



The Influence of Guerrilla Marketing on Buying Interests in Indonesian Fashion Local Brands

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Abstract

The modern age has affected commercial sectors, particularly the fashion industry. There have been an increasing number of local brands, particularly fashion brands for women. However, the local fashion brand's marketing strategy is not wholly responsible for its success. The typical marketing strategy is now less effective due to technology innovation. Thus, a non-traditional strategy using digital marketing tools like web hunt can make it simpler for Indonesian fashion local products to be noticed and purchased by many people in various places. Therefore, the goal of this study is to analyse how guerrilla marketing influences Indonesian consumers' shopping habits and local fashion brands. The quantitative approach combined with a descriptive analysis was the research methodology employed in this study. A survey of 103 respondents who fit the requirements for the data collecting process—product owners and potential customers of a regional fashion brand in Indonesia—was utilized to gather the information. The findings show that guerrilla marketing has an impact on Indonesian local fashion brands' consumer behaviour. However, the emotional arousal factor has the greatest impact on consumers' purchasing decisions. Therefore, it may be said that guerrilla marketing has little effect on consumer behaviour.

Keywords: buying interest; guerrilla marketing; local Indonesian fashion brands

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1. Introduction

Human demands and desires become more innumerable because of technological advancements, one of which is the fashion business. Due to its constant adaptation to new trends, the fashion business is one that is dynamic. With the advent of local companies that offer distinctiveness and high quality in their products, as well as more reasonable costs than those of foreign goods, many people prefer to purchase local brands, which bodes well for the future of fashion in Indonesia. The KIC (Katadata

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Insight Center) survey found that 87 percent of respondents preferred to utilize and purchase local goods, instead of those made elsewhere (Ekarina, 2020).

As a result of technological advancements like social media, websites, and e-commerce, local brands are better able to maintain their public awareness. Numerous physical activities have been prohibited due to the pandemic, forcing customers and brands to adjust to new conditions. For instance, before COVID, they could sell offline by taking part in bazaars, but today they must do it online, either through websites or e-commerce, which eventually leads to changes in the way that brands and consumers sell and buy from each other. However, according to a business of fashion report, at the start of the pandemic, sales of the fashion industry plummeted by 40%. The growth of fashion companies in Indonesia is expected to inspire the people to support them by purchasing locally produced goods.

One of the major factors influencing how the community follows the evolution of current trends is social media. In addition to allowing users to share daily activities through Instagram stories and post personal images, Instagram is a social media platform that is highly sought after by a large number of users. Instagram is also used to promote fashion brands in the media (Suryani, 2014).

OOTDs (outfit of the day) are one of the newest Instagram trends. OOTD is typically used to describe the outfit that a person is wearing. When the OOTD appears attractive, buyers may decide to purchase a package of the brand's goods. Some companies use this OOTD notion as a guide for their customers. People that adhere to this OOTD trend purchase new goods with frequently changing models because fashion is always evolving (R Ulfah, 2016).

2. **Literature Review**

2.1. *Guerrilla Marketing*

Guerrilla marketing is an unconventional way of promotion that does not require high costs, but can leave an impression on consumers of a brand (Mehmet Gökerik, 2018). Guerrilla marketing is also used as a marketing method that can help companies to get big profits from a small marketing budget (Jay Conrad Levinson, 2007), therefore uniqueness is needed in guerrilla marketing in order to leave an impression on consumers. In supporting guerrilla marketing, there are several guerrilla marketing techniques that can be done (Fadhila, 2018; Ruhamak, 2016; Situmorang, 2016).

First, viral marketing is typically carried out by giving away products to customers. This strategy enables businesses to carry out viral marketing indirectly. The second one is word of mouth, which is a direct or an indirect transmission of knowledge from one person to another. Third, it is called ambient marketing, which is a traditional form of advertising typically done in an area where customers can easily feel it. The next one is ambush marketing, which is a promotional tactic that provides the idea that a company is supporting an event financially. Lastly, it is called sensation marketing, which is a promotional tactic that surprises customers and leaves them with a lasting impression.

Guerrilla marketing contains a component that can assist businesses in developing activities or acts that can communicate messages from the business to consumers. To capture consumers' attention through guerrilla marketing, one or a combination of existing guerrilla marketing effects might be used (Situmorang, 2016) (Mai, 2015). First, surprise, it is the most crucial marketing guerrilla strategy because when the majority of consumers are aware, surprises make them pleased. Second, having something unique that is not already possessed by another firm will attract customers' interest in the company's goods or services. Uniqueness is a quality that organizations must possess to set themselves apart from competing businesses. The third factor is creativity. Companies using guerrilla marketing need to be unique because it will pique consumer interests in the goods and services the firm offers.

Next, it should be amusing. The humorous principle in guerrilla marketing will help businesses and customers develop positive relationships, in addition to helping the campaign succeed. The next one is

simplicity. This is when businesses can generate innovative ideas and provide a product with a straightforward shape that consumers may find attractive. Six, shots total, which is a campaign idea that can only be used once with a developed concept because guerrilla marketing is done in a way that is unpredictable. Seventh, novelty that sets the business apart from rivals.

The next one is clarity, which is related to consumer understanding in capturing messages from promotions carried out. Relevance is the next technique, which is related to the message in the advertisement that can influence consumers or not. The last one is emotional arousal, relates to the emotional stimuli that used by company to attract the attention of consumers through advertisements provided. By providing a message that related to the superiority of the brand, it will affect consumer emotions, and if the consumer is in a good mood, the advertisement will have an impact on consumer buying interest. Emotional is usually associated with pleasure and impulsivity (Nunthiphatprueksa, 2017).

2.2. *Buying Interest*

Buying interest is a consumer behaviour that arises because of a desire to buy a product from a certain brand. Buying interest can also be interpreted as consumer interest that encourages them to get a product or service related to action before making a decision to buy (Edwin Japariato, 2020). According to Solihin (2020), there are four dimensions that can help companies identify buying interest namely transactional interest, referral interest, preferential interest, and explorative interests.

3. **Method**

This research used quantitative research methods with descriptive analysis. Quantitative research is a study whose analysis is in the form of numbers and uses statistics (Sugiyono, 2015). Descriptive statistical analysis was used to analyse the data. It describes the data that has been collected, without making a general conclusion. In descriptive statistics, the data can be presented using tables, graphs, pictogram pie charts, medians, mode calculations, and mean. Finding the relationship between variables can also be done with descriptive analysis and correlation (Sugiyono, 2015).

The independent variable in this study is variable X, namely guerrilla marketing which consists of surprise, uniqueness, creativity, humorous, simplicity, one shot game, novelty, clarity, relevance, and emotional arousal. The dependent variable in this study is variable Y, namely consumer buying interest in local Indonesian fashion brands. This study used active consumers and a potential users of local Indonesian fashion brand, such as Ittahr, Novera, and Claryn the label for the population.

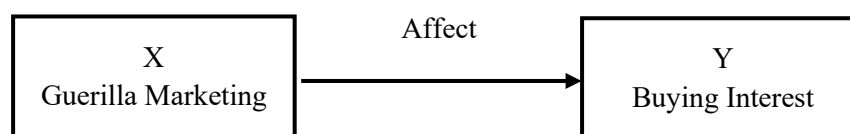


Figure 1. Research model

Questionnaires were used to collect the data. In this study, questionnaires were distributed to consumers who have used or potentially use local Indonesian fashion brands.

3.1. Sample / Participants

This study used consumers who have used or potentially use local Indonesian fashion brands brand such as Ittaherl, Novere, and Claryn the label for the population. The sample is a part of the number and characteristics possessed by the population. If the population is large, the researcher can use samples taken from the population. The sample can be measured using statistical calculations (Sugiyono, 2015)

This study uses 103 samples from people who have bought and are interested in local Indonesian fashion brands. The data collection technique used is a questionnaire, obtained from a sample of 103. This study used non-probability sampling, namely purposive sampling by determining certain sample criteria. Because the number of populations is unknown, the number of samples were taken by using the Rao Purba formula (Fauzi, 2017).

3.2. Instrument(s)

Research instrument is used to measure a phenomenon, either natural or social phenomena or variables from research. This study used a Likert scale. It is a measuring scale used to measure attitudes, opinions, and perceptions of a person towards a social phenomenon. The Likert scale will make the variables measured become variable indicators because they are described, then the existing indicators will be used as a reference to determine instrument items in the form of statements or questions.

Table 1. An example of a table

Variable	Dimension	Indicator	Statement
Guerrilla Marketing	<i>Surprise</i> (X ₁)	X1. WOW effect	The way of my favorite brand does their marketing, which makes me amazed
	<i>Uniqueness</i> (X ₂)	X2. Uniqueness that seen	I see the uniqueness of the brand's marketing
	<i>Creativity</i> (X ₃)	X3. The ideas that provide added value	The marketing method used by my favorite brand is very interesting and out of the box.
	<i>Humorous</i> (X ₄)	X4.1. Enjoyment	I like the way they do their marketing
		X4.2. Entertainment	I feel entertained when I see how my favorite brand do their marketing (Instagram live, give away, reels)
	<i>Simplicity</i> (X ₅)	X5. Simplicity	The way of my favorite brand's marketing is simple
	<i>One shot game</i> (X ₆)	X6. Not boring	The marketing that my favorite brand do is not boring
	<i>Novelty</i> (X ₇)	X7.1. Unique	The marketing done by my favorite brand is unique
		X7.2. The good idea	The marketing done by my favorite brand has a good idea
	<i>Clarity</i> (X ₈)	X8.1. Clarity of the message	The clarity of the message in marketing that my favorite brand give is very clear and easy to understand
X8.2. Information		The information about the products is well conveyed (material, model, size, color)	
<i>Relevance</i> (X ₉)	X9. Easy to recognize	When I see other people using my favorite brand, I immediately recognize the brand	
<i>Emotional Arousal</i> (X ₁₀)	X10. Impulsive	- I feel I have to get the new product	
		- I buy the product because I want to collect all editions	
			- I buy the product to fulfills my want, not my need

Buying Interest	Transactional Interest (Y ₁)	Y1.1. Have a preference in buying a product	I feel happy when I buy products from my favorite brand
		Y1.2. Considering the brand in deciding to buy	- Before buying the products I look at the brand name first - Brand is very influential on my purchase intention
		Y1.3. Interest in buying a product referral interest	I have an interest in buying a product
	Referral Interest (Y ₂)	Y2.1. Have a strong desire to recommend products	I recommend brand's product from my favorite brand to my friends
		Y2.2. Have a great motivation to get the product	I have a high motivation to be able to get a product that I like
		Preferential Interest (Y ₃)	Y3.1. Have a sense of sacrifice to get the product
	Y3.2. Have a great desire		I have a great desire to get products from my favorite brand
	Y3.3. Have a sense of satisfaction in buying product		I feel satisfied when I get a product from my favorite brand
	Explorative Interests (Y ₄)	Y4. Have a curiosity in finding product information	I'm trying to find information about the brand from my favorite brand

3.3. Data collection procedures

This study used 103 samples from people who have bought and are interested in local Indonesian fashion brands. The data collection technique used was a questionnaire, obtained from a sample of 103. The statements given were 26 statements consisting of 15 statements in the independent variable (X) and 11 statements in the dependent variable (Y).

This study also conducted data analysis by testing the validity test, reliability test, descriptive statistical analysis, normality test, heteroscedasticity test, multiple linear regression analysis, f test, t test of the coefficient of determination. Before analyzing the data, we grouped the respondents to analyze the characteristics of the respondents, the grouping was done based on age, gender, domicile, profession, last education, monthly income, monthly expenses, brands of interest, and frequency of joining web hunts.

3.4. Data analysis

Multiple linear regression analysis is a test used to see the effect of more than one independent variable (X) on the dependent variable (Y), the equations used in performing multiple linear regression analysis:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + b_9X_9 + b_{10}X_{10} + e$$

Information:

Y = Buying Interest

a = Constant

b₁-b₁₀ = Regression coefficient

X₁-X₁₀ = Guerrilla Marketing (surprise, uniqueness, creativity, humorous, simplicity, one shot game, novelty, clarity, relevance, emotional arousal)

e = error

4. Results

4.1. Respondent Profile

Respondents in this study were predominantly dominated by female (100%), age between 26 – 35 years old (54,37%), outside Jabodetabek (55,3%), employee (44,66%), bachelor (80,6%), income per month more than 5.000.000 IDR (45,6%), expense per month 1.000.000 – 3.000.000 IDR (38%), interested with Ittahr brand (63,1%), and sometimes joining web hunt (56,3%).

Table 2. Respondent demographic

Demographic	Majority	Percentage
Gender	Female	100%
Age	26-35 years	54,37%
Domicile	Outside Jabodetabek	55,3%
Profession	Employee	44,66%
Education	Bachelor	80,6%
Income per menth	More than 5.000.000 IDR	45,6%
Expense per month	1.000.000 –3.000.000 IDR	38%
Interested Brand	Ittahr	63,1%
Frequency joining web hunt	Sometimes	56,3%

4.2. Respondent Profile

Multiple linear regression analysis test was conducted to see the relationship between the independent and dependent variables.

Table 3. Multiple linear regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	8.764	1.900		4.602	.000
X1	.171	.268	.070	.636	.526
X2	.100	.319	.034	.312	.756

X3	-.226	.269	-.093	-.841	.403
X4	.539	.382	.197	1.411	.162
X5	-.240	.198	-.122	-1.215	.228
X6	-.056	.317	-.023	-.177	.860
X7	.522	.375	.166	1.392	.167
X8	.684	.388	.186	1.765	.081
X9	.067	.205	.032	.326	.745
X10	.522	.226	.231	2.307	0.23

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + b_9X_9 + b_{10}X_{10} + e$$

$$= 8.746 + 0.171 + 0.100 - 0.226 + 0.539 - 0.240 - 0.56 + 0.522 + 0.684 + 0.067 + 0.522 + e$$

The regression equation above shows the relationship between the independent and dependent variables partially, which is explained as follows:

1. The constant value (a) is 8.746, which means that if the guerrilla marketing is zero (0) and there is no change, then the interest in buying local Indonesian fashion brands will be worth 8.746.
2. The positive regression coefficients (surprise, uniqueness, humorous, novelty, clarity, relevance, emotional arousal) show that if this variable increase, it will give a positive relationship to consumer buying interest where surprise, uniqueness, humorous, novelty, clarity, relevance, emotional arousal increases, so buying interest will also increase.
3. The negative regression coefficients (creativity, simplicity, and one-shot game) show that if these variables increase, but buying interest will decrease.

4.3. Hypothesis Test

The regression equation above shows the relationship between the independent and dependent variables partially, which is explained as follows:

This study aims to prove whether guerrilla marketing has an influence on buying interest in local Indonesian fashion brands, therefore hypothesis testing is carried out:

Ho: There is no effect of guerrilla marketing on buying interest in local Indonesian fashion brands.

Ha: There is an effect of guerrilla marketing on buying interest in local Indonesian fashion brands.

To find out whether there is a relationship between the dimensions of guerrilla marketing and buying interest, it is carried out:

4.3.1 F Test

The regression equation above shows the relationship between the independent and dependent variables partially, which is explained as follows:

Table 4. Multiple linear regression

ANOVA					
Model	Sum of Squares	df	Mean Square	F	sig
Regression	64.113	10	6.411	3.534	.001 ^b
Residual	166.907	92	1.814		
Total	231.020	102			

a. Dependent Variable: TOTMB

b. Predictors (constant), X10, X5, X2, X9, X3, X8, X1, X7, X6, X4

Based on Table 4, it can be seen that the significance value of the influence of guerrilla marketing on buying interest is $0.001 < 0.05$ and the calculated F value is $3.534 > F$ table 1.93, it can be concluded that there is a simultaneous effect of guerrilla marketing on buying interest in local Indonesian fashion brands.

4.3.2 T Test

Based on Table 3 of multiple linear regression, we know that the result of T test are:

a. Surprise has a positive effect = 0.171, with t count $0.636 < t$ table 1.986 and a significance value of $0.526 > 0.05$. Thus, H_0 is accepted, which means the dimension of surprise does not significantly affect buying interest in local Indonesian fashion brands.

b. Uniqueness has a positive effect = 0.100 and t count $0.312 < t$ table 1.986 with a significance value of $0.756 > 0.05$ so H_0 is accepted, that means the uniqueness dimension does not significantly affect buying interest in local Indonesian fashion brands.

c. Creativity has a negative effect = - 0.226 and t count $- 0.841 < t$ table 1.986 with a significance value of $0.403 > 0.05$. H_0 is accepted, which means the creativity dimension does not significantly affect buying interest in local Indonesian fashion brands.

d. Humorous has a positive effect = 0.539 and t count $1.411 < t$ table 1.986 with a significance value of $0.162 > 0.05$ so that H_0 is accepted. The uniqueness dimension does not significantly affect buying interest in local Indonesian fashion brands.

e. Simplicity has a negative effect = -0.240 and t arithmetic $-1.215 < t$ table 1.986 with a significance value of $0.228 > 0.05$ so that H_0 is accepted. It means the simplicity dimension does not significantly affect buying interest in local Indonesian fashion brands.

f. One shot game has a negative effect = - 0.056 and t count $- 0.177 < t$ table 1.986 with a significance value of $0.860 > 0.05$ so that H_0 is accepted, that means the oneshot game dimension does not significantly affect buying interest in local Indonesian fashion brands.

g. Novelty has a positive effect = 0.522 and t count $1.392 < 1.986$ with a significance value of $0.167 > 0.05$ so that the H_0 is accepted, that means the novelty dimension does not significantly influence buying interest in local Indonesian fashion brands.

h. Clarity has a positive effect = 0.684 and t count $1.765 < 1.986$ with a significance value of $0.081 > 0.05$. H_0 is accepted, which means the clarity dimension does not significantly affect buying interest in local Indonesian fashion brands.

i. Relevance has a positive effect = 0.067 and t count $0.326 < 1.986$ with a significance value of $0.745 > 0.05$. H_0 is accepted. It means that the relevance dimension does not significantly affect buying interest in local Indonesian fashion brands.

j. Emotional arousal has a positive effect = 0.522 and t count 2.307 > 1.986 with a significance value of 0.023 <0.05. Thus, Hoj is rejected, which means that consumers who have used or potentially use local Indonesian fashion brands and have the emotional arousal dimension have a significant effect on buying interest in local Indonesian fashion brands.

k. Based on the results above, the strongest influence in this study is emotional arousal with a value of = 0.522 and t count 2.307 > 1.986 with a significance value of 0.023 <0.05. Therefore, emotional arousal has a significant effect on buying interest in local Indonesian fashion brands.

This can happen because emotional arousal itself has a strong relationship with consumer emotions, where these emotions build feelings of interest, pleasure, satisfaction, and happiness (Sany Surya, 2014).

4.3.3 Coefficient of Determination

The coefficient of determination test was conducted to determine the percentage of the independent variable (X) simultaneously with the dependent variable (Y).

Table 5. Coefficient of determination

Model Summary				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.199	1.34692

a. Predictors: (constant), X10, X5, X2, X9, X3, X8, X1, X7, X6, X4

Based on Table 5, it can be seen that, R square has a value of 0.278 which means R square = 0.287, the effect of the X1-X10 variable on the Y variable is 27.8% which can be concluded that the influence of guerrilla marketing (surprise, uniqueness, creativity, humorous, simplicity, one shot game (novelty, clarity, relevance, emotional arousal) is low, 72.2% consumer buying interest is influenced by other factors not examined by researchers.

5. Discussion

The variables on the dimensions of creativity, uniqueness, simplicity and one-shot game partially do not have a significant effect on buying interest in local Indonesian fashion brands. This can happen because consumers of local Indonesian fashion brands do not care about how the brands do their marketing, but they look at the four dimensions in product innovation from local Indonesian fashion brands, as it is known that these four dimensions are closely related to creativity and interesting ideas that consumers expect more creative product designs. This is supported by previous research which concluded that using an innovation strategy that more focuses on product and process innovation has more product advantages compared to its competitors and from the quantitative results it can be seen that the product development strategy is greater than the market development strategy (Izzani and Hermawan, 2021).

Variables of guerrilla marketing on the dimensions of surprise, humorous, novelty, clarity, and relevance partially do not have a significant influence on buying interest in local Indonesian fashion brands. This can happen because consumers are not too concerned with how the marketing has done, but they are more concerned with the product model that is issued. However, this study contradicts with Akbar (2019), which concluded that the dimensions of novelty, surprise, clarity, humorous, and relevance have a significant influence on interest in using applications e-commerce. Previous studies yielded contradictory results due to differences in the Y variable and different industries.

The guerrilla marketing variable on the emotional arousal dimension partially has a significant influence on buying interest in local Indonesian fashion brands. Consumers of local Indonesian fashion brands buy products because there is a sense of emotion that supports them, such as a sense of satisfaction, happiness, and interest that builds impulsiveness in buying certain products, so that impulsivity encourages consumer buying interest. This research is supported by Ariyaporn Nunthiphatprueksa (2017) which concludes that emotional arousal has a positive and significant influence on consumer buying interest. This can happen because previous studies have also examined generation Y in Bangkok, Thailand, and the participants of the current study are also dominated by generation Y.

6. Conclusions

Guerrilla marketing has not been utilized optimally by local Indonesian fashion brands. This can be seen from the low influence of the variables surprise, uniqueness, creativity, humorous, simplicity, one shot game, novelty, clarity, relevance, and emotional arousal on interest in buying local Indonesian fashion brands. The low influence of guerrilla marketing on buying interest can occur because consumers of local Indonesian fashion brands do not over focus on how to market Indonesian local fashion brands, but they see products sold by local Indonesian fashion brands.

Furthermore, this study also indicates that consumers' buying interest in local fashion brands is influenced by consumer satisfaction when they get the desired product. This can be seen from the indicator of having a sense of satisfaction in buying a product, while consumer buying interest in local fashion brands is not influenced by indicators of having a sense of sacrifice in order to get the product. This can happen because there are additional costs that must be incurred, in that, consumers pay for deposit services in order to get the products they want.

Guerrilla marketing has a simultaneous influence on buying interest in local Indonesian fashion brands, but the most influential dimension is emotional arousal where impulsivity is an indicator that supports consumer buying interest in local Indonesian fashion brands, especially in the sense of having to have a product to be issued or a new product.

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Analisis Pemasaran Gerilya Terhadap Minat Beli Merek Fesyen Lokal Indonesia

Abstrak

Perkembangan zaman memiliki dampak yang besar di berbagai industri, salah satunya adalah industri fesyen. Saat ini banyak merek lokal Indonesia yang sedang berkembang dan diminati oleh masyarakat. Keberhasilan merek fesyen lokal saat ini tidak jauh dari cara pemasaran yang dilakukan, perkembangan teknologi membuat cara pemasaran konvensional berubah menjadi pemasaran nonkonvensional salah satunya adalah web hunt yang dapat memudahkan merek fesyen lokal Indonesia untuk dikenal dan dibeli oleh banyak orang di berbagai daerah. Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran gerilya terhadap minat beli merek fesyen lokal Indonesia. Metode penelitian yang digunakan di dalam penelitian ini adalah metode kuantitatif dengan analisis deskriptif. Teknik pengumpulan data dari penelitian ini adalah kuesioner yang disebarkan kepada 103 responden dengan kriteria, yaitu pembeli dan calon pembeli produk dari merek fesyen lokal Indonesia. Hasil dari penelitian ini menyatakan bahwa pemasaran gerilya berpengaruh secara simultan terhadap minat beli merek fesyen lokal Indonesia, namun secara parsial dimensi emotional arousal memiliki pengaruh yang paling kuat terhadap minat beli. Oleh karena itu, dapat disimpulkan bahwa pengaruh pemasaran gerilya terhadap minat beli merek fesyen lokal Indonesia adalah rendah.

Kata kunci: pemasaran gerilya, minat beli, merek fesyen lokal Indonesia

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