In an

environment where the number of alternative products is constantly increasing and it is not easy to attract the attention of the target consumer, guerrilla advertising practices are chosen very often because they contain extraordinary and productive elements (Köse, 2020).

Consumer Cynicism

Consumer cynicism is a learned attitude in which consumers are determined to the market with the perception that businesses pursue opportunism and harm consumers with this opportunism (Bozoklu and Ermeç, 2020).

According to Helm (2004: 135), consumers may see a generalized trust as a part of their personality by generalizing the breaches of trust against them in multifarious situations. Consumer cynicism studies have reported results where consumers reflect negative attitudes about businesses, emphasizing that businesses are dishonest, pursuing fraud, or empty promises. Concepts such as humiliation, withdrawal behavior, precautions, and revenge-seeking are related to consumer cynicism. Surprisingly, research has found that cynical consumers show strong loyalty to the brand of the few businesses they can trust.

Thoughts like doubt, anxiety, disappointment, fear of being cheated, and the feeling that brands are cheating because consumers do not comply with the promises made by businesses or brands are all expressed as consumer cynicism. Consumer cynicism causes consumers to have negative attitudes and behaviors such as dislike and distrust of brands, and this is reflected in their purchasing behavior. Gaining the trust of their customers is an important task for brands (Göktaş, 2019).

Negative consumption experiences, the perception of being used by the company, unmet expectations and unmet values and principles, deceptive advertising messages, the need to develop a defense mechanism, the desire to control life, and reaction to the Machiavellian marketing system can be summarized as important reasons that lead to consumer cynicism (Güven, 2016).

Even though there is no generally accepted definition of consumer cynicism in the literature, this concept is associated with concepts such as dissatisfaction, distrust, unconfirmed expectations, and skepticism. Nowadays, consumers can share their thoughts and feelings about brands and institutions

through social networks, and they drag brands and institutions into crisis, especially with content that reflects their negative attitudes (Çetinkaya and Ceng, 2018). Due to the widespread use of the Internet and the effective use of social networks, people access information very quickly. Information disseminated on social networks might be true, false, or unfounded information. In order to prevent the rapid spread of false information, it becomes inevitable (significant) to inform the target audience (Çetin and Toprak, 2016).

Consumer cynicism, apathy (coldness) towards the brand, careful buying behavior, brand abandonment, membership to boycott groups and consumer sites, violent protests, and advertising distortions (Vandalism), can result in awareness and questioning (Güven, 2016).

The Effect of Guerrilla Advertising Attraction on Consumer Cynicism

Advertisements create a new world for consumers and the products which are advertised are adopted by the consumer as the sine qua non (indispensable) of this world. Although the consumer does not need the products and services, they are affected by the strategic advertisements they are exposed to as if they need them, and they may choose to buy the product. For the changing market and consumer profile, advertising agencies convince them by delivering messages effectively to consumers by using different strategies, and when they apply the right strategies, they gain an advantage over their competitors (İplikçi, 2015).

It has been concluded that original advertisements have positive effects on influencing consumer behavior. In addition, it can be said that originality has a positive effect on the recall rates of advertisements (Erinmez, 2019).

Businesses adopting integrated marketing and applying the guerrilla marketing method as a communication strategy can easily take a place in the minds of customers and easily reach the position they want to be perceived in their minds to their competitors by appropriate communication tools. This method is not only suitable for new entrants to the market but also for businesses existing in the market that want to reposition. Existing businesses can easily change their positions in the minds of consumers by applying this method. With this

method, consumers' attitudes and perspectives on the brand can be created from scratch or restructured (Urgancı, 2015).

In a market where there are competing businesses that try to highlight their brands by giving the same message, businesses that represent their target audience in a different way can do this at a lower cost. If they are successful, the first contact representatives will enthusiastically tell their close circle and friends about their experiences, so the butterfly effect will manifest itself (Heper, 2008).

Among the attractive elements of guerrilla advertising, there are free advertising gifts distributed to consumers. Advertising gifts, which is the polite definition of bribery, seem to affect all demographic groups. Studies show that 40% of gift receivers remember the company name for at least 6 months and 31% for at least 1 year. Gifts such as calendars, hats, pens, and mouse pads are evaluated in this category (Ay and Ünal, 2002).

Guerrilla practitioners' honesty with their customers in all matters and an entrepreneurial spirit, making intense efforts to solve problems, and engaging in disciplined work will prevent their customers from going elsewhere (Levinson, 1992; Nardalı, 2009).

In line with the explanations above; Guerrilla marketing and guerrilla advertising which is one of its most important elements will enable consumers to show positive reactions. For this reason, hypothesis H1A "Guerrilla advertising appeal has a significant reducing effect on consumer cynicism" has been proposed.

Many businesses find it hard to attain their goals despite having a good product, an advantageous position, or strong capital and mobility. The reason for this is that they do not know where they go and naturally they have incomplete information about how to go (Arslan, 2009).

While there are people who welcome advertisements in terms of informativeness and guidance, there are also consumers who find them annoying, exaggerated, unconvincing, and boring (Özçam & Bilgin, 2012). Consumer cynicism, which is based on the approach that businesses seek opportunism and create negative emotions in consumers, can be negatively affected by the language used in advertisements and the message given by the advertisement. In the research conducted by Pollay (1986), it was stated that

since people are aware of the tendency of distortion in the language of advertisements, advertisements transform individuals into a community of cynics, and therefore people become suspicious of many authorities.

In a study conducted by Çetinkaya and Ceng (2018) on social media, the "Black Friday" event applied as a marketing strategy had a positive effect all over the world, it was negatively received by consumers especially in social media, in Turkey. They concluded that not meeting the expectations about their values is effective in showing cynical attitudes. For this reason, it has been stated that companies developing marketing strategies should use a language that is more suitable for the cultural and religious values of the consumer, and consumers offer suggestions like "Legend Friday or Good Friday" instead of "Black Friday".

The hybrid structure of new guerrilla advertising techniques such as free applications, viral advertising, and gamification, developed with the widespread use of new media, eliminates the awareness and sensitivity of the consumers, who are exposed to advertisements while having fun and sharing, causes ethical problems in these advertisements (Tandağüneş, 2016). Consumer trust is an essential factor. Businesses need to show an approach based on honesty and reliability. Giving importance to the social responsibility approach will be effective in preventing the cynical attitudes of consumers. The most decisive component of cynical attitudes is distrust arising from the fact that companies are seen as opportunistic (Çetinkaya and Ceng, 2018).

Businesses that perform in accordance with the theory of psychological reactivity will avoid excessive advertising and persistent feedback in line with the sensitivities of consumers, and avoid harassing them. With the effect of rising internet shopping during the pandemic period, the physical contact of businesses with customers has decreased. In this period, businesses providing feedback or short surveys without tiring consumers, using artificial intelligence algorithms, and getting to know their customers will help them develop new strategies. Besides, businesses should highlight the approaches that are appealing to the perception and emotions of the consumer, such as nostalgic marketing, relationship marketing, tribal marketing, rumor marketing, and holistic

marketing, and stay away from marketing strategies such as guerrilla marketing and trap marketing that will cause a reaction of the consumer and limit the freedom of decision (Alankuş, 2021).

The businesses' not knowing where to stand, and their opportunistic appearance in guerrilla marketing practices may cause negative

reactions from consumers. Therefore, the hypothesis that H1B: "Guerrilla advertising attractiveness has a significantly increasing effect on consumer cynicism" has been established.

The arrows drawn in the diagram below represent the relationship between guerrilla advertising appeal and consumer cynicism.

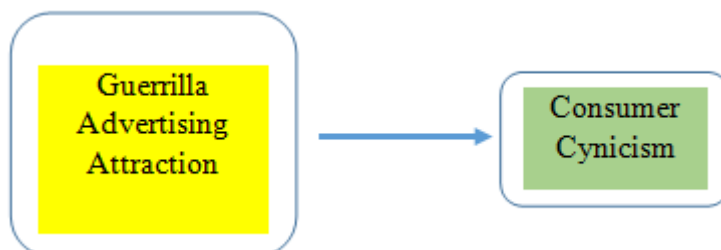


Figure1. *Research Model*

METHODOLOGY

This study, which was conducted to test the effect of guerrilla advertising appeal on consumer cynicism, was conducted on consumers in Kahramanmaraş and Gaziantep. The sample size is calculated as 384 with a 5% margin of error within a 95% confidence margin. A questionnaire was applied to 414 people online, and the normal distribution analysis of the answers to the questionnaire was carried out, and the analysis was continued with 414 people as it showed a normal distribution.

Information about the scales used to test the effect of guerrilla advertising appeal on consumer cynicism is given in detail below. SPSS 22.0 and AMOS 23.0 package programs were used in the analysis of the data in the scale.

The scale, which consists of 20 items and is used to measure guerrilla advertising attractiveness, was developed by Erinmez (2019) by performing validity and reliability tests brought into the literature. The construct validity of the used scale, in which the 5-stage Likert method (1= Strongly disagree, 2= Disagree, 3= Undecided, 4= Agree, 5= Strongly agree), was tested with exploratory and confirmatory factor analyses. As a result of the analysis, it was seen that the Keiser-

Meyer-Olkin analysis result was .94, the Barlett test was significant ($p= .000$), and the factor loads were found to vary between .20 and .89, and the scale was in a one-dimensional structure as in the original study. The reliability test of the scale (Cronbach Alpha coefficient) was determined as .95.

The scale, which was used to measure consumer cynicism consisting of 8 items, was adapted to Turkish by Bozoklu and Ermeç (2020). Validity and reliability tests were carried out, and it was brought into the literature. The construct validity of the scale, in which the 5-stage Likert method (1= Strongly disagree, 2= Disagree, 3= Undecided, 4= Agree, 5= Strongly agree) was used, was tested with exploratory and confirmatory factor analyses. As a result of the analysis, the Keiser-Meyer-Olkin analysis result was found to be .92, the Barlett test was significant ($p= .000$), and the factor loads were found to vary between .62 and .84. Contrary to the scale developed by Bozoklu & Ermeç (2020), it has been seen that it has a one-dimensional structure as in the original scale developed by Helm et al., (2015). The reliability test of the scale (Cronbach's Alpha coefficient) was determined as .90.

The personal information of 414 participants living in Kahramanmaraş and Gaziantep provinces is given in the table below.

Table3. Frequency Distribution of Personal Information of Participants

Gender	N	%	Job	N	%
Male	226	54,6	Student	118	28,5
Woman	188	45,4	Officer/ Administrative Staff	31	7,5
Total	414	100,0	Worker/Technical Personnel	47	11,4
Age Groups	N	%	Self Employed Professional	30	7,2
24 years and under	150	36,2	Educator/Academician	60	14,5
25-34	128	30,9	Merchant/Artisan/Business Person	16	3,9
35-44	87	21,0	Other Professions	49	11,8
45-54	35	8,5	Retired	9	2,2
55 and above	14	3,4	Not working	54	13,0
Total	414	100,00	Total	414	100,0
Marital status	N	%	Income		
married	180	43,5	3000 TL and below	188	45,4
single	234	56,5	3001-5000 TL	110	26,6
Total	114	100,0	5001-7000 TL	68	16,4
Education	N	%	7001 TL and above	48	11,6
Primary education	30	7,2	Total	414	100,00
High school	125	30,2			
Associate Degree	44	10,6			
License	161	38,9			
Graduate	44	10,6			
Doctorate	10	2,4			

FINDINGS

In order to determine the effect of guerrilla advertising appeal on consumer cynicism, the mean, standard deviation, and correlation values of the data between the guerrilla advertising appeal and consumer cynicism variables were examined in the first stage. In the second stage, two different analyzes were

carried out. The effect of guerrilla advertising appeal on consumer cynicism was analyzed by simple linear regression analysis and a path analysis of the model established with the structural equation model was also conducted. In both methods, the hypotheses of the research were tested and the results were compared.

Table4. Mean, Standard Deviation and Correlation Values of Variables

Variables	Average	Ss.	Pearson Korelasyon
Guerrilla Advertising Attraction	3,6149	.73926	.273
Consumer Cynicism	3,4094	.86503	

**P<.01 () Reliability

As displayed in the table, there is a positive and significant relationship between guerrilla advertising appeal and consumer cynicism.

variable, may have an effect on the dependent variable, consumer cynicism. Therefore, simple linear regression analysis has been performed to test the hypothesis developed within the scope of the research, and the results have been presented in the table.

The results of the correlation analysis formed the opinion that guerrilla advertising attractiveness, which is the independent

Table5. Regression Analysis Results

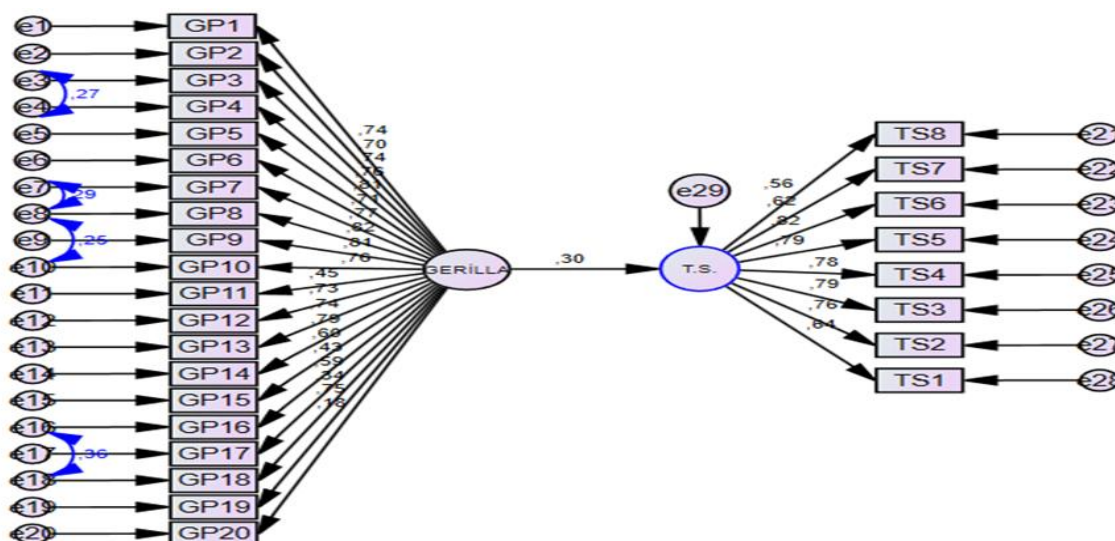
Variables	B	Ss.	Beta
Guerrilla Advertising Attraction	.32	.055	.273**
STILL	2.254	.205	

Consumer Cynicism: R² .075; Adjusted R² .072 F_{1,412}=23,06; ** p= <.001

The results of the simple linear regression analysis performed to test the effect of guerrilla advertising appeal on consumer cynicism have been found to be statistically significant. F(1.412)=23.06, p= <.001 adjusted R2 is .072. This result shows that the 7.2% variance in consumer cynicism is explained by guerrilla advertising appeal.

Based on these results, the hypothesis (H1B hypothesis) that guerrilla advertising appeal has a significantly increasing effect on consumer cynicism, is supported.

As the second analysis method in this study, a path analysis has been conducted regarding the model established with the structural equation model, and the results of the analysis are presented as follows.



CMIN=997,275; DF=345; CMIN/DF=2,891; p=,000; RMSEA=,068; CFI=,904; TLI=,895

Figure2. Path Analysis on Structural Equation Modeling

It is seen that the main goodness of fit values is CMIN/df= 2.891, RMSEA= .068, CFI= .904, TLI= .895, and p=.000 as in the figure. It is possible to say that the path analysis established by structural equation modeling

has good and acceptable values in terms of fit indices. According to the results of the path analysis, the values related to the effect of the independent variable on the dependent variable are given below.

Table6. Regression for Path Analysis, Critical Ratio, Significance Coefficients

Variables	Standardized	Standardized	Standardized	Standardized	
Guerrilla Advertising Attraction	Consumer Cynicism	.153	.295	5,184	0,000

Considering the table, guerrilla advertising appeal (attractiveness) has a significant and positive effect on consumer cynicism at a higher rate compared to the results of simple linear regression analysis of both standardized and non-standardized path coefficients.

T and ANOVA tests were conducted to test whether guerrilla advertising attractiveness and consumer cynicism change according to personal factors.

Table7. Guerrilla ad appeal T and Anova Test Results

Variables	N.	Ort.	Sig.	Açıklama
Gender				
Male	226	3,5586	.083	Guerrilla advertising attractiveness does not differ significantly by gender.
Woman	188	3,6824		
Marital status				
married	180	3,5983	.959	Guerrilla advertising attractiveness does not differ significantly by gender.
single	234	3,6276		
Age Groups				
24 years and under	150	3,5517	.748	Guerrilla advertising attractiveness does not differ significantly by gender.
25-34	128	3,6488		
35-44	87	3,6345		
45-54	35	3,6657		
55 and above	14	3,7321		
Educational Status				
Primary education	30	3,2400	.000	Guerrilla advertising attractiveness differs significantly according to income..
High school	125	3,3788		
Associate Degree	44	3,7807		
Licence	161	3,7140		
Graduate	44	3,9568		
Doctorate	10	3,8600		

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Job				
Student	118	3,5992	.055	Guerrilla advertising attractiveness does not differ significantly by gender.
Officer/ Administrative Staff	31	3,4839		
Worker/Technical Personnel	47	3,4138		
Self Employed Professional	30	3,4433		
Educator/Academician	60	3,8825		
Merchant/Artisan/Business	16	3,6594		
Other Professions	49	3,6959		
Retired	9	3,7722		
Not working	54	3,5843		
income groups				
3000 TL and below	188	3,5755	.032	Guerrilla advertising attractiveness differs significantly according to income.
3001-5000 TL	110	3,5264		
5001-7000 TL	68	3,8449		
7001 TL and above	48	3,6458		

According to the data gathered from the participants, whether consumer cynicism

differs significantly according to personal factors is summarized in the table below.

Table8. Consumer Cynic T and Anova Test Results

Variables	N.	Ort.	Sig.	Açıklama
Gender				
Male	226	3.4436	.894	Consumer cynicism does not differ significantly by age groups.
Woman	188	3.3684		
Marital status				
married	180	3.3889	.95	Consumer cynicism does not differ significantly by age group.
single	234	3.4252		
Age Groups				
24 years and under	150	3,3533	.002	Consumer cynicism differs significantly according to age groups.
25-34	128	3,5498		
35-44	87	3,4167		
45-54	35	3,4429		
55 and above	14	2,5982		
Educational Status				
Primary education	30	3,2292	.038	Consumer cynicism differs significantly according to age groups.
High school	125	3,2250		
Associate Degree	44	3,4347		
Licence	161	3,5334		
Graduate	44	3,5568		
Doctorate	10	3,5000		
Job				
Student	118	3,3761	.158	Consumer cynicism does not differ significantly by age group.
Officer/ Administrative Staff	31	3,2500		
Worker/Technical Personnel	47	3,4707		
Self Employed Professional	30	3,2958		
Educator/Academician	60	3,6438		
Merchant/Artisan/Business	16	3,4141		
Other Professions	49	3,2908		
Retired	9	2,8611		
Not working	54	3,5208		
income groups				
3000 TL and below	188	3,3896	.206	Consumer cynicism does not differ significantly by age group.
3001-5000 TL	110	3,4750		
5001-7000 TL	68	3,5092		
7001 TL and above	48	3,1953		

CONCLUSION AND DISCUSSION

This study, which has been carried out to examine the applications related to guerrilla advertising attractiveness in an increasingly competitive environment from the consumer's point of view, has aimed to examine how consumer cynicism has been affected. It has

been tried to contribute to the literature by trying to eliminate the lack of research in this area.

According to the findings of the study, it has been seen that guerrilla advertising appeal (attractiveness) has had a positive and significant effect on consumer cynicism. H1B

hypothesis has been supported, while H1A hypothesis has not been supported. According to the results of the research, it is seen that the advertisement messages given in the propositions regarding guerrilla advertisement attractiveness increase consumer cynicism. It is also understood from the results of the study that consumers have negative thoughts against the application of guerrilla advertising appeal during this pandemic, which is a period of extraordinary conditions.

The research was conducted in the provinces of Kahramanmaraş and Gaziantep. Carrying out the research in a different and wider geographical region, in our country or abroad, could produce different results for generalization. Moreover, the reactions of consumers to guerrilla advertising appeal and the factors that create consumer cynicism can be compared between different cultures at the homeland and abroad. Conducting research during the COVID-19 period is also seen as an important limitation. In future research, it might be more effective to use visual expressions regarding guerrilla advertising attractiveness and to include certain product groups, sectors or brand variables since they are on the basis of consumer deception behaviors and may lead to cynicism among the consumers.

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DATA AVAILABILITY STATEMENT

Data can be provided upon request.

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