

# The Effects of Online Guerilla Marketing Strategies on Consumer Buying Behavior as Observed on Angkas Users in Metro Manila

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## Abstract:

Today, several consumers have improved their ability at dodging the traditional advertising strategies and marketing projects that all the firms are implementing, which has become a difficult problem for brands to differentiate their own marketing strategies. In an answer to this, the use of online guerilla marketing strategy, is applicable for the said problem. This innovative, unusual, humorous type of marketing campaign is very cost-effective and can capture the attention of the public more than traditional advertising. Angkas, the leader of motorcycle ride-hailing applications based in the Philippines, have differentiated themselves among their competitors through online guerilla marketing strategy. The purpose of this research is to determine and analyze the effects of online guerilla marketing as an advertising medium on the Internet. The question that was asked in the study was how each type of online guerilla marketing affects the Angkas' users with their purchasing decisions. Additionally, to determine if these types are really effective on influencing the users. The data in this study is collected using a Likert scale questionnaire accomplished by the Angkas' users in Metro Manila. The researchers also used a quantitative approach to evaluate the data gathered from the respondents. The key finding revealed that online guerilla marketing strategy truly affects the behavior of consumers with their purchasing decisions towards Angkas. It may be essential for some businesses to understand the trend of using online guerilla marketing behind using social media advertising in order to grow their businesses locally and globally.

## Keywords:

Guerilla Marketing, Consumer Buying Behaviour, Marketing Strategies, Effectiveness, Angkas User, Observed Behaviour

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## 1. Background of the Study

With the definition of Kotler and Keller [30], “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others” (p.5). In light of this, advertisement truly fills the daily lives of individuals which has the utmost strength of leaving a remarkable impression on customers’ minds among all other marketing techniques. As the most distinguishable marketing tactics in the business field, advertising is recommended to create a viable brand equity that transmit the values of the firm to its customers [11].

In this day and age, there have been a progressive growth in the advertising field through various social media platforms, websites and mobile applications in which marketers and advertisers are aggressively challenging themselves by cluttering advertising to discover new innovative methods to connect with their respective target audience. Since the attention of people is continuously shifting over the years, even the current effective marketing tools may change as time goes by, and it is the brand's responsibility to stay updated and keep track of such improvement. In an answer to ever progressing dimensions of the corporate ecosystem in the age of digitalization and marketing globalization, establishments have been meticulously thinking of ways of being more resourceful and innovative with their marketing methods as opposed to the current traditional techniques for the purpose of being more competitive in this ecosystem [6]. One of the most unique types of advertising, guerrilla marketing which was introduced by American author named Jay Conrad Levinson in 1984. The main idea is primarily based on an unusual, astonishing, transmissible, creative, innovative, humorous, remarkable, and eye-captivating techniques that is cost-effective. One of its objective is to build an influential communication between the establishments along with the current and potential customers [18]. Apart from the traditional guerilla marketing, online guerrilla marketing also arises in this era of digitalization. Online guerilla marketing can be created through memes, viral videos, blogging, etc. According to ThriveHive [55], in this modern time where there are several methods for online promotions, there is still a need to think more deeply and creatively in order to gain an edge among other brands. Angkas, the ride-hailing mobile app in the Philippines offers its users a fast and convenient way to travel around Metro Manila, is one of the brands that is well-known for its relevant, meme-centric print and humorous social media posts. By carrying the concept and method of guerrilla marketing on the Internet, Angkas has produced a tactic to build a cost-effective, creative, and innovative way to make their brand remarkable to its audience. With online guerrilla marketing, it allows Angkas to be in constant conversation with their followers, however, it is still crucial to determine how these types of uncommon ads affect the attitude of consumers towards the brand.

So, on this note, this thesis study aims to investigate the effect of online guerrilla marketing on consumer buying behavior as observed on Angkas users in Metro Manila. Moreover, the researchers seek to understand this new marketing strategy that is quickly growing in the current market trend.

### 1.1. Statement of the Problem

The study aims to determine the Effects of Online Guerilla Marketing Strategies on Consumer Buying Behavior as Observed on Angkas Users in Metro Manila.

Specifically, this study seeks answers the following:

- i. What is the demographic profile of the respondents in terms of;
  - a. Age
  - b. Gender
  - c. City of Residence
  - d. Employment Status
  - e. Source of Funds
- ii. What is the user information of Angkas users in Metro Manila?
- iii. What is the level of familiarity of Angkas users in Metro Manila in the following marketing strategies;
  - a. Memes
  - b. Moment Marketing
  - c. Microblogging (Twitter Posts)
- iv. What is the level of effectiveness of online guerilla marketing strategies of Angkas?
- v. Is there a significant relationship between the level of familiarity and the effectiveness of Angkas' online guerilla marketing strategies on consumer buying behaviour?

## ***1.2. Significance of the Study***

The results and findings of this research paper aims to identify how Angkas users' buying behavior are influenced by Angkas' online guerilla marketing strategy. Also, to determine if this strategy is an effective way to promote Angkas and its service. Moreover, to shed light the following are beneficial to the study.

## ***1.3. This Study Was Conducted for the Following:***

### ***1.3.1. To Angkas Company***

First and foremost, this study would greatly help drive the competitiveness of Angkas. Second, this will help Angkas to collect customer data in order to determine the buying behavior of their users and to choose the appropriate tactics in order to effectively promote their brand and services through online social media platforms. Furthermore, this can help to build stronger customer loyalty with growing number of passengers that sustain Angkas to any inevitable circumstances and change of customer's preferences over time.

### ***1.3.2. To the Marketers and Advertisers***

The result of this study will help them determine the perception of consumers with regards to the way they promote brand services. As a result, they can use this study as a basis on how to improve and enhance the way they advertise a brand online. Additionally, this research can help marketers and advertisers with advertising efforts that progress in consumers' behavior toward ads and their purchase intentions which are important to consider for investigating how guerrilla advertising is more preferred than traditional advertising. All these additional knowledge may enrich the field of marketing and field of advertising on online platforms.

### ***1.3.3. To the Angkas' Users***

This study will help Angkas' users in Metro Manila to gain adequate knowledge in regards to the online guerilla marketing strategy of Angkas and how they promote it effectively online. Additionally, this will help them to know more about the brand with its goals and additional service offerings for them. Reading this research is also important for its users since they are part of the ecosystem.

### ***1.3.4. To the Academe and Future Researchers***

Once this study was proven effective, this would add in the pool of knowledge in the marketing field. This may also be a support to some theories taught in universities. For future researchers, the findings of this study will provide reliable data about the effect of online guerilla marketing strategies on consumer buying behavior that they can use as reference under the same topic for future studies.

## ***1.4. Scope and Limitation***

The primary objective of this research is to know the effects of online guerilla marketing strategies on consumer buying behavior and in that way researchers would develop a recommendation resulting from the survey gathered from its users which can help for the improvement of their promotional strategies online. The respondents of this study will be selected through snowball sampling in the cities of Metro Manila wherein the researchers focused on their perspective of the online guerilla marketing strategy of Angkas. This research will be conducted for only about a month and the findings of this research study will generate and give more information about this modern strategy of promoting Angkas in this era. The responses are obtained from the total sample size of One Hundred (100) respondents; the researchers chose this formula because this is considered appropriate in situations. Since the Philippines is facing COVID-19 pandemic, the main instrument to be used in gathering essential data and information in this study is limited to an online questionnaire specifically Google Forms and it will undergo validation and content validity. Since the study intends to determine the effects of online guerilla marketing strategy on consumers buying behavior, this will be focusing on specific variables such as demographic profile of respondents, and variables stated in the statement of the problem. Deeper investigation and exploration of this study can be carried out on several universities and establishments that may produce a wider finding of information. This thesis has few limitations which may denote that the outcomes of this study at may not be largely acceptable however these limitations do not in any way propose that the results of this study are not substantial but instead advise that there can be additional investigation on the same field of this topic

## **2. Review of Related Literature**

The indicated related literature below shows the topics and information that supports our research topic about effects of online guerilla marketing strategies on consumer buying behavior and will provide information about the previous research and articles that is related to our study.

### ***2.1. Guerilla Marketing***

According to Isoraite [24], guerrilla marketing helps all type of firms in a cost-effective way while at the same time promotes creativity with intellectual resources.

The attention of the audience is more given to bold, modern concepts and emboldens financing not just a cash but also the time, dynamism, resourcefulness and wide information. In this era where modern technology is progressive, microbusinesses have the capability to apply the same business management and development gears as macro businesses capitalize in numerous creations of technology, hence producing a natural need to take advantage of these technologies without forgoing a huge amount of capital. Since the trend in today's market changes quickly, it's is becoming a challenge for firms to leave their consumers, stakeholders and even their competitors an exceptional impression. The customers are getting better at avoiding the traditional marketing campaigns that brands are using and it has become more critical for brands to differentiate their marketing techniques. These customers are no longer amused at either high class advertisements or promising praises for products or services, and businesses are facing a lot of challenges that makes them struggle more. From the history, a company that invests more with their marketing strategies are able to attract more potential customers, but in this time, businesses are tremendously reaching a break-even point when investment more does not even promise a proportional advantage anymore. With these reasons, other companies and management models have been introduced, which does not only minimize costs, but also help to improve the new markets and establishing new start-ups. By all means, one of the main goal of guerrilla marketing is to shift the firm's marketing efforts from as much as possible to the most precise audience search.

With the research of Valens in February 2020, the study found out that one of the successful guerilla marketing worldwide was UNICEF's 'Dirty Water' vending machine which gathered the attention of about 7,500 estimated people and had drawn interest by the media coverage globally. The purpose of the said advertising campaign was to give emphasis on the water shortage crisis which was not usually experienced in developed countries like New York, rather than the third world countries around the world. UNICEF's guerilla marketing was an effort to inform the public of the fast-paced city about the mere reality that in every day of human lives, an estimate of around 3,000 children suffers and eventually die from unexplained diseases which are caused by drinking hazardous water found in their areas.

Yu [59] overstated that Metro Manila is one of the top locations in the Philippines for guerilla advertising placements. These ads were attached by experts to help micro and corporate firms to discover the advantages of using this kind of advertising technique. San Miguel Corporation, Unilever, Jollibee, and Avon have used this kind of advertising to tighten their competitive advantages in the market. For these brands, guerilla marketing had employed innovative tactics by utilizing digitalization in technology which engages consumers while at the same time leaving a memorable brand experience. One of the successful guerilla marketing campaigns in the Philippines was launched by Kit Kat back in 2016. The brand had put up an estimate of 500 benches that looked like the chocolate wafer bar itself. The benches were put up on busiest cities in the Philippines which was a strategic plan by Kit Kat in order to gain more attention from the public. This guerilla marketing campaign by Kit Kat has gathered an almost 7 million views on various social media platforms like YouTube and Facebook along with 200+ million impressions across the Internet. This said campaign has won various advertising awards including 3 medals at the 2016 Asian Marketing Effectiveness and Strategy Awards.

## ***2.2. Guerilla Marketing on the Internet***

According to Khuong [28], the principles of guerrilla marketing are also exposed on the World Wide Web with the capability to provide an extensive and widespread tools, features and processes in an effort to increase the number of the potential customer in the internet and persuade them to purchase. It truly depends on what type of advertising method is preferred to be used in order to provide such a way and should be selected to win the triumph over the attention of the Internet users. Moreover, the increasing popularity of guerrilla marketing is heightened when modern technology affects the consumer behavior quickly, in which reflects through the fast-tracking Internet usage of users and the overall deteriorating exposure of generation z to traditional types of advertising.

Kamau, Bwisa [26] also stated that guerrilla marketing targets its advertising message at a smaller group. With this, the tycoons view this as an entrepreneurial marketing that gives the ability to interconnect and respond fast to the customers. Businesspersons interact with customers in such a way that builds a strong customer relationship through personal selling. Since the Internet is very progressive as time goes by, online advertising has advanced into the fastest rising type of marketing with its remarkable promotional contents. The Internet treats all type of businesses as the most extensive communication channel globally across the whole marketing mix. The Internet is used by various establishments with the goal of achieving numerous marketing activities. Thus, a substantial attention is paid to discovering the right methods to successfully adapt guerrilla marketing online and to avoid the danger of getting lost. Implementing the guerrilla marketing principles on the Internet environment guarantees the capacity to apply widespread tools, functions and processes in an effort to expand and get more internet users that will convince them to buy. Truly, Internet guerrilla marketing is one of the essentially cheap method of advertising companies and their product to potential customers in creative and effective way

According to Barrientos of LeapOut [4] which is one of the leading agencies based in Manila, digital guerilla marketing is starting to boom in the advertising field. All customers, especially generation z and millennials are one of the consumer groups who aim for genuine human communication and interactions with various brands. For these types of consumers, a brand that stays true with their intentions, and a brand that delivers an exciting marketing campaign are one of the best ways for them to stay relevant in the market. On top of this, various brands in the Philippines have been implementing guerilla marketing on the Internet this pandemic since people have been using their gadget most of the times. Angkas is one of the leading brands that uses this strategy which have gained popularity because of their puns, wittiness, and on-point memes posted by them. Moreover, Shopee has also joined the trend in this type of marketing campaign. This emerging e-commerce in the Philippines is one of the brands that posts advertisement that contains humorous contexts. A lot of brands in the Philippines are also trying to practice this type of marketing strategy for them to have more engagement with both potential and current customers.

### **2.3. Meme Advertising**

According to Ngo [37], meme advertising is method of promoting a firm's product or service with the use of memes, an internet-based phenomenon which contains viral fragments of user-generated content like image, video and even audio clips. This trending technique of viral marketing is simultaneously gaining fame these recent years from the infiltration of social media into everyday life of humans due to the fast-

paced progress in technologies and dissemination of information thereof. Since more users are being exposed and becoming an essential part of the World Wide Web culture, a bid to appeal to this increasing target range of audience can be a smart use of resources for those desiring to advertise with the use of meme advertising. Though meme advertising is widely used in this modern age of digitalization, some meme-based contents are hardly abided which may lead to being indifferent. For some occasion, brands plug themselves to the popularity of trending memes on the Internet in order to spread their own company messages. However, there are some legal issues and consequences that can affect the brand's image if their meme ads are not properly credited. For example, if a brand uses a trending photo without giving credit to the one who took it originally, it is for sure that they can be sued for the issue of copyright, where an otherwise fair use practice of cultural exchange can hastily become an infringement or a commercial exploitation of intellectual property if not appropriately handled by the brand's marketing. Additionally, brand-generated messages often become unsuccessful to be a genuine meme is mainly because of two main reasons; lack of being organic and authenticity. Truly, using memes for marketing purposes is still considered as a risky corporate endeavor.

According to Yu [59], Filipino brands typically take their marketing campaign way too seriously. This is because marketing promotion is very vital to sustain the business. However, brands sometimes don't. With meme type of advertising, if a brand is able to tap into topical memes in an authentic way, it is an influential tool to present the stand of the brand to the generation Z and millennials. However, meme advertising is still a risky technique for brands to advertise. These ads can backfire to a brand if it contains explicit content. Often times, users from social media platforms are easily offended by some contents they see on their newsfeeds that is why it is very crucial for brands to create their meme ads very carefully. It is known that memes are funny but these posts can be bombarded with negative reactions instead of captivating the consumers closer to the brands. In the Philippines, Angkas is again one of the top Filipino brands who extremely use this type of marketing campaign in every post they share to the public. Angkas' meme ads typically get an average of 5,000 to 20,000 reactions and over 1,100 shares per post. These engagements help the brand establish its online presence in the Internet and interact with the users through exciting and humorous content.

#### **2.4. Microblogging**

According to Shabgahi [52], an example of microblogging tool is Twitter in which instantly allow people to share their personal activities, opinions, moods, and to immediately receive notifications. Twitter has become very popular all over the world, for both personal and corporate pursuits, with millions of users globally. As firms are continuously eyeing for innovative techniques to improve how their marketing teams communicate with customers, there has been a curiosity surrounding the potential of microblogging in terms of advertising that will surely bring brand value. Nowadays, many brands are using platforms such as Twitter for marketing reasons in order to get more engagement from many users since Twitter allows people in firms to view real time how the people are really perceiving their own brand as well as to see the performance of their own competitors. In connection with the statement mentioned, Twitter is a channel to enhance customer relationships, which brings the customer and firms closer together. This digital marketing era truly belongs to microblogging. It has created a huge opportunity for firms that has a small amount of fund for their

marketing budgets and a tight marketing campaign deadlines. With just a slight investment of time and funds, microblogging can support those brands to grab the opportunity of being in the limelight.

San Pedro [50] overstated that Filipinos spent most of their time on social media platforms. In a report in 2021, it exposes that Filipino online users spend at least 4 hours and 15 minutes daily on the Internet even if the global average is only two hours and 25 minutes. In connection with this, it is crucial for brands be reachable and is willing to communicate with their costumers online. One of the key for being visible on the Internet is to pay attention on the comments and shares of people on various social media platforms. Interacting with them creatively will surely help. Angkas does this on Twitter by engaging with twitter people and replying in short but entertaining tweets. Since twitter only allows at least 280 characters per tweet, Angkas have been surely adding humor and more personality with their replies. Most of the time, their witty banters even go viral on the Internet. For the Angkas advertising team, everything is instantaneous. It is a must when it comes to Twitter, where memes and replies appear more rapidly than users can refresh. It lets Angkas be in constant talk with their supporters, appearing as a close acquaintance rather than just another business personal account. However, Angkas had also encountered a controversial microblog back in 2019. The brand tweeted a microblog post containing explicit contents which has also been repeated again. As a result, Philippine National Police called out the brand as it is not a way of promoting public safety in the transportation services field. Having the backlash that the brand received, Angkas had quickly apologized on the same platform [33].

## **2.5. Moment Marketing**

According to Petic [41], moment marketing is an advertising strategy that lets business to take advantage of the current happening and events by creating marketing communication message around such events. This is widely used by firms to plug themselves in the ongoing conversations that brings significance to how they promote. In this era, a lot of business have been latching onto the COVID-19 pandemic since it has started, as well as with interest in the Black Lives Matters human rights campaign. Moment marketing is not just a temporarily trend but a marketing sensation that will stay for a long time in the business field. This type of marketing can help advertisers and marketers to reach out to a wider customer range that is cost-friendly. Moment Marketing helps in forming a profounder connection with the customers over the long term. In implementing this strategy, the payoff can be enormous because there are billions of eyes all over the internet. There is a potential for brands to go viral with moment marketing, however there is still a huge risks that comes with the potential for big losses not just financially speaking but also losing the customers. Sometimes this type of ads can backfire the brand but if the brand prioritize its audience in mind, they will be more likely become successful.

According to Obsequio [38], several establishments have responded with the pandemic that the whole world is facing at the present time. Additionally, firms in the Philippines have seemingly accustomed their contents on various social media that they need to the present in the current situation. On top of that, numerous brands have amplified and renowned themselves with their efforts, whether for their imposing originality or genuineness. One of the top Filipino company that recognizes in what way to use social media platform to its advantage is Angkas. This brand have been implementing online guerilla marketing like moment marketing as their strategy ever

since they started. The brand has been continually going with the trend to post content that is related to the current happenings not just in the Philippines alone but also globally. It was also revealed that Angkas wasn't aware that they have been using that marketing strategy on their Facebook and Twitter accounts. Nonetheless, it has paved the application's edge in being unconventional. For Angkas, aside from creating a winning content, sharing it at the right moment and time is very important. Given that, people remember Angkas not only for their viral memes and irreverent, yet incredibly relatable tone, but also for their candidness when it comes to protecting their riders. Angkas continued to provide services to healthcare workers, citizens, restaurants that remained open, and even their own bikers despite suspending passenger services. The brand is serious when it needs to be, but it maintains its sassiness while remaining reassuring, honest, and encouraging. They speak to their audience in a natural and sincere manner.

## **2.6. History of Ride-Hailing**

According to Go, Sumatra, & Tingchuy, ride-hailing was first announced by the government of the United States of America in the period of World War II with its purpose to save more fuel and other resources. During the 1970s, the oil crisis was very rampant and because of that ride-hailing services gained massive attention globally. It was also that period when Americans announced the creation of high occupancy vehicle (HOV) lanes that were dedicated for at least one to two travelers per vehicle only. Conversely, the partaking in ride-hailing services declined dramatically during the time of 1980s for the reason that the prices of oil were getting lower and there was a strong economic growth in the United States of America. However, carpooling appeared in the US in the mid-1970s, after the 1973 oil crisis. During that time, the increasing expenses of using a personal car for transportation of only one commuter has also made it practical to drive more than one commuter, typically co-workers traveling regularly from the location of their office up to their households. On the other hand, the dropping costs of oil and gas back in the 80s and the usual work days back in the era of 90s have initiated the trend and popularity in ride-hailing services. The sudden spike in oil prices back in 2005 along with the global financial crisis has generated a renewed interest in ride-hailing services again. With the introduction of smartphones that are always connected to the internet, start-ups were able to create applications that instantly connect drivers and passengers. Ride-hailing services have never been more appealing than it is now, because of the potential increase in flexibility given by modern information technology. Many different ride-hailing services are now available in many places across the world. Carpooling, and consequently the ride-hailing industry, has just recently begun to gain traction on a global scale.

In the Philippines, the trend of ride-hailing, carpooling, and ridesharing started when Grab and Angkas was introduced in the public. It is known that Filipinos use a wide variety of transportation services like jeepneys, taxis, tricycle, pedicabs, train, and buses in order to get into their destination point. Despite having these transportation services, Filipino commuters spends as much as at least 28,000 hours daily on the roads due to traffic jams. In connection with this, nowadays, ride-hailing has played a vital role in the transportation services with the help of social media as it grants chances to intensify the use of ride-hailing nationwide. Philippines is one of the country who embraced the introduction of ride-hailing service as a mode of transportation with an estimated millions of Filipino users in back in 2018.

Additionally, it is also mentioned that by 2022, there is an expected more millions of users who will use it. Moreover, Philippines is the first nation to implement a regulation for this mode of transportation which allowing all the brands of ride-hailing services to function with authorization in Metro Manila. The increasing demand for another transportation services and the problem of traffic jam in Metro Manila have truly became a way to allow the legalization of ride-hailing services in the Philippines [51].

### ***2.7. Angkas, the Pioneer of Ride-hailing Service in the Philippines***

Ride-hailing apps have truly transformed the way people commute on a daily basis this is why right now, a lot more brands are starting to appear in the market because they've seen that Filipinos are really into this type of transportation service. Since then, the ride-hailing and ride-sharing transportation have been gathering attention, the demand to operate in congested locations have flooded in. In an answer to this problem, Angkas started the ride-hailing trend in the Philippines. This mobile ride-hailing application was created in order to offer the commuters a fast, safe and budget-friendly mode of transportation. According to Gamboa, Angkas was established by a Singaporean named Angeline Tham back in 2015. The brand was said to be created for the reason that Tham was late in her meetings while staying in the Philippines for a couple of time. It is also said that Angkas has gained a huge power in the global transportation industry over the last period. Right now, Angkas is currently available in Metro Manila and Cebu and is currently targeting Davao City in the island of Mindanao. Additionally, Grab and a lot more are in tight competition with Angkas in the same field. In an urban place like Metro Manila, where normal commuting is a big problem, ride-hailing, carpooling services have really made a significant effect by getting people from point A to point B more accommodating [48]. Back in 2017, Angkas has faced a tremendous challenge against the government for its regulation. Navallo overstated that back in 2017, operation of Angkas was temporarily put on hold by the Land Transportation Franchising and Regulatory Board (LFTRB) for a reason that Angkas does not have enough permit in regards to the safety of the ride-hailing service in the Metro Manila. As a result, Angkas was forced to introduce their parcel delivery service in order for the business to survive. In 2019, the Department of Transportation finally allows Angkas to operate their ride-sharing service again to the commuters. Currently, the pandemic is still affecting all the riders and as well as the users because they cannot fully operate, however they are doing their best to cope up in this pandemic time.

### ***2.8. Foreign and Local Literature Synthesis***

Nowadays, in terms of seeing any advertisement, the public is more captivated with guerilla marketing strategy which is an extraordinary modern concept that encourages not only monetary investment but also time, dynamism, resourcefulness, and access to a lot of information. Guerrilla marketing principles are also exposed on the Internet, with the ability to provide a wide range of tools, features, and processes in an effort to increase the number of potential customers on the internet and persuade them to buy. The popularity of guerrilla marketing is intensely growing as modern technology has a rapid impact on consumer behavior, as evidenced by users' rapid Internet usage and generation z's overall deteriorating exposure to traditional forms of advertising. One of the online guerilla marketing strategies is the meme advertising which is a method of promoting a business product or service with the use of memes, an internet-based

phenomenon which contains viral fragments of user-generated content like image, video and even at times, audio clips. This trending technique of viral marketing is simultaneously gaining fame these recent years from the infiltration of social media into everyday life of humans due to the fast-paced progress in technologies and dissemination of information thereof. Second, as firms look for innovative ways to improve how their marketing teams engage with consumers, there has been some interest in the possibilities of microblogging in terms of advertising that will certainly increase brand value. This presents advertisers and businesses with an ideal opportunity to capitalize on trending subjects throughout the world and reach users no matter what time and no matter where they are in the world. Another strategy of online guerilla marketing is the moment marketing which isn't just a passing trend but rather a marketing phenomenon that will remain in the business world incessantly. Firms commonly use this to engage in ongoing conversations that are relevant to how they market themselves. In the Philippines, Angkas have been implementing this online guerilla marketing strategy to its advantage. As seen with the brand's social media accounts, it is very evident that the public remember Angkas for their ads that contain immensely relatable context that is currently happening in today's era.

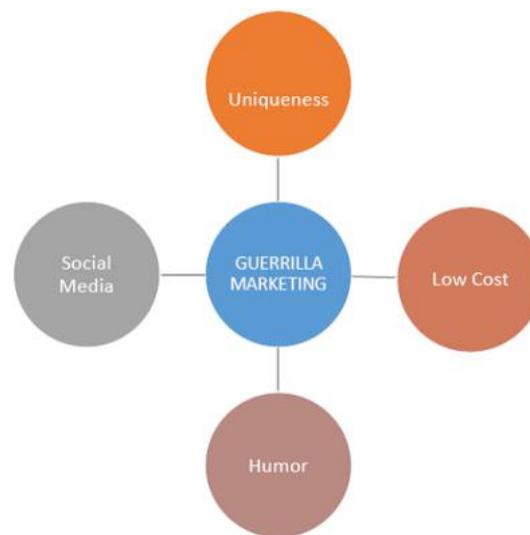
Angkas, the first ride-hailing service was established by Angeline Tham, a Singaporean tycoon. Angkas have been known in the Philippines for its service that is very convenient for the commuters in Metro Manila and Metro Cebu. This is why a lot of ride-hailing market is continuously growing the the Philippines. Ride-hailing has never been more enticing than it is at the moment. Various ride-hailing services are now accessible in a range of locations across the world gaining power on a global scale only in recent times. This motorcycle-based transportation services have truly gained in popularity not just in the Philippines alone but also to Southeast Asian countries as traffic jam get worse and commuters seek a more effective method to get into their destinations. Motorcycle as a transportation service have really emerged as the primary mode of transportation in the Philippines.

## **2.9. Theoretical Framework**

Nauman [36] overstated that a proper guerrilla marketing stands out from the public by being low-cost, amusing, provocative enough to arouse an emotional response, and unconventional. Guerrilla marketing takes place in the real world, and it's frequently done in a playful, inventive, and unexpected manner. In addition to guerrilla marketing, it's essential to think of two aspects which comprises of the target audience and the brand's objectives with the guerrilla marketing campaign. One of the most successful key of implementing guerrilla marketing is to have a competitive advantage among competitors that should be overly imaginative in order to gather more audience. In comparison to online campaigns, the results of guerrilla marketing may be handful for brands to track. Since metric is an important tool for every brand, there is surely a need to incorporate a web-based component into these marketing projects. These metrics can be seen as social media hashtag or a landing page. In terms of placing guerrilla marketing on various places, creative and aesthetically pleasing street art or organizing a pop-up launch party should be implemented. In this circumstances, brands aim for a balance of smart and stimulating marketing message in order to elicit a strong emotional response. (Figure 1)

According to Aulia, one of the key element to have a successful online guerrilla marketing is to manage social media continuously and create amusement in an exceptional way while at the same time keeping the cost of various advertisements

and promotional activities in low cost. It is vital to adapt and upgrade advertising and promotional strategies effectively on a steady basis so that the evolving guerilla marketing strategy will complement the complexities of today's competitive market. Likewise, guerrilla marketing is made for a reason of stimulating the emotions of a customer. This method isn't meant for all types of goods and services; it's more characteristically used for "edgy" products and services so that the brand can reach out to younger shoppers who are more likely to respond positively [19]. On top of that, guerrilla marketing can be implemented on different locations that are filled with large people including streets, parks, covered courts, carnivals, seaside, and shopping malls. Though, it is important to consider those problems that may arise when implementing this marketing strategy. One of the most crucial components of guerrilla marketing is determining the time, location, and platform to implement a campaign in order to avoid legal repercussions.



**Figure 1.** Theoretical Framework: A Study on awareness levels of guerilla marketing techniques among select young adults in muscat- sultanate of oman (Source: Aulia, 2017).

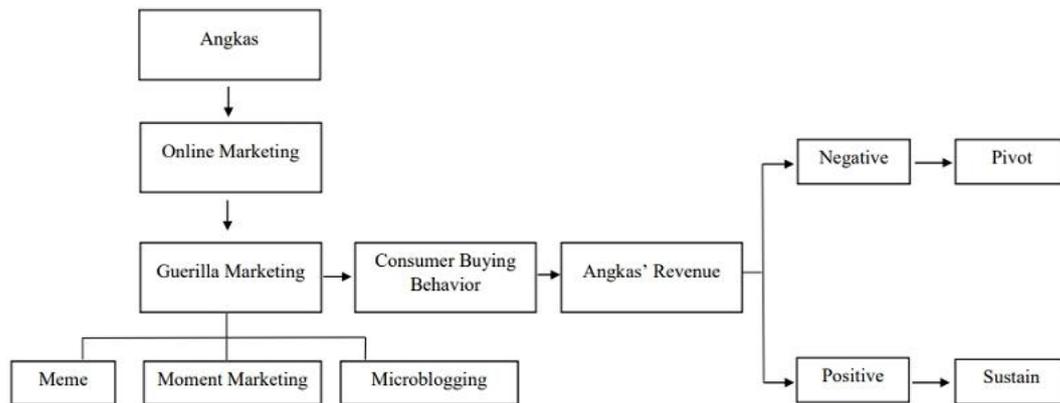
According to Wyman [58], social media is an excellent tool for small businesses focusing on community and individual customers to communicate directly with their customers and to build brand exposure and loyalty. Even more so, social media may be used to generate leads. A brand can create valuable content and tools for their prospects and customers while also developing customer loyalty. The main reason why users are searching the brand on various social media platforms is to be able to get an update. Additionally, these people are more likely to convert than someone who sees an ad or an offer that is irrelevant to their requirements since they have previously opted in.

Businesspeople may capitalize a significant amount of money on marketing strategies. As luck would have it, smaller businesses can compete with larger, more established corporations via the Internet. If a person is a tycoon, they don't have to be concerned about large corporations pouring money into political campaigns left and right. Low-cost marketing tactics can be used in a variety of ways to achieve the same results. [8]

### 2.10. Conceptual Framework

A conceptual framework presents a diagram that the researchers want to study. It captures what researcher see and how they will make sense to what they are studying.

The concept of this study focuses on the effects of online guerilla marketing strategies on consumer buying behavior as observed on Angkas' users in Metro Manila.



**Figure 2.** Conceptual framework of the effects of online guerilla marketing strategies on consumer buying behavior as observed on Angkas' users in Metro Manila.

The Figure 2 above shows the effect of Angkas' online guerilla marketing strategy on the factors of purchase decision of their users. There are many things to consider in knowing the perception of Angkas' users about the effects of guerilla marketing and how Angkas will effectively utilize this strategy to be efficient in their advertising. Understanding these factors and perceptions of Angkas' users regarding adopting guerilla marketing as a means of advertising the style of Angkas will help our research in understanding the phenomenon. The outcome of these marketing strategies will affect the sales of Angkas, wherein if it's a positive effect, it should be sustained, and if it has a negative effect, changes and improvement must be done.

### 2.1.1. Statement of Hypothesis

HO: There is no significant relationship between the level of familiarity and the effectiveness of Angkas' online guerilla marketing strategies on consumer buying behaviour

H1: There is a significant relationship between the level of familiarity and the effectiveness of Angkas' online guerilla marketing strategies on consumer buying behaviour.

### 2.1.2. Definition of Terms

**Advertising.** A tactic or method of promoting a product or services through online, print, radio, and so on. This is a way of sending a personal communication from a brand to a potential customer. Brands are using this tactic in an effort to persuade people that they need the product or service.

**Consumer Behavior.** It is a study of how individuals make their decisions in terms of purchasing their wants and needs. Studying consumer behavior is vital for an organization in an effort to determine how these potential consumers will react to a newly created goods and services. Additionally, it helps the firms to determine possible opportunities that are not yet met.

**Competitive Advantage.** An element that allows a firm to produce goods or services that are better than the offerings of the competitors [56].

**Customer Engagement.** This is an action that a business takes to engage with customers in order to create a relationship and assure brand loyalty and awareness.

This can be performed through marketing campaigns, new content developed for and placed on websites, and outreach through social media, mobile and wearable devices, among other approaches [7].

**Digitalization.** A process and a new concept of converting information from a traditional documents into a digital format. In some firms, it can mean an alternative style of work, such as retrieving data and information from gadget devices in the field and working together with employees in fresh type of approach. These changes entail more than just switching the traditional documents with digital version [10].

**E-Commerce.** It is a corporate model that lets establishments and entities to purchase and acquire goods and services in the Internet. Nowadays, almost all products can be seen and bought in the Internet by just tapping the “add to cart” button to purchase it immediately [9].

**Generation Z.** People that are born between 1997 and 2012, succeeding the millennials. This generation was raised on the internet and social media, and by 2020, some of the oldest will have graduated from college and begun working. Insider Intelligence has been investigating Gen Z's characteristics, traits, values, and trends in order to give in-depth statistics, information, and marketing methods directed towards this generation, who will undoubtedly become the largest consumer group in the near future [34].

**Guerilla Marketing.** Uses a mixture of tactics that includes public relations, advertising, and marketing into an unusual advertising strategy to target the consumers through a wide variety of means. Grabbing attention through street graphics, extraordinary occurrences, outstanding events, buzz, and product placement are example tactics of a guerrilla marketing [28].

**Intellectual Property.** Any goods that are created by an entities which is protected by the law against anyone that will use it without an authorization [27].

**Impression.** This is a metric for determining the number of digital views of a piece of content, which is typically an advertisement, a digital post, or a web page. Impressions, often known as “ad views”, are a type of measurement used in online advertising, which is frequently compensated on a per-impression basis. Counting impressions is critical for how search engine marketing accounts for and pays for web advertising, as well as analyzing the effectiveness of social media initiatives. Impressions are based on how appealing it is to potential consumers' eyes, not on how many people have enjoyed it [27].

**Infringement.** This refers to a violation, breach, or unauthorized act. Infringement arises in a variety of contexts. An infringement occurs when someone's right is violated. An infringement is also a breach of a statute. In a commercial contract, an infringement occurs when one of the contracting parties violates the contract's provisions. In the field of intellectual property, an infringement is defined as the uninvited use of copyrighted ideas and patented inventions [57].

**Marketing Globalization.** An interdependent term merging the promotion and marketing of products and services in a progressively integrated economy globally. Comprehending properly the consumer demand of needs and wants within target nations supports formerly ethnocentric corporations to construct a universal marketing mix in which product, price, place and promotion that are modeled toward a particular country's needs ([20].

**Marketing Mix.** This is the set of marketing tools that a firm uses to put up for sale their own products or services to its target consumers. Determining and placing the elements of the marketing mix lets a firm to make a cost-effective marketing decisions at every level. These decisions help a firm to cultivate their own strengths and solve its weaknesses, to have more competitive advantages in its market and to also develop their partnership with each departments and other channels [31].

**Meme.** It is a text edited over an existing photo, whether the context is something from any social media platforms or from a simple to famous person that went viral. The idea is used to emphasize something either entertaining or relatable about the photo [54]

**Meme Advertising.** A type of advertisement that uses a meme image posted by a company to various social media platforms in order to promote its brand as well as their offerings [32].

**Microblogging.** Microblogging is a mixture of blogging and instant messaging that lets users to construct short messages that will be posted and shared with the public audience online. Tweets from Twitter is a very good example of this microblogging, especially posted through mobile phones, making it easier and more suitable to connect with people or the audience of the user [35].

**Microenterprise.** It is a small business that only consists of a few people in the operation. Normally, this type of business only has an estimate of at least 10 employees. Microbusiness, its other term, only has a lesser amount of capital which at times lend by a bank and other unions. Characteristically, microbusinesses main goal is to sell products and offer services to the area that they are located in [25].

**Moment Marketing.** A strategy used by digital advertisers to make viral content by utilizing the ongoing events, and latest trending news globally in which brands inserts their products and services with it. This is of the most effective techniques for generating content in order to keep the users engaging with the brand at a marginal cost [43].

**Purchase Intention.** It is a precise measurement of rating on the consumers' likelihood to purchase a certain product of service. The data and information of purchase intention is collected through a survey questionnaire in which respondents' choose their preferred reaction to such propositions as, "It is very likely that I will buy this product." [45].

**Ride-hailing.** It is a type of service in a way where riders rent a private driver to pick them up and take them to their travel destination. In the past, this was widely used in the field of taxi and cab service but nowadays there are various ride-hailing platforms available globally, such as Uber and Lyft, to hail a ride from practically anywhere that it is available [46].

**Third World Countries.** An out-of-date and shameful word that has been widely used in the past and up to this day in order to call a nation that is in the process of developing itself [3].

**World Wide Web.** More known as the triple w which is used in the Internet. It consist of all the accessible information online that was created to present the knowledge of people globally.

### **3. Methodology**

This section includes the discussion of the research design, the means of sample size and the method of choosing the respondents, the instrument used, the procedure implemented in gathering the data, and lastly the statistical treatment used in this study.

#### **3.1. Research Design**

This research study utilized the descriptive method in order to observe and describe the consumer buying behavior of Angkas' users in Metro Manila. It aims to answer the stated problems by means of gathering necessary data for the level of familiarity of Angkas' Users on the brand's online guerilla marketing as well as the level of effectiveness of Angkas' online guerilla marketing strategy. The researchers did not manipulated nor controlled the given variables. Additionally, descriptive research cannot make predictions or determine casually. It is simply describing the existing phenomenon. According to Calderon and Gonzales, a descriptive survey in fast finding studies with sufficient and accurate interpretations. The quantitative (correlational) design is also structured in this study to determine the effects of online guerilla marketing strategies on consumer buying behavior as observed on Angkas' users in Metro Manila. The researchers gathered information from the respondents which is then converted into numerical equivalents. These data will undergo several statistical analyses of the study. Moreover, these mathematical treatments will help the researchers to give a conclusion and recommendations that will answer the stated problems of this study. These methods were adapted by the researchers as it fits the description given by several authors.

#### **3.2. Respondents of the Study**

The researchers were able to gather data information from residents residing in Metro Manila according to their profile such as age, city they are residing, employment status, and source of funds. The researchers used stratified random sampling in determining the number of respondents. Stratified random sampling is a probability sampling approach that involves dividing population into small groups. For data collection and analysis, researchers are using a basic random or systematic random sampling technique in order to select random groups. A total of 100 respondents were involved in the study and distribution of survey questionnaires was done through online social media.

#### **3.3. Instrument Used**

The instrument or the data gathering tool is the survey questionnaire itself that the researchers created. For how the researchers would be creating the questions, it would be based on the different variables given. For each variable, a number of questions will be listed. To determine the effects of online guerilla marketing strategies on consumer buying behavior as observed on Angkas users in Metro Manila, the researchers decided to use the Likert scale. - The Likert scale is a five point scale which is used to allow the individual to express how much they agree or disagree with a particular statementl. Since the research is based on the descriptive design, the way how the researchers will be gathering the data is through measuring the frequency of the answers from the scale of 1 to 5, where 5 means that the respondents - Strongly Agree, (4) - Agree, (3) - Neither Agree nor Disagree, (2) - Disagree, (1) - Strongly Disagree.

The researchers will provide questionnaire that will surely aid the data needed for the study to be done and become successful research.

### ***3.4. Data Gathering Procedure***

The researchers constructed a survey questionnaire to be used in the gathering data from the selected respondents. The survey questionnaire was checked and approved by our research adviser. Right after the validation of the survey questionnaire the researchers conducted and distributed the questionnaire to the respondents and after the respondents answered, the researchers retrieve them and handed over the results to statistician for analysis. Before the researchers would conduct the data gathering procedure, preparations are needed to be done. The first thing that the researchers would need to do is to brain-storm and draft out a number of possible questions and statements correlating to each online guerilla marketing strategies. Then, the researchers will select what variables are related to the given parameter and eliminate what cannot. After finalizing the draft for the questionnaire, the researchers will need to consult a grammarian or technical adviser to check the survey and planned procedures making sure that the format is correct and that the statements are in line with the statement of the problem. After the draft questionnaire has been validated, the researchers need to consult a statistician to go over what statistical treatment and formulae is appropriate to use for the given data. Next is to construct an approval letter given by the Center of Research and Development to the principle for them to acknowledge that the researchers are planning on conducting a survey questionnaire to the Angkas' users on the cities of Metro Manila. The consent of the principle with their signature is needed. After the principle has verified and approved the intent of the researchers, the researchers are then allowed to distribute the survey questionnaires to the respondents. After the respondents are done answering, the next procedure is to analyze the data given.

### ***3.5. Statistical Treatment of Data***

Given in the statement of the problem, the researchers aim to determine the Effects of Online Guerilla Marketing Strategies on Consumer Buying Behavior as observed on Angkas Users in Metro Manila. After collecting the survey from the respondents, the researchers will group the questionnaires according to the similar profile checked by the respondents. To present the data, each profile (Age, Gender, City of Residence, Source of Fund, Employment Status, and Installed Mobile Courier Application.) will have a table each. The tables will give a summary for each group in each of the profiles showing how big or small the difference is compared to each other.

But since the profiles are a mix of quantitative and qualitative data with a different number of groups listed, the researchers have decided to utilize a different formula that is needed to compute for the difference of the data that will be given.

The researchers will also use Cronbach's Alpha to test the internal consistency of the questionnaire. Since this is a self-made questionnaire created by the researchers, there is a need to check the validity of each questions that will be computed and validated by a statistician.

For the Frequency Percentage Formula this formula used to get the percentage equivalent of a given frequency and sample size. Weighted Arithmetic Mean is a statistical tool used to determine the average of the data gathered considering the

weight given to each quantitative data with the use of Likert Scale Weighted Mean Interpretation.

For the Pearson R, this will be used in determining the correlational or the significant relationship of level of familiarity of Angkas' Users on online guerilla marketing strategies implemented by Angkas and the level of effectiveness of these online guerilla marketing strategies.

### 3.6. Likert Scale Weighted Mean Interpretation

The responses to questions in the given variable were scaled using the “five-point-scale” or likert scale system and given weight as follows:

**Table 1.** “five-point-scale” or likert scale system.

Scale	Weighted Mean	Interpretation
5	4.21 – 5.00	Strongly Agree
4	3.41 – 4.20	Agree
3	2.61 – 3.40	Neither agree nor disagree
2	1.81– 2.60	Disagree
1	1.00 – 1.80	Strongly Disagree

**Table 2.** Size of correlation coefficient and its interpretation (Hinkle et al., 2003).

Size of correlation	Interpretation
0.90-1.00 (-0.90 to -1.00)	Very High positive (negative) correlation
0.70- 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50-0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30-0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00-0.30 (0.00 to -0.30)	Negligible correlation

**Table 3.** Computed Value of Cronbach Alpha of the Questionnaire Items.

INTERPRETATION	
Interpreting ALPHA for dichotomous or Likert scale question.	
Cronbach's Alpha	Internal Consistency
0.90 and above	Excellent
0.80 - 0.89	Good
0.70 - 0.79	Acceptable
0.60 - 0.69	Questionable
0.50 - 0.59	Poor
below 0.50	Unacceptable

#### 3.6.1. Frequency Percentage Formula

This formula is used to get the percentage equivalent of a given frequency and sample size.

$$\text{Percentage (\%)} = \frac{f}{N} \times 100$$

Where:

f is the frequency count of respondent in a given profile group and N is the total number of respondents.

#### 3.6.2. Weighted Arithmetic Mean

Weighted Arithmetic Mean is a statistical tool used to determine the average of the data gathered considering the weight given to each quantitative data.

Formula:

$$\bar{X} = \frac{\sum x_i}{n}$$

Where:

= mean

$x_i$  = values of x in every ith number

n = the number of  $x_i$

### 3.6.3. Analysis of Variance

$$F = \frac{MST}{MSE}$$

Where:

F = ANOVA Coefficient

MST = Mean sum of squares due to treatment

MSE = Mean sum of squares due to error

To get MST:

$$MST = \frac{SST}{p - 1}$$

$$SST = \sum n(x - \bar{x})^2$$

Where:

SST = Sum of squares due to treatment

P = Total number of populations

N = The total number of samples in population

$\bar{X}$  = Mean average

To get MSE:

$$MSE = \frac{SSE}{N - p}$$

$$SSE = \sum (n - 1)S^2$$

Where:

SSE = Sum of squares due to error

S = Standard deviation of the samples

N = The total number of observations

n = The total number of samples in a population

### 3.6.4. Correlation coefficient (Pearson $\rightarrow$ moment correlation)

$$r = \frac{SS_{xy}}{\sqrt{(SS_{xx})(SS_{yy})}}$$

### 3.6.5. Cronbach Alpha

Formula that is used to check the reliability and consistency of survey questionnaire.

Formula:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Where:

$N$  = the number of items.

$\bar{c}$  = average covariance between item-pairs.

$\bar{v}$  = average variance.

### 3.7. Reliability Analysis

*Table 4. Reliability Test Result of the Research Instrument.*

Scales	Cronbach's Alpha	N of Items	Internal Consistency
Level of Familiarity	0.91	7	Excellent Reliability
Level of Effectiveness	0.96	10	Excellent Reliability
Overall	0.95	17	Excellent Reliability

The Table 4 shows the reliability test result of the research instrument. The researchers made questionnaires for the Consumers' on the level of Familiarity and Effectiveness as perceived by the respondents a total of 17 items (Alpha=0.95) with an internal consistency of "Excellent Reliability". The Level of Familiarity consisted of 7 items (Alpha=0.91) with an internal consistency of "Excellent Reliability" and the level of Effectiveness consisted of 10 items (Alpha=0.96) with an interpretation of "Excellent Reliability" as well.

### 3.8. Ethical Consideration

This research honored the ethical standards set by the generic research ethics. Since the survey questionnaire was posted on the Internet, the researchers informed the respondents on the data treatment and confidentiality of their personal information. In connection with this, the respondents were informed about all the steps that were to be taken in this research as well as the Data Privacy Act of 2012. The researchers also informed the respondents that answering the survey questionnaire is complete voluntary and their consent was our utmost priority. Since the respondents are more important than the study, therefore they are always respected. The information provided by the respondents will only be used for the purposes of obtaining and synthesizing data that will be used to finish this research paper. Confidentiality was provided, as the subjects' identifying information was not sought.

## 4. Results and Discussion

This section deals with the discussion of the data that has been gathered from the respondents of this research by means of textual, tabular and graphical form of presentation. The data will undergo through different statistical analysis that yields mathematical results will be as basis in answering the stated problems of this study.

### 4.1. The Demographic Profile

The following are the quantitative of demographic profile of the respondents of this study.

*Table 5. Age.*

Age	Frequency	Percentage
18-22	32	32%
23-27	45	45%
28-32	14	14%
33-37	4	4%
38-42	3	3%
43 and above	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 5 shows the demographic profile in terms of age of the 100 respondents wherein, majority of the respondents ages 23 to 27 years old with over 45% of the respondents while respondents who ages from 43 and above years old being the least

According to Coconuts Manila [12], millennials (ages from 24 and above) from Metro Manila are very fond to Angkas, a ride-hailing app in the Philippines. For them, it as a worthy alternative mode of transportation to beat the traffic jam in the cities of Metro Manila since it is faster and much cheaper than other available modes of transportation. Additionally, millennials uses Angkas to travel out in order to meet their acquaintances for socializing or party gathering. Millennials will just use their phones, open the Angkas app, and summon a ride-hailing service.

*Table 6. Gender.*

Gender	Frequency	Percentage
Male	34	34%
Female	57	57%
Gender Neutral	9	9%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 6 shows the demographic profile of the respondents with regards to their gender. The above table shows that majority of the respondents whom are female and the other neutral gender being the least.

According to Ilagan, in the world of riding a motorcycle, being a passenger of Angkas means that you trust the brand and the rider. And according to Angkas riders, there are a lot of women passengers who puts their trust over the brand. However, these women at times are a bit skeptical with this mode of transportation. In an answer to this, Angkas implemented a strict regulation for their riders that they need to follow when having a woman as their passenger. As a result, Angkas have been continuously gaining their female passengers over time.

*Table 7. City of Residence.*

City of Residence	Frequency	Percentage
Quezon City	38	38%
Makati City	11	11%
Manila City	10	10%
Caloocan City	7	7%
Las Piñas City	2	2%
Malabon City	3	3%
Mandaluyong City	2	2%
Marikina City	2	2%
Muntinlupa City	2	2%

Navotas City	2	2%
Parañaque City	3	3%
Pasay City	4	4%
Pasig City	2	2%
San Juan City	5	5%
Taguig City	2	2%
Valenzuela City	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 7 shows the demographic profile regarding the city residence of the 100 respondents wherein, all of the respondents are from Metro Manila. The table shows that majority of the respondents are from Quezon City while Valenzuela City being the least.

According to Alarcon [1], Angkas gathered a lot of support from their passengers residing in Quezon City during their protest with LTFRB and Supreme Court. Angkas gathered a lot of support from these people since the ride-hailing company helps these people with their mode of transportation. The problem with heavy traffic jam and travelling around Quezon City truly affects the commuters physically and mentally. From waiting, hailing vehicles, commuters are losing their time that could have been used in other stuff like resting, doing errands and having a precious moment with their loved ones. With the introduction of Angkas in the Philippines, it has been easier for this commuters to travel around the cities.

*Table 8. Employment Status.*

<b>Employment Status</b>	<b>Frequency</b>	<b>Percentage</b>
Employed	55	55%
Unemployed	29	29%
Self-employed	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 8 shows the demographic profile in terms of employment status of the 100 respondents wherein, majority of the employment status of the respondents are employed while the remaining 16% of the respondents says that they are self-employed.

According to Rey [47], Angkas is a saving grace for employees, and workers all over Metro Manila that does not have their own vehicle. A lot of commuters don't need to wake up early anymore just to go their workplace because of heavy traffic jam in every roads. Additionally, some doctors are thankful for Angkas because a lot of patients have been saved in emergency due to their instant arrival at the hospital with the help of the ride-hailing company.

*Table 9. Source of Funds.*

<b>Source of Funds</b>	<b>Frequency</b>	<b>Percentage</b>
Allowance	33	33%
Salary	60	60%
Others	7	7%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 9 shows the demographic profile in terms of source of funds of the 100 respondents wherein, majority of the source of funds of the respondents are from their salary while 33% of them get their funds from their allowance and the remaining 7% stated that they get it with other means.

According to Piojo [42], Filipino mainly relies on their income when paying for fares on various mode of transportation that the Philippines has. Filipino commuters especially those who hail from Metro Manila are always struggling with commuting due to high fares brought by pandemic. Since there are new regulations implemented to public vehicles, truly fares spiked up. Nowadays, commuting is more costly with all public transport mode which means a commuter will pay higher than before.

#### 4.2. Usage Information

*Table 10. Where did you first hear Angkas?*

Where did you first hear Angkas?	Frequency	Percentage
Family	24	24%
Friends	21	21%
Social Media	52	52%
Physical Branches	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 10 shows the usage information of the 100 respondents wherein the question “Where did you first hear Angkas?” majority of respondents stated that they first hear the ride hailing app Angkas in social media platforms with over 52% of the respondents while the remaining 3% hear it at the first time in their physical branches.

According to Beacon Marketing [5], social media is a powerful tool in spreading newly established brands. The instant spread of word of mouth exchange of information to different people is acknowledged as one of the most effective tactic of advertising. These information travel fast and even the real-time environment of the Internet increased the probabilities for users to express by sharing, and influencing others plays a vital role.

*Table 11. Do you purchase motorcycle parcel delivery service?*

Do you purchase motorcycle parcel delivery service?	Frequency	Percentage
Yes	92	92%
No	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 11 shows the usage information of the 100 respondents wherein the question “Do you purchase motorcycle parcel delivery service?” majority of respondents confirm that they avail motorcycle parcel delivery service with over 92% of the total population while the remaining 8% said no.

According to Ibay [22], nowadays Filipinos love purchasing parcel delivery service because of its affordability, flexibility, time efficiency, and its ability to be booked and paid instantly. In the Philippines, Angkas is one of the companies that offers delivery services. In this day and age, parcel delivery services have become more essential than ever that it has also become a part of Filipino’s daily lives that helps during this pandemic.

*Table 12. At what age did you start availing Angkas services?*

At what age did you start availing Angkas services?	Frequency	Percentage
18-22	52	52%
23-27	38	38%
28-32	5	5%

33-37	1	1%
38-42	2	2%
43 and above	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 12 shows the usage information of the 100 respondents wherein the question “At what age did you start availing Angkas services?” majority of respondents said that they start using Angkas services when they aged from 18 to 22 with 52% of the population while the remaining 1% of the respondents said that they begin to use angkas service when they aged 33 to 37 years old.

According to Tomasino Web, Angkas is truly the pioneer brand in the Philippines when it comes to motorcycle-taxi as mode of transportation. Since the launch of Angkas in Metro Manila back in 2017, the passengers of Angkas consists of students from various universities in Metro Manila that rushes their way to their own respective schools. For them, it is an easier way of beating the traffic jam. Since then, Angkas have been truly famous not just for employees, students, but also for everyone who travels a lot around the Metro. Angkas has truly built their reputation when it comes to reliable ride-hailing service.

**Table 13.** How often do you use Angkas services (Parcel delivery, Ride-hailing)?

How often do you use Angkas services (Parcel delivery, Ride-hailing)?	Frequency	Percentage
Every 2 weeks	21	21%
Every month	38	38%
Every 2 months	10	10%
Every 6 months	1	1%
Every year	1	1%
No routine. When I feel like it.	29	29%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 13 shows the usage information of the 100 respondents wherein the question “How often do you get parcels delivered by Angkas?” majority of respondents said that they use Angkas to get their parcel in their home every month with over 38% of the population moreover, there is a tie in this section of survey where, 1% of the respondent use angkas services every 6 months and the other 1% said that they use this kind of service every year..

According to Singson [53], Filipino frequently uses Angkas for the purpose of either as mode of transportation or to get a parcel delivered to another person. Singson also overstated that Angkas have been really helpful to a lot of circumstances. With Angkas, a lot of commuters are able to get in their destination ahead of time without having to be annoyed because of the hassle of heavy traffic jam. Additionally, their same day delivery service is very convenient that it has helped a lot of Filipino during this pandemic where travelling back and forth is very difficult.

**Table 14.** Aside from Angkas, what other parcel delivery service do you use?

What other brands do you use?	Frequency	Percentage
Lalamove	42	42%
Mr.Speedy	19	19%
Toktok	4	4%
Grab	29	29%
JoyRide	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 14 shows the usage information of the 100 respondents wherein the question “What other brand do you use?” majority of respondents said that aside from using Angkas 42% of the respondents use Lalamove in getting their parcel while toktok app become the least with just 4% of the population.

According to Marasigan, the demand for Lalamove in the Philippines increased rapidly this pandemic due to limited mobility available in the country. Lalamove revealed that there is more than 200% growth on their orders since they have expanded their service by offering a cheaper logistic service for entrepreneurs who own small businesses. To date, there are millions of Filipino users who use the application frequently.

### 4.3. Level of Familiarity

*Table 15. Level of Familiarity.*

Statement	Weighted Mean	Interpretation
I am familiar with this meme advertisement posted by Angkas.	4.09	Agree
I am familiar with microblogs posted by Angkas.	3.91	Agree
I am familiar with moment marketing posted by Angkas.	3.83	Agree
I often see these type of ads on my social media accounts.	3.40	Neither Agree nor Disagree
I am aware that these contents posted by Angkas is part of their marketing strategy.	4.15	Agree
I am aware that Angkas utilizes the use of online guerilla marketing strategies for the purpose of having a constant conversation with their followers.	3.95	Agree
Aside from having a humorous content, I am aware that at times, there are also promotional codes on these online guerilla marketing posted by Angkas.	3.84	Agree
<b>Average Weighted Mean</b>	<b>3.88</b>	<b>Agree</b>

Table 15 shows that in terms of the level familiarity, majority of the respondents Agree with the statement “I am aware that these contents posted by Angkas is part of their marketing strategy” while the statement “I often see these type of ads on my social media accounts” being the least. As a result of all the these statement, the weighted average mean is 3.88 with an interpretation that entails the summary for the level of familiarity of online guerilla marketing strategies on consumer buying behavior as observed on Angkas users in Metro Manila has responded by the respondents as Agree.

According to Azores [2], in this day and age, social media is a place where brands continuously promotes their product, sponsors contents, and a lot more marketing campaign that people on these sites are getting skeptical about ads. Marketing campaigns of various brands are now largely seen as nothing but bothersome content of corporations. However, Angkas, the ride-hailing company in the Philippines are remembered by Filipinos as the brand that connects with their followers by posting a humorous ads. The company actually recognizes the time to be serious, truthful, and reassuring. In which why their supporters are aware that their posts are just part of their marketing strategies which these people actually loves. Angkas communicates

with their audience naturally and honestly with the use of their straightforward ads. One of the aim of Angkas is to be able to connect effectively with their customers. In relation with this, the brand want to be reachable and they do this by being willing to talk and listen to their customers with the use of their own company-generated meme ads. Angkas’ supporters are very aware that these advertisements created by the company are targeted towards them in order to have a connection and to converse effectively [14].

#### 4.4. Level of Effectiveness

*Table 16. Level of Effectiveness.*

Statement	Weighted Mean	Interpretation
Angkas possesses unique and marketable advertisements that allows easier spread of new promotions to targeted customers.	4.21	Strongly Agree
It is easy for me to trust Angkas because of their online guerilla marketing ads.	3.76	Agree
I find Angkas’ online guerrilla marketing strategies very timely and relatable.	4.19	Agree
Angkas’ ads gets my attention that I tend to research more about their services (Pricing, etc.)	3.89	Agree
Angkas’ ads makes me want to purchase their service when I will be needing to.	3.63	Agree
Angkas’ ads increases the likelihood of me choosing Angkas among other brands.	3.95	Agree
Whenever I see ads posted by Angkas on various social platforms, I immediately react by liking, sharing, commenting and retweeting their posts.	3.78	Agree
These types of ads make me anticipate for the next coming one that will be posted by Angkas.	3.75	Agree
I actually prefer seeing these type of ads on my social media accounts rather than the traditional ads online.	3.74	Agree
Overall, I am entertained with the online guerrilla marketing strategies posted by Angkas.	4.32	Strongly Agree
<b>Average Weighted Mean</b>	<b>3.92</b>	<b>Agree</b>

Table 16 shows that in terms of the level of effectiveness, majority of the respondents Strongly agree with the statement “Overall, I am entertained with the online guerrilla marketing strategies posted by Angkas” while the statement “Angkas’ ads makes me want to purchase their service when I will be needing to” being the least. As a result of all the these statement, the weighted average mean is 3.92 with an interpretation that entails the summary for the level of effectiveness of online guerilla marketing strategies on consumer buying behavior as observed on angkas users in Metro Manila has responded by the respondents as Agree.

According to Obsequio [38], Angkas did not expect how this kind of guerilla marketing became effective in catching the attention and interest of their customers. Moreover, the brand has been continuously posting these kinds of advertisements in

an effort to boost brand awareness in a way that there will be high level of engagement from social media users by garnering likes, shares, comments, and retweets. For Angkas, utilizing online guerilla marketing strategies helps them to adapt with the current trends and happenings in the Philippines.

#### 4.5. Significant Relationship

*Table 17. The significant relationship between the level of familiarity and the effectiveness of Angkas' online guerilla marketing strategies on consumer buying behaviour.*

VARIABLES	N	df	r		p-value
Level of Familiarity and Effectiveness	100	99	0.53	0.05	0.0000

*Note.*

*N- Sample Size*

*df -degrees of freedom*

*r-correlation coefficient value*

*p- probability value*

*α- level of significance*

Table 17 shows the significant relationship between the level of familiarity and the effectiveness of Angkas' online guerilla marketing strategies on consumer buying behavior. From the data, the sample size of the study comprise of (N=100) respondents with the degrees of freedom of (df=99) and the r-computed value is equal to (r=0.53 ) moderately positive correlation. Since, the probability value is equal to 0.000 and it is less than the level of significance 0.05. Therefore, there is enough evidence to reject the null hypothesis and it implies that there is a significant moderately positive correlation between the level of familiarity and the effectiveness of Angkas' online guerilla marketing strategies on consumer buying behavior.

According to Digital Bean [13], Angkas, a motorcycle ride-hailing service in the Philippines, has become famous for their meme puns and witty banter ads that they post on their social media accounts. Angkas focuses on what is currently trending in the Philippines, hence, they make witty ads related to the brand. These ads are often targeted to younger generations since these people will easily get the pun. The preference of younger generations when it comes to seeing an advertising online is a viral marketing strategies which can be often seen from platforms like Facebook, Instagram, and Twitter. Online guerrilla marketing strategies are effective method of promoting a brand online since people are getting familiar with these types of ads due to its entertaining and engaging characteristics that excites the users whenever they come across one. Angkas' most well-known platform is Twitter, where they are also most active in. Through this social media website, this is where Angkas interacts, goofs around, gets feedbacks, promotes themselves, and updates the audience. Usually, Angkas' tweets have an engagement of at least an average of five thousand likes and one thousand retweets, for a reason that the users loves their puns (Valens, 2021).

## 5. Findings, Conclusions and Recommendations

Summary of Findings:

### **5.1. Demographic Profile**

Majority of the respondents are 23-27 years old, comprising 45%.

57% of the respondents are female.

38% of the respondents are residing in Quezon City.

55% of the respondents are employed.

Salary is the source of funds of the majority of the respondents, comprising 60%

### **5.2. Usage Information**

92% of the respondents purchases motorcycle parcel delivery service.

52% of the respondents first heard the Angkas on social media platforms,

52% of the respondents started availing Angkas at the age of 18-22.

42% of the respondents uses Lalamove as an alternative brand.

38% of the respondents use Angkas' services every month.

### **5.3. Level of Familiarity**

Respondents are aware that contents posted by Angkas is part of their marketing strategy with the weighted mean of 4.15.

Respondents are familiar with meme advertisement posted by Angkas with the weighted mean of 4.09.

Respondents are aware that Angkas utilizes the use of online guerilla marketing strategies for having a constant conversation with their followers with the weighted mean of 3.95.

Respondents are familiar with microblogs posted by Angkas with the weighted mean of 3.91.

Respondents are aware that aside from having humorous content, Angkas is also posting promotional code as part of their online guerilla marketing with the weighted mean of 3.84.

Respondents are familiar with moment marketing posted by Angkas with the weighted mean of 3.83.

Respondents often see these types of ads on their social media account with the weighted mean of 3.40.

### **5.4. Level of Effectiveness**

Respondents strongly agree that they are entertained with the online guerilla marketing strategies posted by Angkas with the weighted mean of 4.32.

Respondents strongly agree that Angkas possesses unique and marketable advertisements that allows the easier spread of new promotions with the weighted mean of 4.21.

Respondents agree that they find online guerilla marketing posted by Angkas very timely and relatable with the weighted mean of 4.19.

Respondents agree that ads of Angkas increases their likelihood to choose Angkas among other brands with the weighted mean of 3.95.

Respondents agree that the ads of Angkas get their attention that they tend to research about their services with the weighted mean of 3.89.

Respondents agree that whenever they see an ads posted by Angkas on different social media platform they immediately like, share, comment, and retweet the posts with the weighted mean of 3.78.

Respondents agree that they easily trust the Angkas because of their online guerilla marketing with the weighted mean of 3.76.

Respondents agree that these kind of ads make them anticipate the next upcoming ads that will be posted by Angkas with the weighted mean of 3.75.

Respondents agree that they prefer seeing these kind of ads on their social media platforms rather than seeing traditional ads online with the weighted mean of 3.74.

Respondents agree that ads posted by Angkas make them avail the services when they need it with the weighted mean of 3.63.

### ***5.5. Significant Relationship***

There is a significant moderately positive correlation between the level of familiarity and level the effectiveness of Angkas' online guerilla marketing strategies on consumer buying behavior.

## **6. Conclusions**

Based on the above findings, the researchers arrived at the following conclusions.

The aim of this study is to determine the Effects of Online Guerilla Marketing Strategies on Consumer Buying Behavior as Observed on Angkas Users in Metro Manila. Supported by the evidence gathered from the respondents, the following are the statements of the conclusion:

In terms of the user information, the researchers concluded that Angkas' users generally become aware of the brand's existence because of the word-of-mouth in social media platforms. Consumers also start availing Angkas' services at the age of 18. And almost a lot of the respondents purchase the parcel delivery service of Angkas every month. Lastly the result also revealed that Angkas' major competitor is Lalamove.

In terms of level of familiarity, the researchers concluded that Angkas' users are aware of the existence of these types of online guerilla marketing since they usually often see these ads on their social media accounts. Second, these users acknowledge that online guerilla marketing strategies by Angkas are made to have a constant conversation with their followers. Truly, online guerilla marketing strategies of Angkas helps the respondents get connected with the brand and their promotions, which encourages them to use the ride-hailing mobile application. Lastly, some of the users are also aware that Angkas uses humorous ads with promotional code. However, based on the results gathered by the researchers, some users are still unaware of the promotional codes on these ads and it would be better if Angkas emphasize it more than the humorous context in order to boost more sales.

In terms of level of effectiveness, the unique and marketable advertisements of Angkas allows the dissemination of new promotions to targeted consumers. Hence online guerilla marketing has an effect on consumer's buying behavior due to its timely and relatable characteristics. Second, these strategies implemented by Angkas have a positive impact which makes the consumers easily trust the brand. Moreover, users are really drawn to Angkas' unique advertisements and as a result, these users are more likely to learn more about the brand's services which also makes them want to purchase more in the future. Furthermore, the respondents are likely to choose Angkas over their competitors due to their engaging ads. Since Angkas' users prefer these types of advertisements rather than the traditional ones, it is no doubt that the users are anticipating Angkas' next advertisement. In general, Angkas' users are very entertained with the online guerrilla marketing posted by Angkas hence, Angkas should sustain these marketing strategies.

## **Recommendations**

In light with the findings of the study, the following are then recommended:

### **For Future Researchers**

Future researchers should carry out the same study with larger population size in order to arrive at a more accurate result. Additionally, we recommend to future researchers to further look for other online guerilla marketing strategies other than the three strategies that we have given as there are also other strategies that can also be studied. Lastly is to conduct an interview with Angkas' users and other consumers to determine and evaluate their experiences since a larger data set will provide more conclusive results as well as definite conclusions of the purchasing decisions of consumers.

### **For the Level of Familiarity**

#### **Microblogging:**

The researchers recommend that Angkas should focus on their Twitter account and update several times weekly. By posting often, the brand can familiarize the audience with this strategy and Angkas can build larger followers. Moreover, since microblogging means communicating with the audience, Angkas should ask questions in order to make the users involved with the post.

#### **Moment Marketing:**

Angkas should familiarize their audience by creating more moment marketing ads on their various social media platforms. It is very important for them to give emphasize on their brand in the picture along with the chosen on-going event or trending topic that is suitable for the message that Angkas is trying to convey. Moreover, Angkas can maximize the effectiveness of moment marketing by creating a content calendar. By doing an advanced research on upcoming events in the Philippines, the brand can prepare an effective moment marketing ads that will increase the possibility of Angkas' followers to share their content on their own social media platforms.

#### **Social Media Presence:**

Angkas should see this as an advantage and create more humorous and engaging ads. It will be better if Angkas will boost these ads in order to gather more potential customers. By hopping into a famous cultural moment successfully through the implementation of online guerilla marketing, Angkas can accomplish better brand awareness and higher level of consumer engagement. By also being creative and witty in a timely manner, Angkas can develop familiarity with their audience while generating emotional reactions.

#### **Online Guerilla as a purpose of having constant conversation:**

The researchers recommend that Angkas should interact more with their audience on their various social media platforms by replying to relevant comments of their followers.

#### **Promotional Codes:**

Angkas should make the code's font bigger when they are posting an ad that contains a promotion. Moreover, Angkas should put into their caption that there is a promo code in the said picture in order for their followers to be aware of the said promotion campaign. If this campaign is done effectively, it will create a hype and can create a sense of urgency that will boost the sales of Angkas.

### **For the Level of Effectiveness**

#### **Trust:**

Angkas should focus on creating a more serious, and relevant engaging content. Since online guerilla marketing focuses on having humorous content, the downside to this is that sometimes the audience may not see Angkas as a genuine brand. In answer to this, Angkas should post serious information about the update to their ride hailing app because the audience also wants to read or get updates about them.

#### **Stimulating Attention:**

The researchers recommend that in order to get the attention of the audience and Angkas' users, the brand should generate a relevant ad that reflects a commonly popular pun or a profoundly relatable situation for everyone. Angkas should also focus on creating proper customer personas for memes and other contexts that directly target different customers. This strategy will enable Angkas to develop a deeper understanding and connection with their audience. Additionally, the brand will get a better understanding of the customers' preference, habits, demographic profile, and more.

#### **Purchasing Decision:**

Angkas should create engaging ads that contain flash sales and discounts in order to create a sense of urgency for their customers. This ad should include a limited time offer or deadline that will make the customers feel like they should avail the promo.

#### **Anticipation for next ads:**

The researchers recommend that in order for customers to anticipate the next ad that will be posted by Angkas, the brand should focus on creating more witty ads. Also, Angkas should try creating online guerilla ads that contain a survey or poll which can be related to the buying persona of customers in order to have more engagement with their followers. Additionally, they can partner with social media influencers to share their ads while at the same time promoting the company in their own way.

Furthermore, they can use the mobile app for push notifications that will remind the audience of the new updates of Angkas on their social media accounts.

### **Preference:**

The preference of the consumers easily changes considering the new trends and the evolvement of new advertisement styles. They tend to like new promotions rather than the traditional ones. With that 17% of the population of respondents answered that they neither agree nor disagree while 15% of the respondents disagree. In light of this, the researchers recommend that Angkas should not only focus on creating online guerilla marketing ads because their customers have different preferences and that at times, their older audiences do not really get their humor. As a result, they ignore these types of ads. In order to be more preferred by all, Angkas should create more sophisticated ads that are also informational to everyone. Additionally, Angkas should utilize the use of video ads since this type of advertisement consists of two elements that attract user attention which includes movement and audio. Video ads are effective since it has a significant role in spreading a well-organized message, therefore resulting in better engagement.

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The authors declare that there is no conflict of interest regarding the publication of this article.

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