

ABSTRACT

Customers are getting more interested in new unusual marketing campaigns, thus marketers are attempting to capture their attention with eye-catching advertising messaging. Guerrilla marketing is a one-of-a-kind technique to meet this need. Guerilla marketing is a popular marketing strategy that involves using unusual means to promote products and services. The study's goal is to investigate how guerilla marketing affects purchase intention in Indonesia and Malaysia. A quantitative technique was applied, and a total of 232 respondents from both nations and the number for each country is equal. The hypotheses were tested using structural equation model. The research revealed that novelty, clarity, and surprise have a favorable and significant impact on purchase intention in both countries. Furthermore, the research revealed that the results for Humor varied, with Indonesia having no positive and significant influence on purchase intention although Malaysia has a positive and significant effect.

Keywords: Guerilla Marketing, Purchase Intention, Novelty, Humor, Emotional Arousal, Clarity, Surprise