

THE IMPACT OF GUERRILLA MARKETING ON BRAND IMAGE: EXPLORING THE ROLES OF TRANSFORMATIONAL AND INFORMATION CONTENT IN THE FAST-FOOD INDUSTRY

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Abstract

This study investigates the impact of Guerrilla Marketing (GM) on Brand Image in the fast-food industry, with a focus on the mediating roles of Transformational and Informational Content. As traditional advertising becomes increasingly saturated, marketers are adopting unconventional and emotionally resonant strategies to capture consumer attention. Guerrilla Marketing, known for its surprise, creativity, and cost-effectiveness, engages audiences through ambient and sensation-based executions. Despite its growing adoption, limited empirical research exists on how GM influences brand perception through emotional and rational message processing. Drawing on the Elaboration Likelihood Model (ELM), this study proposes that GM influences brand image both directly and indirectly via emotional (transformational) and rational (informational) content pathways. A quantitative, cross-sectional survey was conducted with 240 respondents in Lahore, Pakistan. Data were analyzed using SPSS and Hayes' PROCESS Macro (Model 4). The findings confirm that GM has a significant positive impact on Brand Image and that both content types serve as partial mediators. Transformational Content demonstrated a stronger mediating effect, highlighting the importance of emotional engagement in consumer-brand relationships. These findings contribute to theory by extending the ELM framework to guerrilla advertising and offer practical insights for marketers seeking to enhance brand image through creative yet credible brand communication strategies.

Keywords: Guerrilla Marketing, Brand Image, Transformational Content, Informational Content, ELM, Fast Food Marketing

INTRODUCTION

As markets continue to evolve and consumer attention spans decline in an overly saturated media environment, the efficacy of traditional advertising approaches is rapidly diminishing. In this competitive climate, marketers are increasingly turning toward innovative promotional techniques that can break through the clutter and leave a lasting impact. One such technique is guerrilla marketing (GM), a non-traditional, low-cost advertising strategy that leverages surprise, creativity, and emotional provocation to engage consumers in unconventional settings (Yadav & Tripathi, 2019). The dynamic and disruptive nature of GM allows brands to connect with audiences on a more personal and memorable level, especially in fast-moving consumer industries where brand differentiation is critical (Dimobi, 2022). Originating as a solution to advertising fatigue in highly saturated markets, GM has undergone considerable transformation. It now serves as a multifaceted promotional tool capable of adapting to contemporary marketing demands. Central to its appeal is its reliance on novel experiences rather than repetitive messages, as it seeks to stimulate curiosity, shock, or delight in a manner that traditional advertisements often fail to achieve. Within GM, two subtypes have gained prominence: Guerrilla Ambient Marketing (GAM) and Guerrilla Sensation Marketing (GSM). GAM utilizes environmental

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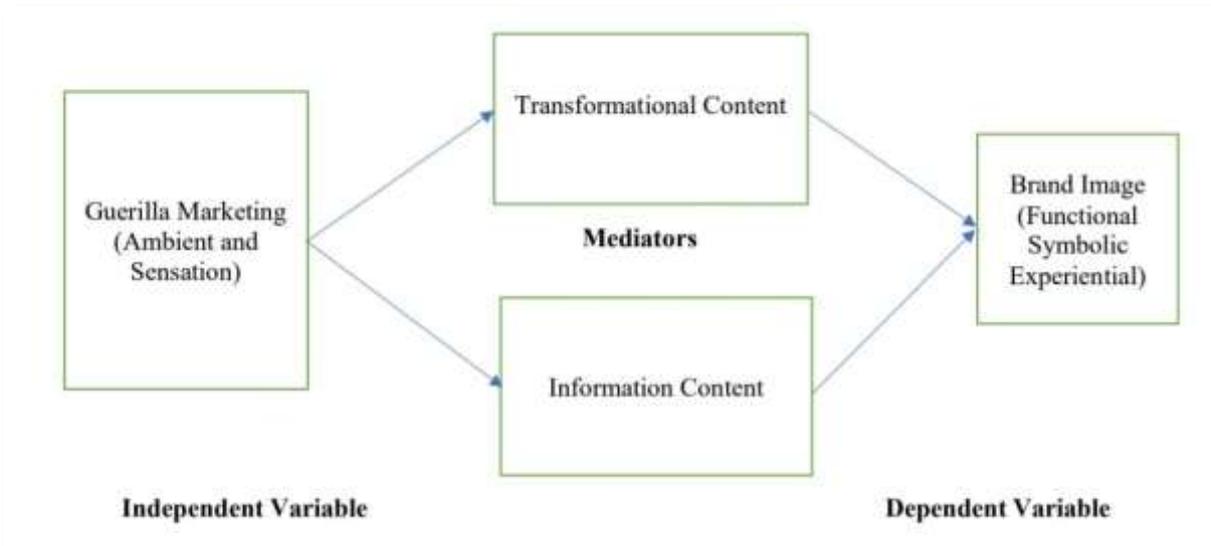
and location-based triggers to embed marketing messages seamlessly into the consumer's surroundings, while GSM focuses on engaging the senses through tactile, auditory, or visual stimuli to create immersive brand encounters (Gambetti & Giovanardi, 2015).

These methods are increasingly being adopted in the Pakistani fast-food industry, where brands compete aggressively for consumer attention and loyalty. However, despite their creative appeal and growing usage, empirical research evaluating their long-term effects on brand image remains scarce (Alsheikh, 2024). This lack of scholarly inquiry limits our understanding of how such campaigns contribute to enduring consumer-brand relationships, beyond the initial buzz or social media virality they may generate. To unpack this phenomenon, the present study adopts the Elaboration Likelihood Model (ELM), a psychological framework that explains how individuals process persuasive messages through either the central (logical, message-driven) or peripheral (emotional, cue-driven) route. Given that GAM and GSM are designed to evoke emotional and sensory responses, they are more likely to be processed peripherally. However, the success of such campaigns in fostering favorable brand associations may also depend on how well the message content aligns with consumer expectations. Therefore, this study introduces two critical mediators, transformational content (emotional resonance, creativity, surprise) and informational content (clarity, relevance) to better explain the pathway from guerrilla strategy to brand image outcomes.

These mediating constructs are vital to understanding the psychological mechanisms behind consumer responses to GM. Transformational content refers to the ability of a campaign to engage consumers emotionally, often creating surprise, delight, or inspiration, thereby strengthening affective ties to the brand. On the other hand, informational content emphasizes message quality that how clearly and effectively the communication delivers value and relevance to the target audience. When both elements are strategically incorporated, guerrilla campaigns can transform passive viewers into active brand advocates by shaping their functional, symbolic, and experiential perceptions of the brand (Selan et al., 2021; Nkegbe & Abor, 2023).

This research is particularly significant in the context of Pakistan's urbanized, media-savvy consumer base, where attention is fleeting and advertising channels are heavily saturated. With a growing number of fast-food brands competing in a constrained market, understanding what makes certain campaigns resonate more deeply than others is a strategic imperative. Although anecdotal evidence and case-based observations suggest that GM can significantly elevate brand visibility and consumer interest, few academic studies have explored how message content mediates this impact or how brand image is shaped in the aftermath.

Figure 1: Theoretical Framework



By evaluating the direct effects of GAM and GSM on brand image and the indirect effects mediated through transformational and informational content, this study provides a holistic framework for understanding guerrilla marketing's long-term branding potential. The intention is not merely to confirm the novelty of GM tactics but to investigate their strategic depth and psychological effectiveness. Such an approach provides a

new lens for marketers to evaluate campaign success, not only through engagement metrics but also through shifts in brand perception and consumer loyalty.

In summary, this study aims to fill a critical gap in guerrilla marketing literature by combining strategic marketing theory with consumer psychology. It contributes to academic discourse by introducing a mediational model grounded in ELM, and it holds practical relevance for brand managers aiming to design emotionally engaging and informationally rich campaigns in Pakistan's fast-paced fast-food sector. As unconventional advertising continues to evolve, understanding the mechanisms that transform consumer surprise into lasting brand attachment is key to unlocking sustainable competitive advantage.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

GUERRILLA MARKETING AND BRAND IMAGE

Brand image plays a pivotal role in shaping consumer perceptions, behaviors, and loyalty in competitive industries such as fast food. As advertising fatigue grows and consumer attention spans shrink, brands have increasingly turned toward guerrilla marketing as a non-traditional yet impactful approach. Guerrilla marketing is characterized by its unconventional, creative, and low-cost techniques that rely on surprise and emotional appeal to captivate audiences (Levinson, 1984). These campaigns seek to disrupt routine consumer environments and stimulate strong emotional reactions that translate into favorable brand associations (Jerome, 2019; Dimobi, 2022; Farhadi, 2021; Nufer, 2021). Ambient Guerrilla Marketing (GAM) and Sensation Guerrilla Marketing (SGM) are among the most effective subcategories within this domain. GAM leverages public spaces and everyday contexts such as staircases, sidewalks, or bus stops to deliver branded messages in ways that are unexpected yet deeply memorable. SGM, on the other hand, employs one-time interventions such as flash mobs, interactive performances, or emotional stunts that capture attention and generate high social sharing potential (Gambetti & Giovanardi, 2015; Zaim & Yucel, 2022; Singh, 2023).

These strategies aim to enhance multiple dimensions of brand image: functional (product reliability and value), symbolic (identity and self-expression), and experiential (emotional and sensory interaction). While much of traditional marketing focuses primarily on the functional attributes, guerrilla marketing's strength lies in its ability to create symbolic and experiential associations through emotionally rich, culturally resonant activations (Schmitt, 2022; Kim, 2021; Rath, 2024).

Accordingly, we propose the following hypothesis:

Hypothesis 1: Guerrilla Marketing is positively associated with brand image.

THE MEDIATING ROLE OF TRANSFORMATIONAL CONTENT

Transformational content refers to emotionally charged messaging that appeals to a consumer's imagination, lifestyle, or identity. Rather than relying on facts or logic, transformational content evokes feelings such as joy, nostalgia, surprise, or empowerment. In guerrilla marketing campaigns, this content is often delivered through artistic visuals, interactive performances, or symbolic cues designed to leave a lasting psychological imprint (Puto, 1984; Zarco & Herzallah, 2023; Jamal & Khan, 2024). Within the framework of the Elaboration Likelihood Model (ELM), transformational content corresponds to the peripheral route of persuasion. Consumers process these emotional cues quickly, often without conscious deliberation, forming affective judgments about the brand. Studies show that emotional appeal can create stronger symbolic and experiential brand connections, especially when consumers are less motivated or able to process detailed information (Petty & Cacioppo, 1986; Khan & Farooq, 2021; Kim et al., 2020; Thanh, & Sahadewo, 2024).

In the context of the fast-food industry, where buying decisions are often made quickly and impulsively, transformational content becomes particularly salient. Brands that successfully trigger emotional responses through guerrilla campaigns are more likely to enhance brand recall, brand preference, and emotional attachment.

Thus, we hypothesize:

Hypothesis 2: Transformational content mediates the relationship between guerrilla marketing and brand image.

THE MEDIATING ROLE OF INFORMATIONAL CONTENT

Informational content consists of factual, clear, and rational messages that provide consumers with the necessary information to evaluate a brand. It often includes product features, nutritional values, pricing, or other transparent details that help consumers make informed decisions. Although guerrilla marketing is commonly associated with emotional appeal, it can also integrate rational content through signage, mobile redirection (e.g., QR codes), or campaign follow-ups that offer deeper brand context (Patrick et al., 2002; Kumar, 2021; Rane, 2023). Informational content activates the central route in the ELM framework, which involves cognitive processing and logical evaluation. Consumers engaging with such content form more stable and long-lasting attitudes when the arguments are perceived as strong, credible, and relevant (Petty & Cacioppo, 1986). For instance, fast-food brands that couple creative campaigns with transparent nutritional data or ethical sourcing messages can strengthen their credibility and trustworthiness.

In markets like Pakistan, where consumers are increasingly skeptical of marketing gimmicks, the inclusion of informative content can reduce perceived risk and reinforce the authenticity of guerrilla campaigns. Informational clarity complements the emotional surprise factor by offering a balanced and holistic brand narrative.

Based on these considerations, we propose:

Hypothesis 3: Informational content mediates the relationship between guerrilla marketing and brand image.

METHODOLOGY

PROCEDURES AND PARTICIPANTS

To investigate the relationship between guerrilla marketing and brand image, with the mediating effects of transformational and informational content, the researchers conducted a quantitative, cross-sectional study employing a structured questionnaire. The data collection was carried out in Lahore, a metropolitan hub recognized for its dynamic fast-food culture and demographic diversity. This setting provided a rich context for observing consumer interactions with creative marketing efforts. Participants were selected using a non-probability convenience sampling technique. The sample included individuals who actively engaged with fast-food marketing, particularly those who had been exposed to unconventional, surprise-based campaigns across social and physical platforms. The rationale for choosing this sampling approach was its suitability for reaching a broad population within a limited timeframe, while ensuring representation across different age groups, educational backgrounds, and income levels.

A total of 240 valid responses were collected. The sample size was determined based on prior studies utilizing similar mediation models, aligning with recommendations by Nunnally (1978) for achieving statistical power in survey-based research. Data were collected via both physical distribution and online forms (Google Forms), shared through various social media channels to enhance reach and participation. Prior to full-scale deployment, a pilot study was conducted with 30 respondents to test the reliability and clarity of the questionnaire.

To maintain participant anonymity and reduce potential response bias, respondents were not asked to disclose personal identifiers, and participation was entirely voluntary. The unit of analysis was individual consumers who had experienced or observed guerrilla marketing campaigns in the fast-food sector. The study adopted a one-shot, cross-sectional design, suitable for assessing current consumer perceptions and attitudes at a single point in time. The primary aim was to measure the impact of guerrilla marketing on brand image, while examining how transformational and informational content influenced this relationship. The research followed a positivist paradigm, using structured instruments to collect quantifiable data, which were then subjected to statistical mediation analysis using Hayes' PROCESS Model 4 in SPSS. This model was chosen for its robust ability to test indirect effects and assess the significance of mediation pathways.

The participant pool consisted of a broad demographic spectrum. A significant portion of the respondents were female (approx. 60%), while males constituted the remaining 40%. Most participants fell within the 23–27 age range, representing a highly marketing-aware and socially engaged cohort. Educational levels varied from undergraduate to postgraduate, and household income categories spanned a range of mid- to upper-income brackets, enhancing the reliability and applicability of the responses to real-world brand engagement scenarios.

MEASURES

GUERRILLA MARKETING

Guerrilla marketing was measured using a 6-item scale adapted from Lubyte (2020) and Dimobi (2022), focusing on creativity, surprise, emotional appeal, and environmental integration. A sample item includes: *“The campaign used unconventional tactics that caught my attention.”*

TRANSFORMATIONAL CONTENT

Transformational content was measured using a 6-item scale derived from Puto (1984) and Zarco & Herzallah (2023), designed to assess emotional resonance, cultural symbolism, and experiential quality. A sample item is: *“The marketing campaign felt emotionally engaging or personally relevant.”*

INFORMATIONAL CONTENT

Informational content was measured using a 6-item scale based on Patrick et al. (2002), capturing clarity, relevance, and the presence of factual messaging. A sample item includes: *“The campaign provided helpful and trustworthy information about the brand or product.”*

BRAND IMAGE

Brand image was evaluated using a 6-item scale developed by Severi (2013), encompassing three dimensions: functional (e.g., product value and usefulness), symbolic (e.g., identity alignment), and experiential (e.g., emotional and sensory response). A representative item is: *“This campaign made the brand feel fun, unique, or worth remembering.”*

Each scale was reviewed for internal consistency and clarity during the pilot study, with minor linguistic refinements to improve interpretability in the local context.

RESULTS

DATA ANALYSIS APPROACH

Data analysis was conducted using SPSS for descriptive statistics, reliability assessment, and correlational analysis. The core mediation framework was tested using Hayes’ PROCESS Macro (Model 4), which enables the examination of indirect effects between independent and

MEASUREMENT VALIDATION

The reliability of each construct was assessed using Cronbach’s alpha, with a threshold of 0.70 considered acceptable, based on Nunnally (1978). Values exceeding 0.80 were interpreted as evidence of strong internal consistency. Direct and indirect effects of guerrilla marketing on brand image were evaluated. The bootstrap method (5,000 resamples) was employed to generate bias-corrected confidence intervals (95%) to determine the significance of mediation paths. Mediation was considered present if the confidence interval for the indirect effect did not contain zero. This structured, quantitative approach enabled the researchers to assess both the direct impact of guerrilla marketing and the extent to which transformational and informational content explained its influence on brand image.

Table 1: Reliability of Scales

Variables	No. of items	Cronbach's α value	Level of Reliability
Guerilla Marketing	8	0.796	Very Good
Transformational Content	2	0.736	Acceptable
Informational Content	2	0.705	Acceptable
Brand Image	12	0.880	Very Good

Table 1 represents the reliability of the 4 scales of the study. The reliability test results show that the study variables have acceptable to very good internal consistency, with Cronbach’s alpha values ranging from 0.705 to 0.880. Guerrilla marketing, transformational content, and information content demonstrated reliable measurement with alphas above 0.7, while brand image showed a very good reliability at 0.880. These values confirm that the constructs are consistently measured and suitable for further analysis, reinforcing the credibility and validity of the research methodology. Overall, the findings ensure that the data accurately reflect consumer perceptions and behaviors related to the study variables. These results confirm the construct reliability and internal consistency of the measurement instruments used in the study.

CORRELATION MATRIX

Table 2 presents the correlation matrix for the study variables, showing Pearson correlation coefficients (r) to illustrate the strength and direction of relationships between them. Correlation coefficients range from -1 (perfect negative) to +1 (perfect positive), with 0 indicating no correlation. This analysis serves as an essential preliminary step to validate the hypothesized relationships by examining how the variables interact.

The results reveal positive and statistically significant correlations among the variables, demonstrating their interconnectedness. Specifically, Guerrilla Marketing and Brand Image exhibit a very strong positive correlation ($r = 0.703^{**}$, $p < 0.01$), strongly supporting Hypothesis 1. This indicates that greater efforts in Guerrilla Marketing are associated with more favorable Brand Image perceptions. Guerrilla Marketing also correlates positively with Transformational Content ($r = 0.532^{**}$, $p < 0.01$), supporting Hypothesis 2. This suggests that increased Guerrilla Marketing efforts align with greater emphasis on transformational content. Additionally, a positive and significant correlation is found between Guerrilla Marketing and Information Content ($r = 0.415^{**}$, $p < 0.01$), supporting Hypothesis 3.

Table 2: Correlation Matrix of Variables

Variables	(1)	(2)	(3)	(4)
1. Guerilla Marketing	1			
2. Transformatinal Content	.532**	1		
3. Information Content	.415**	.391**	1	
4. Brand Image	.703**	.676**	.478**	1

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

Moreover, Transformational Content correlates positively with Information Content ($r = 0.391^{**}$, $p < 0.01$), further reinforcing the interconnectedness of these constructs. These findings imply that organizations investing in Guerrilla Marketing and transformational strategies also tend to enhance the informational content delivered to consumers, which can improve brand perception and engagement. In summary, the correlation analysis reveals moderate to strong positive relationships across the study variables. The significant associations between Guerrilla Marketing, Transformational Content, Information Content, and Brand Image validate the hypothesized links and provide a foundation for further hypothesis testing.

REGRESSION ANALYSIS AND HYPOTHESES TESTING

The regression analysis of our research model was conducted using the Process Macro Model 4 framework with a 95% confidence interval and 1000 bootstrap samples to enhance the reliability of findings. This approach was used to test the proposed theoretical framework where Guerrilla Marketing acts as the independent variable, Brand Image as the dependent variable, and Transformational Content and Information Content serve as mediators. By employing mediation analysis, we examine both the direct and indirect effects to better understand the mechanisms through which Guerrilla Marketing influences Brand Image. This rigorous method strengthens the credibility of the results and provides deeper insight into the complex relationships between the constructs.

The results from Model 4 indicate that Guerrilla Marketing has a significant positive effect on Transformational Content ($\beta = 0.7308$, $p < 0.001$), suggesting that increases in Guerrilla Marketing lead to greater Transformational Content. In turn, Transformational Content significantly predicts Brand Image ($\beta = 0.3122$, $p < 0.001$), while Guerrilla Marketing also has a significant direct impact on Brand Image ($\beta = 0.4868$, $p < 0.001$). The mediation analysis confirms a significant indirect effect of Guerrilla Marketing on Brand Image through Transformational Content (Effect = 0.2282, Boot SE = 0.0402, Boot LLCI = 0.1545, Boot ULCI = 0.3125). These findings suggest that Guerrilla Marketing influences Brand Image both directly and partially through its effect on Transformational Content, highlighting the importance of content-driven marketing in shaping consumer brand perceptions.

Table 3

Results of Model 4

Y = Brand Image

M= Transformational Content

X = Guerilla Marketing

Predictor	Outcome= Transformational Content					
	(coeff)	(SE)	(t)	(p)	(LLCI)	(ULCI)
Constant	0.8020	.2745	2.9217	0.0038	.2613	1.3428
Guerilla Marketing	.7308	.0754	9.6875	0.000	.5822	.8794
Predictor	Outcome= Brand Image					
	(coeff)	(SE)	(t)	(p)	(LLCI)	(ULCI)
Constant	.7145	.1507	4.7418	0.0000	.4176	1.0113
Guerilla Marketing	.4868	.0480	10.1331	0.0000	.3922	.5814
Transformational Content	.3122	.0350	8.9317	0.0000	.2434	.3811
Total effect model						
DIRECT, AND INDIRECT EFFECTS OF X ON Y						
Direct effect of X on Y						
	Effect	(SE)	(t)	(p)	(LLCI)	(ULCI)
	.4868	.0480	10.1331	0.000	.3922	.5814
Indirect effect of X on Y						
	Effect	(Boot SE)	(Boot LLCI)	(Boot ULCI)		
	.2282	.0402	.1545	.3125		

Table 4

Results of Model 4

Y = Brand Image

M = Information Content

X = Guerilla Marketing

Predictor	Outcome= Information Content					
	(coeff)	(SE)	(t)	(p)	(LLCI)	(ULCI)
Constant	1.2210	.3113	3.9225	0.0001	.6078	1.8342
Guerilla Marketing	.6023	.0855	7.0410	0.0000	.4338	.7708
Predictor	Outcome= Brand Image					
	(coeff)	(SE)	(t)	(p)	(LLCI)	(ULCI)
Constant	.7723	.1691	4.5657	0.000	.4390	1.1055
Guerilla Marketing	.6200	.0495	12.5195	0.000	.5224	.7175
Information Content	.1578	.0341	4.6219	0.000	.0905	.2250
Direct effect of X on Y						
	Effect	(SE)	(t)	(p)	(LLCI)	(ULCI)
	.6200	.0495	12.5195	.0000	.5224	.7175
Indirect effect of X on Y						
	Effect	(Boot SE)	(Boot LLCI)	(Boot ULCI)		
	.0950	.0283	.0420	.1541		

In the second mediation model, Guerrilla Marketing shows a significant positive effect on Information Content ($\beta = 0.6023$, $p < 0.001$), indicating that increased Guerrilla Marketing efforts enhance Information Content.

Both Guerrilla Marketing ($\beta = 0.6200, p < 0.001$) and Information Content ($\beta = 0.1578, p < 0.001$) significantly predict Brand Image. The total effect of Guerrilla Marketing on Brand Image remains strong ($\beta = 0.6200, p < 0.001$), encompassing both direct and indirect pathways. The indirect effect mediated through Information Content is significant (Effect = 0.0950, Boot SE = 0.0283, Boot LLCI = 0.0420, Boot ULCI = 0.1541), indicating that Information Content partially mediates the relationship between Guerrilla Marketing and Brand Image. These results reinforce the critical role of Information Content in complementing Guerrilla Marketing efforts to enhance consumer perceptions of brand value.

DISCUSSION

The mediation analysis results show that Guerrilla Marketing (GM) has a significant positive direct effect on Brand Image ($\beta = 0.6200, t = 12.5195, 95\% \text{ CI } [0.5224, 0.7175], p < 0.001$), supporting Hypothesis 1. GM also positively and significantly influences the mediators Transformational Content ($\beta = 0.7308, t = 9.6875, 95\% \text{ CI } [0.5822, 0.8794], p < 0.001$) and Information Content ($\beta = 0.6023, t = 7.0410, 95\% \text{ CI } [0.4338, 0.7708], p < 0.001$), supporting Hypotheses 2 and 3. Both mediators in turn have significant positive effects on Brand Image, with Transformational Content ($\beta = 0.3122, t = 8.9317, 95\% \text{ CI } [0.2434, 0.3811], p < 0.001$) and Information Content ($\beta = 0.1578, t = 4.6219, 95\% \text{ CI } [0.0905, 0.2250], p < 0.001$). Indirect effects of GM on Brand Image through Transformational Content (Effect = 0.2282, Boot SE = 0.0402, 95% CI [0.1545, 0.3125]) and Information Content (Effect = 0.0950, Boot SE = 0.0283, 95% CI [0.0420, 0.1541]) were also significant, indicating partial mediation. These findings confirm that Guerrilla Marketing enhances Brand Image both directly and indirectly via transformational and informational content, emphasizing the importance of content-driven strategies in shaping brand perceptions through unconventional marketing efforts.

PRACTICAL IMPLICATIONS

The research highlights that Pakistani firms can enhance their brand image through innovative guerrilla marketing strategies centered on creativity, surprise, and relevance. These tactics help brands stand out, foster emotional connections, and encourage loyalty and word-of-mouth. To maintain authenticity, campaigns must align with the brand's core identity, avoiding overly disruptive tactics. Integrating guerrilla marketing with social media in public spaces boosts engagement and virality, supported by research from Drury (2008) and Sinarta (2019). Real-time digital participation further amplifies campaign success. Continuous evaluation and data-driven refinement are essential to ensure ongoing relevance and impact.

THEORETICAL IMPLICATIONS

By demonstrating how unconventional tactics particularly ambient and sensation-based strategies impact brand image through transformative and informative content, this study enhances the theoretical understanding of guerrilla marketing. Based on the Elaboration Likelihood Model (ELM), the study demonstrates that factual content appeals to reasoning and reasoning (central route), but transformational content elicits emotional and experiential involvement (peripheral route). The findings demonstrate the increased potency of emotionally charged content in influencing brand perception and provide a more sophisticated framework for further research into consumer-brand dynamics in metropolitan, culturally diverse settings such as Lahore.

LIMITATIONS

The results' generalizability may be impacted by the study's geographic restriction to Lahore. Its cross-sectional methodology and emphasis on the fast-food sector limited our understanding of long-term effects. Furthermore, just two mediators transformational content and information content were examined, excluding other determinants such as digital engagement, social impact, and personality variables. Guerrilla marketing is also limited by ethical, legal, and interpretive issues.

FUTURE DIRECTIONS

To evaluate causal and long-term effects, future studies should employ experimental and longitudinal approaches. Research could examine a range of guerrilla strategies (such as flash mobs and street art) in various industries and cultural contexts. Studies such as Mukhtar et al. (2021) suggest that different forms of guerrilla marketing, for example, pop-up installations, ambient media, or interactive projections, elicit varied emotional and cognitive responses, making them valuable for comparative studies. It is important to look at other mediators like ethical perception and digital participation. In particular, Rafique et al. (2020) note that digital

credibility and perceived trustworthiness are essential for online campaigns to be accepted and shared, indicating the need for studies exploring online trust as a mediator. The success of guerilla marketing would be better understood through cross-cultural and cross-industry comparisons as well as the combination of online and offline involvement. This is supported by Sinarta (2019), who highlights that hybrid marketing strategies combining physical experiences with digital amplification result in more immersive consumer journeys and longer brand recall.

CONCLUSION

This research highlights the significant impact of guerrilla marketing combined with digital content strategies on brand image, focusing on the mediating roles of transformational content, credibility, and consumer engagement. The findings demonstrate that creative and emotionally appealing guerrilla marketing efforts can effectively enhance brand perceptions and foster stronger consumer relationships, particularly in competitive industries like the fast-food sector. By skillfully integrating transformational and informative content, brands can differentiate themselves in crowded markets and build lasting customer loyalty. This study offers valuable guidance for marketers seeking innovative alternatives to traditional advertising, emphasizing the growing importance of immersive and engaging marketing approaches. Ultimately, the research advances both theoretical understanding and practical applications, while encouraging further exploration of guerrilla marketing's effects across diverse industries to better navigate rapidly changing consumer landscapes.

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