

**A STUDY ON
UNCONVENTIONAL MARKETING STRATEGIES AND
TACTICS IN THE FAST-FOOD INDUSTRY**

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**“A College with Potential for Excellence” By UGC
Accredited with Grade “A” By NAAC
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Certificate:

This is to Certify that Alnoor Thayani (111720029028), and Sahithi Yadav (111721029009) have successfully submitted a project report on “A Study On Unconventional Marketing Strategies And Tactics In The Fast-Food Industry” as partial fulfillment for the award of BBA Degree from Loyola Academy, Affiliated to Osmania University, Hyderabad during the year 2023-2024.

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This is to certify that the following students have completed an in-house project titled “A Study On Unconventional Marketing Strategies And Tactics In The Fast-Food Industry” at Loyola Academy, Alwal.

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They have done this project under the guidance and supervision of Dr. Sangeeta Peter, Assistant Professor of Bachelor of Business Administration, at Loyola Academy. The project was completed to our satisfaction and they showed keen interest and dedication to the project. The project duration is from January 2024 to March 2024. We place our appreciation on record for her best effort.

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DECLARATION

We, the students of Loyola Academy, Old Alwal, Secunderabad (Autonomous), affiliated with Osmania University, hereby declare that the project entitled “A Study on Unconventional Marketing Strategies and Tactics in the Fast-Food Industry,”, has been prepared and submitted as a partial fulfillment of Bachelor’s Degree in Business Administration (BBA) degree.

We further declare that it is an original work done as a part of the academic course and has not been submitted to any other university for the award of any degree/diploma/certificate or published at any time before.

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Abstract

The fast-food industry is a cornerstone of modern consumer culture, offering convenience, affordability, and indulgence to millions globally. In this dynamic and fiercely competitive sector, fast food companies are continually innovating to capture consumer attention and drive sales. This study, conducted over three months with a sample size of 150 respondents, investigates the use and impact of unconventional marketing tactics within the fast-food industry. Its objectives include exploring unique marketing strategies employed by industry players, assessing their influence on consumer purchasing decisions, and analyzing key factors contributing to their effectiveness, such as aesthetics, humor, clarity, novelty, relevance, and surprise. Using a mixed-methods approach, including surveys and observational analysis, the research aims to provide insights into consumer perceptions and behaviors, assisting industry practitioners in differentiating their brands and engaging consumers in an increasingly competitive market landscape. Unconventional marketing tactics have emerged as a strategic avenue for brands to establish unique identities in consumers' minds, from viral social media campaigns to experiential events and guerrilla marketing stunts. This study sheds light on the strategies driving consumer engagement and shaping brand perceptions in the fast-food industry's dynamic landscape.

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Chapterization

CHAPTER 1

INTRODUCTION: It gives a brief introduction about the consumer perception towards online shopping. It also includes the need for the study, the scope, objectives, research methodology and limitations of the study.

CHAPTER 2

REVIEW OF LITERATURE: This chapter includes major writings and sources about the fields concerned taken from articles and websites.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION: This chapter includes analysis and interpretation objectives of the study.

CHAPTER 4

FINDINGS, SUGGESTIONS AND CONCLUSION: This chapter contains the totality of outcomes of the study through various findings, suggestions and conclusion.

CHAPTER – 1

INTRODUCTION

1.1 Introduction

The fast-food industry is a shining example of innovation in today's dynamic business environment. It continuously tries to suit the changing needs of consumers while squeezing through fierce competition. Modern consumers have become more difficult to attract and hold the attention of traditional marketing methods due to the emergence of digital media and changing consumer behavior. As a result, fast-food restaurants have embraced unorthodox marketing techniques to stand out from the competition, provide enduring brand experiences, and increase consumer involvement. This research explores the fascinating realm of nontraditional marketing in the fast-food industry, looking at how top chains in various nations use innovation, technology, and consumer data to establish their distinct market positions. This study aims to shed light on the impact, efficacy, and possible drawbacks of unconventional marketing in the fast-food business by examining case studies, industry reports, and consumer perceptions. This study aims to provide significant insights into the future of marketing in the fast-food industry by thoroughly examining these novel approaches. By doing so, it will enable industry stakeholders to effectively navigate the complexities of contemporary marketing and promote sustainable growth in a constantly shifting environment.

This research explores the complex relationship between guerilla marketing techniques and the rapidly growing fast-food industry, with a focus on how they affect younger consumers. Given the significant influence that globalization and advertising have on consumer behavior, it is critical to comprehend how marketing strategies are changing, especially as they relate to young people. The fast-food industry has experienced a notable upsurge in recent times, characterized by the creation of multiple new restaurant chains that are keen to capitalize on the enormous potential of the market. The fast-food business, which is known for having low entry barriers and requiring little initial expenditure, has grown more skilled at attracting young consumers through a variety of marketing techniques. The diverse field of marketing is an essential tool for accomplishing corporate goals, and one particularly interesting strategy that has emerged is guerilla marketing. Guerrilla marketing, which is characterized by its non-traditional strategies for grabbing consumers' attention, is a force to be reckoned with in the fast food industry. Notwithstanding obstacles arising from many socio-economic reasons, the industry's innate affordability and accessibility propel its growth trajectory, highlighting its lasting significance in modern-day consumer culture.

The study's conclusion emphasizes the noteworthy influence of non-traditional marketing techniques on the fast-food sector, especially when it comes to attracting younger consumers. Through an analysis of the dynamic relationship between changing customer habits and marketing strategies, important information about the direction of the industry's growth and its consequences for larger society trends can be found. The industry's ongoing navigation of the challenges of globalization and technology improvements has made the deliberate application of unconventional marketing methods increasingly important in boosting customer engagement and brand visibility. Fast-food franchises continue to be popular and relevant despite the difficulties that come with a

constantly changing market. This is demonstrated by their adaptation and tenacity. To educate strategic decision-making in the fast-food business and beyond, more study into the complex dynamics of unconventional marketing and its effects on consumer perceptions and behaviors is needed.

1.1.1 What Is Marketing

The intricate process of marketing involves a range of activities to create, communicate, distribute, and exchange offerings that are beneficial to clients, partners, customers, and society as a whole. At its core, marketing involves comprehending the diverse requirements and desires of customers and utilizing this information to develop products and services that are tailored to meet their needs. Effective distribution and advertising strategies are also necessary to ensure that these solutions are as visible and accessible as feasible. However, marketing is more than just sales; it's about establishing enduring bonds with customers that eventually result in support and allegiance. Marketers must constantly innovate and adapt to deal with shifting market dynamics, seize new opportunities, and get past challenges. This supports an organization's growth and long-term success in a dynamic environment.

Marketing is the process of using numerous tactics, such as advertising, promotions, and market research, to please and keep customers, whether they are businesses or consumers. Sellers, such as manufacturers, retailers, or specialized marketing companies, are in charge of it. The planning process is guided by market orientations, which take into account elements such as product attributes, advertising platforms, and target market features. The marketing mix establishes how products will be sold and promoted using strategies like price incentives and discounts, taking into account environmental conditions and research findings. All things considered, marketing is vital to the success of businesses and the formation of consumer behavior.

1.1.2 Definition Of Marketing

The definition of marketing, according to the American Marketing Association (AMA), is described as a wide variety of actions targeted at determining and profitably meeting client needs. It includes gathering consumer behavior data through market research, creating goods or services to satisfy those needs, determining fair prices for the goods, promoting the goods via a variety of media, and making sure the goods are distributed effectively to reach target markets.

In the words of Cundiff and Still – “Marketing is the term used to describe collectively those business functions most directly concerned with the demand stimulating and demand-fulfilling activities of the business enterprise”

Philip Kotler's definition of Marketing is – "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others".

1.1.3 What Is Fast Food Industry

A dynamic and constantly changing subset of the larger foodservice market is the fast-food industry. It includes a wide variety of businesses that specialize in providing quick-service meals at affordable prices. Standardized menu options that are intended for quick preparation and client delivery are what define these restaurants. Fast food businesses serve customers looking for quick and easy meal options to fit into their hectic schedules, whether they choose to eat in, take out, or use delivery services. The fast-food sector has grown significantly and become more globalized over time. Profiting on the need for quick and inexpensive meals, fast-food franchises have extended their operations throughout numerous nations and areas. Fast food restaurants have proliferated as a result of this expansion, becoming a common sight in urban and suburban settings across the globe. The industry's continued appeal and durability in the face of developing market conditions can be attributed to its capacity to adjust to changing consumer demands and its ubiquitous accessibility.

Convenience is the basic idea at the heart of the fast-food business. Fast food restaurants place a high priority on providing their patrons with quick, convenient access to satisfying meals that satisfy their appetites without requiring lengthy prep or cooking times. The widespread popularity of fast food among people in a variety of age groups and demographic categories can be attributed in large part to this emphasis on convenience. Fast food establishments market themselves as handy dining options for both people and families by offering quick and simple meal solutions that meet the busy lifestyles and time restrictions of contemporary consumers. Moreover, the fast food industry's resiliency and expansion have been largely dependent on its ability to adjust to changing consumer preferences and lifestyles. Fast food companies have implemented menu improvements, including healthier options, customizable selections, and a variety of cuisines, in response to shifting dietary patterns, health concerns, and cultural transformations. These innovations aim to serve a wider range of customer needs. Furthermore, clients now have more accessibility and convenience thanks to online ordering, delivery services, and mobile applications thanks to technological improvements and digital platforms. In the always-changing world of food service, the fast-food sector has been able to stay relevant and competitive by being flexible and adaptable to customer needs.

Convenience is the foundation of the fast-food industry's success, as it provides consumers with quick and simple access to meals meant for takeout or immediate consumption. Calls for more openness and better menu options have been prompted by growing worries about the nutritional worth and potential health effects of its goods. Fast food restaurants use aggressive marketing tactics and promotional programs to gain market share and stay relevant in the face of fierce

competition. Notwithstanding these obstacles, the food service business is resilient and uses innovation and digitization to improve client experiences and cater to changing consumer tastes while negotiating the ever-changing market.

1.1.4 Background Of The Fast-Food Industry

The growing need for quick, inexpensive, and convenient meals led to the emergence of the fast-food sector in the middle of the 20th century. It became well-known in the US following World War II as a result of urbanization, shifting lifestyles, and the emergence of the car culture. McDonald's was a major innovator in the fast-food sector, introducing standardized menu items and the idea of assembly-line production, which completely changed how food was produced and served. The fast-food sector has grown quickly over the years, both locally and abroad, with many chains springing up in many states and nations. Globalization of fast-food companies, franchise options, and strong marketing campaigns have all contributed to the industry's expansion. Fast food has thus grown to be an essential component of contemporary food culture, impacting consumer behavior, nutritional practices, and even social standards.

But the fast-food sector has also come under fire and examination, especially when it comes to its effects on labor practices, environmental sustainability, and public health. There have been discussions and proposals for more regulation and accountability within the fast-food sector due to worries about the nutritional value of the options available, how they contribute to the rise in obesity rates and their environmental impact.

The fast-food sector is still evolving and adapting to shifting consumer preferences and market dynamics despite these obstacles. It continues to be a major force in the worldwide food service industry, always innovating to satisfy the needs of a clientele that is growing more and more discriminating and diversified.

In summary, the fast-food sector has experienced tremendous globalization and evolution, becoming a ubiquitous force in contemporary communities across the globe. Fast food restaurants were first created in response to the demand for quick, inexpensive meals. To stay relevant in the face of shifting consumer preferences and lifestyles, they have used aggressive marketing tactics and embraced technology improvements. But the sector also has to contend with issues like fierce competition and worries about the nutritional value and potential health effects. The fast-food sector has persevered and innovated despite these obstacles, demonstrating its adaptability and tenacity in satisfying the needs of modern consumers.

1.1.5 Importance Of Marketing In The Fast Food Sector

In the fast-food industry, marketing is vital since it promotes customer engagement, brand awareness, and eventually profitability. Fast food restaurants need to use successful marketing

techniques to stand out from the competition, draw in consumers, and keep a competitive edge in the face of fierce rivalry and shifting consumer tastes. With the use of marketing, fast food companies may better identify and comprehend their target market and adjust their offerings to better suit the requirements and tastes of their customers. Fast food businesses can craft powerful brand messages, build buzz, and increase foot traffic to their locations by utilizing a variety of marketing channels, including social media, advertising, and promotions. Fast food companies can also differentiate themselves in a competitive market by using marketing to highlight their distinct value propositions, which might include taste, cost, convenience, or health-conscious offerings. All things considered, fast food companies rely heavily on marketing as a strategic tool to engage with customers, foster brand loyalty, and propel corporate expansion in a constantly changing market.

For fast food companies, marketing is the key to success as it directs their strategies for revenue generation, consumer engagement, and brand positioning. Staying ahead of the curve in today's competitive marketplace is dependent on the effectiveness of marketing campaigns, as consumer preferences are always changing. Fast food companies may anticipate and recognize consumer demands through focused marketing initiatives, which helps them create value propositions that appeal to their target market. Fast food companies may create unique brand experiences that encourage customer loyalty and advocacy by utilizing cutting-edge marketing channels and strategies including influencer alliances, immersive experiences, and targeted promotions. Additionally, marketing helps these businesses quickly adjust to new trends and market dynamics, maintaining their competitiveness and relevance in a market that is constantly evolving. Long-term sustainable growth and industry leadership can be achieved by fast food chains through strategic and customer-focused marketing approaches.

1.1.6 Unconventional Marketing Tactics:

- **Street Performers:** Fast food businesses use street entertainers, such as singers or dancers, as a creative marketing tactic to increase consumer interaction and drive traffic to their locations. For example, during peak hours or special events, a McDonald's franchise may have a local band perform outside its location. Live performances provide a lively atmosphere that enlivens the surrounding areas and draws in visitors who may become regular customers of the restaurant. Fast food companies may create unique experiences for their patrons and set themselves apart from the competition by leveraging the appeal of live entertainment. In the end, this program drives long-term success in the market by increasing sales and helping to create a favorable brand image in the community.



Source: Performers beat drums during the opening ceremony of the first McDonald's fast food chain restaurant in Hanoi on December 2. (AFP)

- **Unique Packaging:** Unique and creative packaging is essential for setting fast food brands apart and improving the dining experience for patrons. Consider the Doritos Locos Tacos from Taco Bell, which come in packaging that resembles Doritos chip packets. This creative strategy makes use of Doritos' well-known brand to draw in customers and persuade them to test the product. Fast food companies can effectively engage customers and leave a lasting impression by combining recognizable components from renowned snack brands into their packaging design. Such eye-catching packaging strengthens brand identification and improves product attractiveness, which in turn increases customer pleasure and loyalty.



Source: Taco Bell's Doritos Locos Tacos

- **Pop-Up Events:** Temporary pop-up events are a common strategic marketing tactic used by fast food restaurants to create buzz and attract customers. For example, KFC might plan a pop-up event at a busy park or festival, carefully selecting the location to optimize foot traffic and visibility. These occasions provide a singular chance for the business to present limited-edition menu items or promotions that aren't accessible anywhere else, instilling in customers a sense of urgency and exclusivity. KFC can effectively engage with potential consumers and create a lasting impression that motivates them to visit their traditional brick-and-mortar locations in the future by capitalizing on the festive atmosphere and social gatherings inherent in such venues. Fast food companies may reinforce their corporate identity and values while promoting a sense of community and enthusiasm through pop-up events.



Source: Image credit: KFC (New KFC Pop-Up At Vivo Has Claw Machines)

- **Food Trucks:** Food trucks are a clever and useful tool that fast food restaurants use to reach new audiences and interact with consumers in a variety of settings. For instance, Shake Shack carefully places food trucks at fairs, concerts, and busy locations to reach a wider customer base with their well-known shakes and burgers. Shake Shack can expand its customer base and target new markets by utilizing the adaptability and mobility of food trucks. In addition to being a practical choice for customers looking for quick meals, these mobile restaurants are also effective branding tools that let customers feel excited and anticipatory while also supporting Shake Shack's identity and values. Through food trucks, fast food chains like Shake Shack can create memorable experiences and establish a stronger presence in the ever-evolving culinary landscape.



Source: Photos for Shake Shack Food Truck

- **Collaboration With Influencers:** Fast food companies frequently work strategically with social media influencers to increase their online presence and reach. For example, KFC may collaborate with well-known YouTubers or food bloggers to create sponsored content that highlights their menu items. Wendy's can market its products to a wider audience and create buzz on social media platforms by utilizing the influencer's existing following and reputation. These collaborations promote genuine ties with customers in addition to facilitating product endorsements, which increase engagement and brand affinity. Fast food companies like KFC may use influencer partnerships to increase brand recognition, draw customers into their stores, and eventually increase revenue on social media.



Source: Every Marketer Can Learn Something From KFC Mario Lopez

- **Branded Merchandise:** Fast food businesses use branded products as a tactical marketing technique to interact with their clientele and build brand loyalty. Burger King, for example, sells a variety of branded clothing, accouterments, and mementos showcasing their recognizable figures and emblems. Fans may show their love for Burger King in their daily lives and have concrete memories of the company with these things. Burger King expands its revenue sources beyond meal sales and fortifies its brand identification by offering distinctive and enticing items. Additionally, branded products encourage customers to become brand ambassadors and spread the word about Burger King to others by creating a sense of community among them. Overall, branded merchandise plays a vital role in building brand awareness, driving customer engagement, and cultivating a loyal fan base for fast food chains like Burger King.



Source: Burger King Joins Forces with ‘Call of Duty: Modern Warfare’

- **Sidewalk Chalk Art:** Some fast-food chains use sidewalk chalk painting as a creative and striking marketing tactic to draw in customers and leave them with a lasting impression. For example, Starbucks hires professional painters to create elaborate chalk paintings outside their locations that visually appealingly showcase seasonal drinks and promotions. This non-traditional strategy not only makes the surrounding area more aesthetically pleasing but also successfully informs passersby about the brand's offers. Fast food companies like Starbucks may set themselves apart from rivals and make a lasting impact on people by utilizing sidewalk chalk painting. This will ultimately increase foot traffic and brand visibility in busy regions.



Source: Starbucks partners highlight the company's partnership with Lady Gaga through chalk art

- **Flash Mobs:** Fast-food restaurants frequently plan flash mobs as an inventive and eye-catching marketing strategy to create buzz and interact with their patrons. For example, Chick-fil-A may organize a flash mob at a busy mall, when people gather unexpectedly to execute a coordinated dance or routine. This unplanned, well-choreographed show is a fun way to highlight new menu items, commemorate important occasions, or just keep people entertained. Flash mobs effectively draw in bystanders and entice them to engage or learn more about the brand by utilizing the element of surprise and spectacle. Fast food restaurants can generate good connections, build buzz, and improve their brand image in the community by using immersive experiences.



Source: Chick-fil-A Cow Flash Mob Rocks Baltimore to Encourage People

- **Use Buzzy Booth:** Buzzy booths, interactive photo installations, are incorporated by fast food restaurants such as McDonald's and KFC into their locations to improve customer experiences and increase social media participation. Diners are encouraged to film and share their moments on social media sites like Facebook and Instagram by use of themed items and entertaining filters found in these booths. For example, to encourage customers to take and share pictures of their visits, McDonald's might set up a buzzy booth with branded decorations linked to its signature menu items, such as Big Macs or Happy Meals. Fast food companies boost their web presence and give customers unforgettable experiences by including buzzy booths in their marketing campaigns. Businesses successfully use social media to interact with their audience, increase brand recognition, and encourage customer participation through user-generated material shared via buzzy booths.



Source: Ronald McDonald Makeover: McDonald's Unveils Sleeker, Selfie-Taking Brand Ambassador

- **Charity:** As part of their CSR initiatives, fast food restaurants such as Subway and KFC actively participate in charitable events. For example, Subway and KFC may run fundraising campaigns in which a portion of sales from particular menu items is given to charitable causes in the community. Fast food companies show their dedication to enhancing social welfare and giving back to society by supporting charitable activities. These charitable endeavors not only support worthy causes but also improve the brand's standing and client base. Participating in these programs allows customers to enjoy their favorite meals and support worthwhile causes, which strengthens the bond between the brand and the customer. Through such philanthropic efforts, fast food chains can strengthen their community ties, attract socially conscious customers, and differentiate themselves in the competitive market landscape.



Source: KFC donates 1,300 meals to Food For The Poor through the Add Hope Programme

1.1.7 Emotions Factors Towards Unconventional Marketing Tools

- **Excitement:** To generate talk about new menu items or promotions, fast food companies frequently use excitement. Customers who are excited to experience the newest innovations, such as the Naked Chicken Chalupa or the Doritos Locos Tacos, are excited about Taco Bell's limited-time specials.
- **Surprise:** Since it attracts attention and piques curiosity, surprise may be a potent marketing tactic for fast food. Fans are excited and anticipate the McDonald's McRib sandwich, which occasionally makes an unexpected reappearance on the menu after being absent for some time.
- **Happiness:** By linking their products to happy feelings, fast food companies hope to arouse happiness in consumers through their marketing campaigns. McDonald's famous Happy Meal, which includes kid-friendly menu items plus a toy, makes both parents and their kids happy.
- **Curiosity:** To draw consumers and encourage interaction, fast food businesses frequently exploit curiosity. A burger-burrito hybrid was presented by Burger King's "Whopperito" promotion, which aroused interest and had people talking about the unusual menu item.
- **Desire:** Marketing that appeals to consumer desires has the power to pique appetites and promote purchases. The "Double Down" sandwich from KFC appeals to customers' cravings for decadent and crave-worthy foods since it uses fried chicken filets instead of bread.

- **Amusement:** Funny advertising efforts put customers to rest and help the company seem more approachable. Known for its clever and caustic replies to consumers, Wendy's Twitter account makes people laugh and encourages interaction with the business.
- **Shock:** In the fast-food industry, unexpected marketing efforts have the power to raise eyebrows and create buzz. Customers were astonished and intrigued by Burger King's "Whopper Detour" offer, which allowed them to order a Whopper for just one cent if they were close to a McDonald's.
- **Disgust:** Although it is less frequent, marketing for fast food that makes people feel disgusted can be striking and memorable. The provocative and shocking advertisements by Carl's Jr., which included sexually suggestive imagery and innuendo, were met with condemnation for being repulsive.
- **Sadness:** Emotionally charged marketing that evokes sadness can increase brand affinity and empathy. To foster empathy and persuade viewers to adopt sustainable farming methods, Chipotle produced an animated short film called "The Scarecrow," which portrays the depressing realities of industrial food production.
- **Anger:** Marketing that stirs up controversy and makes people angry can spark discussion and bring societal issues to light. While some customers have expressed dissatisfaction and boycotted Chick-fil-A due to the company's stance on LGBTQ+ rights, the brand has also gained support from people who share its beliefs.
- **Fear:** The fast-food industry uses fear-based marketing to stress the value of safety or draw attention to the negative effects of bad eating habits. The goal of Subway's "Eat Fresh" campaign is to allay consumers' concerns about consuming fast food by highlighting healthier menu selections.
- **Empathy:** Fast food companies can gain customers' confidence and loyalty by exhibiting empathy for their wants and preferences. Domino's Pizza has shown consideration for its customers with its "Pizza Turnaround" campaign, which admitted past errors and pledged to raise the caliber of its goods.
- **Gratitude:** Using expressions of gratitude in fast food marketing can improve rapport and promote kindness. Through its "Pay It Forward" promotion, Starbucks aimed to foster generosity and gratitude throughout the community by encouraging its patrons to purchase a coffee for the person ahead of them in line.
- **Confusion:** Customers' curiosity and involvement can be piqued and increased by captivating marketing initiatives that leave them wondering. Customers were surprised and amused by Burger King's "Subservient Chicken" website, where they could type commands for a person dressed like a chicken to accomplish.
- **Intrigue:** To build anticipation for new menu items or promotions, fast food chains frequently employ intrigue. Pizza Hut entices customers to purchase with its "Hut Rewards Mystery Offer," which involves providing them with an unexpected gift along with their order.

1.1.8 Difference Between Traditional Marketing and Unconventional Marketing

Below is the difference between Traditional Marketing and Unconventional Marketing

Table 1.1.8 Difference Between Traditional Marketing And Unconventional Marketing

Basis	Traditional Marketing	Guerrilla Marketing
Approach	Conventional and established marketing methods often involve mass media (TV, radio, print) and direct advertising campaigns.	Unconventional, innovative, and often grassroots approaches aimed at creating memorable experiences and engaging with the target audience.
Audience Engagement	Typically, one-way communication is where the message is broadcast to the audience without much interaction.	Highly interactive and engaging, often involving surprise elements or user participation to capture attention and create buzz.
Cost	Generally, it involves significant financial investment for advertising space, production, and distribution of materials.	Known for being cost-effective as it relies more on creativity, ingenuity, and leveraging non-traditional channels often requiring minimal financial resources.
Reach	Broad audience reach with a focus on reaching as many people as possible through mass communication channels.	Often focuses on niche or targeted audiences, aiming to create deeper connections and engagements within specific communities or demographics.
Media Channels	Mainly utilizes traditional media channels such as television, radio, newspapers, magazines, and billboards.	Leverages a variety of non-traditional channels including social media, guerrilla stunts, viral campaigns, experiential events, and street art.
Message Delivery	Delivery of the message is formal, and structured, and often follows a predefined marketing plan.	Message delivery is informal, unexpected, and designed to create memorable experiences that resonate with

		the audience on an emotional level.
Measurement and Analytics	Metrics include standard KPIs such as impressions, reach, frequency, and return on investment (ROI).	Difficult to measure quantitatively due to the unconventional nature of tactics, often relying on qualitative assessments, brand sentiment, and buzz generated.
Flexibility	Campaigns often require extensive planning and coordination, limiting flexibility in making real-time adjustments.	Highly flexible and adaptable, allowing for rapid adjustments and iterations based on real-time feedback and insights.

1.1.9 Characteristics Of Unconventional Marketing.

- **Creativity & Innovation:** To stand out in crowded markets and draw attention to brands, unconventional marketing uses creative and inventive strategies. It entails thinking creatively and using original, surprising tactics to draw customers in and produce lasting impressions.
- **Low Cost:** Unconventional marketing initiatives can be carried out with very small expenditures, in contrast to traditional marketing strategies that frequently call for a large financial commitment. To make a big effect without spending a lot of money on media buys, marketers can use unorthodox channels, grassroots strategies, and innovation.
- **Disruption and Surprise:** By cutting through the clutter of conventional advertising, unconventional marketing seeks to surprise viewers and upend the status quo. It aims to grab attention by employing novel and unusual strategies that pique interest, create buzz, and start discussions.
- **Emotional Engagement:** Consumers who are exposed to effective unconventional marketing efforts feel a range of powerful emotions, including excitement, surprise, amusement, and curiosity. Brands may establish more meaningful connections with their audience and make a lasting impact by appealing to emotions.
- **Viral and Shareability:** Nontraditional marketing initiatives are crafted to possess a high degree of shareability and viral potential, disseminated via social media and word-of-mouth channels. Brands may extend their influence and reach beyond conventional marketing channels by producing naturally shareable content.
- **Grassroots and Localized:** Unlike conventional marketing, which aims to reach a broad audience, unconventional marketing frequently adopts a grassroots strategy, focusing on particular local communities or niche consumers. Brands may establish more personal and

meaningful connections with their audience by prioritizing regional activations and focused outreach.

- **Experiential and Interactive:** Nontraditional marketing places a strong emphasis on interactive and experiential components that actively engage customers and promote involvement. Through immersive events, interactive installations, or guerilla pranks, corporations want to make an impression on consumers that they will remember for a long time.
- **Measuring and Analytics:** Although measuring unconventional marketing can be more difficult than standard techniques, organizations are using digital tools and analytics more frequently to monitor the success of their efforts. Brands may assess the effectiveness of their non-traditional marketing initiatives and refine their next moves by keeping an eye on important indicators like brand sentiment, website traffic, and social media engagement.

1.2 Statement Of Problem

- In today's changing environment, the fast-food business faces a great challenge to stay relevant and competitive. Traditional marketing strategies may not be as successful in grabbing consumers' attention and fostering brand engagement in light of the increasingly discriminating and demanding nature of today's consumers. Fast-food businesses are faced with a challenge since they need to come up with creative ways to keep ahead of the competition and successfully engage their target market.
- It is critical to investigate non-traditional marketing strategies that deviate from the industry's standard practices to solve this problem. These tactics could involve unique and creative approaches to marketing that break away from the traditional norms and capture consumers' attention in new and exciting ways. Through the implementation of non-traditional marketing techniques, fast-food companies can set themselves apart from their rivals, produce remarkable customer experiences, and reinforce consumer loyalty.
- But using non-traditional marketing strategies in the fast-food sector has its own set of difficulties and unknowns. Thorough preparation, trial and error, and risk assessment are necessary. Furthermore, evaluating these strategies' efficacy and how they affect customer behavior can be difficult. Consequently, empirical studies are required to investigate the possibilities of non-conventional marketing in the fast-food industry and offer perspectives on its practicality and efficacy.

1.3 Objectives Of The Study

- To Study The Non-Traditional Marketing Tactics Followed In The Fast Food Industry
- To Study The Impact Of The Unconventional Marketing Tactics On The Purchasing Decision Of The Consumer.
- To Analyse The Effect Of Demographic (Gender) On Factors Used In Unconventional Marketing Tactics.

1.4 Need For Study

- **Industry Evolution:** Fast food markets are dynamic, requiring innovative strategies to stay competitive.
- **Intense Competition:** With increasing rivalry, companies seek unique ways to stand out and attract customers.
- **Consumer Behavior Shifts:** Understanding how unconventional tactics influence consumer decisions is crucial in catering to evolving preferences.
- **Marketing Efficiency:** Traditional methods may lose effectiveness in saturated markets, necessitating exploration of alternative approaches.
- **Demographic Insights:** Recognizing demographic influences helps tailor marketing strategies for better targeting and engagement.

1.5 Research Methodology

1.5.1 Research Design

- Due to the small sample size of 150 respondents, the research technique will concentrate on a qualitative approach, using a survey to investigate students' post-purchase behavior and impressions of traditional marketing strategies. The goal of the study is to acquire qualitative information about the experiences, viewpoints, and responses of students to the traditional marketing techniques used by fast food companies. Throughout the research process, ethical considerations shall take precedence to guarantee participant informed consent and confidentiality.

1.5.2 Sampling Methods & Sampling Characteristics

- **Sampling Method:** To choose participants from the target student group, convenience sampling will be used. This approach entails choosing people who are easily reachable and eager to take part, like pupils from a certain school or people who live in a specific region.
- **Sampling characteristics:** A total of 150 students will make up the sample, which will be selected based on their availability and desire to take part in the survey. To provide a wide representation of viewpoints, participants will be chosen from a variety of educational backgrounds. Students with prior experience with fast food and familiarity with traditional marketing strategies used by fast food companies will be the target audience for the study. Furthermore, an attempt will be made to incorporate individuals from various age groups, genders, and academic fields to fully capture a variety of perspectives.

1.5.3 Data Collection Techniques

- **Primary Data Collection:** An online questionnaire platform will be used to run the survey and get participant replies. A series of open-ended questions will make up the questionnaire, which is intended to extract in-depth information about students' post-purchase behavior and

opinions regarding traditional fast food business marketing strategies. Through email or social media, participants will receive a link to the survey, which they may use whenever it's most convenient for them to finish. To guarantee a satisfactory response rate and to promote participation, follow-up reminders might also be sent. The survey will run for three months, after which the replies will be collected and examined for important trends and themes that pertain to the study's goals.

1.5.4 Data Analysis

- **Graphical & Tabular Representation:** Using graphic representation techniques like pie charts and bar graphs, the distribution of responses across different product categories about online purchasing behavior, the impact of website design, and other characteristics will be visually displayed. The percentages of gender, age, and occupation will be displayed in pie charts, and the frequency of purchases across various product categories will be shown in bar graphs. Tables that include comprehensive numerical data for every category and demographic group will also be included with these visualizations. These tabular and graphic representations will help to facilitate a thorough knowledge of young customers' online purchasing activity by providing a concise and simple summary of the key trends and preferences observed in their product choices and buying patterns.
- **Descriptive Interpretation of Graphs and Tables:** The primary subjects of the descriptive interpretation of graphs and tables are the study of product categories, the influence of websites on the shopping decisions of young consumers, and the variables influencing online buying behavior. By examining percentages and frequencies, we can gain more insight into the relative contributions of each category to the overall sample as well as the number of participants who selected certain items and motivators. This study aims to assess how website design affects purchasing decisions. The importance and frequency of various criteria, product categories, and website components in influencing the online purchase behavior of young consumers is succinctly summarized by the descriptive research. These observations offer valuable guidance on identifying and meeting the demands of this group in the virtual marketplace.
- **Summary On Counts and Percentages of Demographics:** Specifically, cross-tabulation will examine the relationship between age groups and product categories. This research will only look at the cross-tabulation of responses from different age groups with their preferences for specific product categories. Finding any patterns or links between the age demographics and product choices of young consumers is our aim in analyzing this relationship. We will discover significant associations between age groups and their inclination to make online purchases of particular product categories by employing this targeted approach. Ultimately, cross-tabulation will provide a deeper comprehension of the factors influencing the online buying choices made by diverse age groups of youth consumers within certain product categories.

1.6 Scope Of The Study

- This research project aims to explore students' post-purchase behavior and attitudes toward traditional fast-food business marketing strategies. The study's target demographic is students, and by concentrating on them, it hopes to learn more about how this particular customer group interacts with and reacts to different marketing tactics used by fast food businesses. The study also looks at how well various marketing strategies work to influence students' opinions of brands and their purchasing decisions. The study's conclusions will deepen our knowledge of fast-food industry consumer behavior and could help guide marketing initiatives that more successfully target younger consumers.
- Future research could compare nontraditional marketing strategies used by various fast-food restaurants or geographical areas to find differences in best practices and efficacy.
- Studies that follow the long-term consequences of non-conventional marketing tactics on market share, consumer loyalty, and brand performance may shed light on these tactics' viability and long-term implications.
- Further investigation into customer behavior and attitudes regarding non-traditional marketing strategies, encompassing their impression of legitimacy, dependability, and moral ramifications, may enhance our comprehension of their efficacy and adoption.
- Examining the suitability of non-traditional marketing strategies in sectors other than fast food, such as consumer products, retail, or hotel, may reveal fresh perspectives and innovative prospects.
- Future developments in this subject may be facilitated by looking into how cutting-edge technology like augmented reality, artificial intelligence, and virtual experiences might improve the efficacy of unorthodox marketing campaigns.

1.7 Limitations Of Study

- **Sample Size:** Only 150 students were included in the survey, which may not adequately reflect the range of consumer preferences and behaviors within the intended audience.
- **Generalizability:** Because of the study's narrow geographic focus and particular sample group (students), its conclusions might not apply to the entire population.
- **Time Restrictions:** Because the study will only last three months, it may not be able to collect and analyze data with the full breadth and depth necessary, which could lead to the observation of long-term patterns or seasonal variations.
- **Methodological Limitations:** Relying exclusively on survey data may miss deeper insights or contextual nuances that can be revealed through qualitative techniques like focus groups or interviews.

CHAPTER – 2

LITERATURE

REVIEW

2.1 Introduction

The literature review is a fundamental component of research that provides an extensive analysis of previous academic works about the subject matter of the study. A wide range of sources, including books, industry reports, and academic journals, will be examined in the literature review as we explore non-traditional marketing strategies in the fast-food industry. Our goal in compiling and evaluating this corpus of literature is to pinpoint important themes, patterns, and information gaps about fast food businesses' use of unusual marketing techniques. The literature evaluation will also offer insightful information about conceptual models and theoretical frameworks that can guide our data analysis and research methods. We want to provide a solid theoretical framework for our research and further the body of knowledge in the area of marketing in the fast-food business by critically analyzing the body of existing literature.

The literature research will also examine how customer behavior is changing, how technology is developing, and how market trends are influencing the fast-food business. Our goal is to identify effective instances of non-traditional marketing efforts and their influence on customer attitudes and brand loyalty through the analysis of case studies and empirical research. We will also critically assess the efficacy of a range of non-traditional marketing strategies, taking into account variables including industry dynamics, target audience demographics, and cultural context. We hope to have a deeper knowledge of the advantages and disadvantages of applying unusual marketing methods in the fast-food industry through this thorough evaluation of the literature, which will eventually inform our research aims and methodology.

2.2 Review Of Literature

- **According to Polat, A,** The tactic known as "unconventional marketing," which was first introduced by Jay Conrad Levinson in his 1984 book "Guerrilla Marketing," is well known for its capacity to produce the most possible effect on a small budget by using unique and inventive methods. This marketing strategy, which draws inspiration from guerilla warfare techniques, uses surprise and inventiveness to grab the audience's attention and make an impact. Due to its low cost and quick effects, guerilla marketing has grown in popularity in the fast-food industry, where adolescents make up the majority of the target audience. Fast food companies can effectively influence consumer behavior and loyalty by interacting with consumers personally and arousing emotions like enthusiasm or curiosity. Research indicates that effective guerilla marketing initiatives cultivate a feeling of belonging and worth in consumers, resulting in favorable consequences for companies. Guerrilla marketing is an effective strategy for influencing consumer choices in the fast-food industry because it appeals to emotions and the subconscious.
- **According to Selan, C. V., Lapian, S. L. J., & Gunawan, E. M. (2021),** The goal of the study was to find out how PT. Solusi Transportasi Indonesia (Grab)'s Grab Lounge program in Manado, especially, affected consumer purchase intention through guerilla marketing. Using a quantitative study involving 240 Grab customers, significant findings were revealed in the

investigation. It was discovered that there was a strong and favorable relationship between guerilla marketing efforts and customer purchase intentions as well as brand awareness. Additionally, the study found that a key mediating factor in the relationship between guerilla marketing initiatives and purchase intention is brand awareness. This research emphasizes how crucial it is to develop consumer trust and brand awareness using cutting-edge marketing techniques like guerilla marketing. All things considered, the study clarifies the effectiveness of non-traditional marketing strategies in shaping consumer behavior and building brand loyalty in the cutthroat world of the transportation sector.

- **According to Gillert, V. (2021).**, This thesis seeks to give a thorough introduction to unconventional advertising, examining its use in the marketing mix and its tools, as well as the advantages it has over conventional marketing strategies and the difficulties in putting guerilla marketing campaigns into action. The thesis' theoretical section explores the idea of guerilla marketing and concludes scholarly and professional literature. The analysis of empirical case studies of guerilla marketing campaigns follows, with links to the theoretical framework made and qualitative interviews with marketing experts who carried out the chosen campaigns included. A comprehensive investigation of the execution of guerilla marketing is facilitated by the examination of five distinct case studies from different nations. The thesis draws on theoretical conceptualizations as well as empirical facts to emphasize the benefits and requirements of guerilla marketing in comparison to traditional marketing strategies.
- **According to Onurlubaş, E. (2017).**, Businesses are increasingly using creative marketing techniques to set themselves apart from the competition and stay in the market in today's cutthroat business environment. Guerrilla marketing has become a vital strategy, especially for small and medium-sized businesses (SMEs), as it enables them to reach their target market with little financial outlay. This study aims to investigate how Izmir, Turkey, inhabitants perceive guerilla marketing techniques. To determine the primary elements impacting consumer perception, a survey was administered to 384 participants. The data collected was subjected to factor analysis. Three primary criteria were identified by the analysis: "Extraordinary," "Interesting and surprising," and "Communication." Further assessments, such as the Mann-Whitney U test, the Kruskal-Wallis test, and the Kolmogorov-Smirnov test, were conducted to investigate the differences in perception across several demographic factors, including age, gender, education level, and marital status. The results demonstrate how well guerilla marketing engages customers and offers viable tactics for SMEs looking to improve their marketing initiatives.
- **According to Ali, B. (2023).**, This study looks into how guerilla marketing techniques affect Generation Z consumers' liking of advertisements in Jabodetabek and Bandung. Though guerilla marketing techniques are becoming increasingly popular worldwide, little academic research has been done on examining how these aspects affect Generation Z customers, especially in the Jabodetabek and Bandung regions. To close this gap, a triangulated method of data collection and validation was used in a qualitative study. This comprised twenty Zoom-based, semi-structured interviews with members of Generation Z, together with a thorough

literature study and focus group discussion. During the interviews, visual elicitation techniques were used to elicit comprehensive ideas and stimulate conversation through the use of real-world examples of effective guerilla marketing campaigns. The results showed that among Generation Z customers in Jabodetabek and Bandung, there was a favorable link between guerilla marketing aspects and advertisement likability. According to the study, people favor advertisements that are imaginative, surprising, emotionally compelling, visually appealing, and pertinent. For SMEs in particular, these results provide insightful information for marketers looking to connect with Generation Z consumers in these areas. The study emphasizes how guerilla marketing techniques can improve the likeability of advertisements and stresses how crucial it is to comprehend these strategies to successfully target this significant audience. It is advised that more studies be done to confirm these results in a variety of cultural situations and consumer demographics.

- **According to Dagorn, A. (2015),** This study aims to examine the effectiveness of guerilla marketing in modern society, with a special focus on the attitudes and practices of members of Generation X and Generation Y toward traditional media and guerilla marketing tactics. The study's target population will be Dublin locals between the ages of 18 and 55. The research intends to investigate several topics in the context of guerilla marketing, such as consumer emotional reactions, brand awareness, and purchase intentions. Through an analysis of these variables, the study aims to offer insights into how well guerilla marketing strategies engage target audiences and influence customer behavior. The goal of this analysis is to add significant knowledge to our understanding of contemporary marketing strategies and how they affect consumer attitudes and behavior.
- **According to Mokhtari, M. A. (2011),** In Iran's Small and Medium Enterprises (SMEs), this study aims to investigate how brand and guerilla marketing methods contribute to sustaining and growing the consumer purchasing portfolio. The investigation was guided by three hypotheses that addressed the connection between consumer purchasing behavior, guerilla marketing, and brand awareness. To carry out the research, questionnaires based on well-known brand awareness and guerilla marketing models and techniques were created. Correlation analysis was utilized to test the primary and sub-hypotheses included in the conceptual model. The results supported every hypothesis and showed a strong correlation between brand awareness and guerilla marketing in Iran's SMEs. Additionally, the study determined the brand awareness elements' priority sequences, with marketing budget, perceived product quality, and perceived product proportion appearing as major determinants. This research advances our knowledge of how brand strategy, guerilla marketing, and consumer purchasing behavior interact with Iranian small and medium-sized enterprises.
- **According to Ouf, G. M. (2023),** In the field of advertising, designers are always looking for fresh ideas, eye-catching visuals, and unambiguous messaging to convey to viewers. Contrarily, marketing includes several elements, including brand management and market analysis, of which advertising is an essential component. Advertisers have resorted to creative

and unusual ways to grab consumers' attention as they grow more skilled at seeing and ignoring traditional advertising. With its innovative and unorthodox methodology, guerilla marketing seeks to engage, surprise, and captivate customers in ways that conventional advertising is unable to. The purpose of this study is to investigate the connection between guerilla marketing and guerrilla advertising, emphasizing the influence that advertising strategy choice might have on brand perception. Through a descriptive analysis of different guerilla advertising strategies, the study clarifies how well these out-of-the-ordinary methods work to grab consumers' interest and loyalty.

- **According to Ahmed, R. R., Qureshi, J. A., Štreimikienė, D., Vveinhardt, J., & Soomro, R. H. (2020)**, Effective marketing strategies are essential for any firm or product to survive and expand sustainably in today's intensely competitive business environment. The purpose of this study is to investigate how small and medium-sized businesses (SMEs) use guerilla marketing strategies and how this affects consumer choice. Furthermore, the research endeavors to examine the intermediary function of brand recognition and the moderating influence of technology within the context of guerilla marketing. To collect data, a quantitative survey with standardized questionnaires is administered to prospective customers. SEM-based structural modeling methods are used in the data analysis, including conditional process analysis and exploratory and confirmatory factor analyses. The results show that guerilla marketing strategies have a big influence on consumers' decisions to buy, including viral marketing, unusual events, street graphics, and memorable occasions. Additionally, the study shows that while technology plays a crucial moderating role in enhancing the association between guerilla marketing tactics and consumer purchase decisions, brand awareness is a powerful mediating component that amplifies its influence on those decisions. This empirical validation highlights the usefulness of a new model of guerilla marketing, giving valuable insights for both marketing practitioners and future scholars.
- **According to Özkan, S. Y. (2019)**, With a particular focus on a Turkish sample and pertinent literature, this thesis aims to investigate how guerilla advertising affects consumers' perceptions regarding advertisements and their buying intentions. Guerrilla advertising has gained popularity among marketers looking to boost competition and reach a wider audience with less time and money than traditional advertising approaches since it is perceived as a novel and unconventional approach to advertising. Guerrilla advertising has been studied relatively little and is not widely used, but there is still much need for more research. Therefore, the purpose of this thesis is to examine the principles, applications, and case studies of guerilla advertising. It also uses a thorough questionnaire given to Turkish citizens who are at least 18 years old to examine how guerilla advertising affects consumer behavior, including sentiments about commercials and intentions to make purchases. This study intends to add to the body of knowledge on guerilla advertising by illuminating its traits and efficacy in advertising through the data gathered from 264 participants.
- **According to Dinh Duc Tam and Mai Ngoc Khuong (2015)**, The purpose of this study was to look into how guerilla marketing affects consumer behavior. After exposing consumers to

twenty guerilla advertisements, the study evaluated their perceptions by referencing previously published research and conceptual frameworks in the advertising field. The impacts of different factors on purchase intention were examined in the study using Factor Analysis and Multiple Regression. The results showed that buy intention was highly influenced by creativity, emotional arousal, and message clarity, but comedy and surprise had no discernible effects. This study provides implications for the use of guerilla marketing in Vietnam and advice for advertising professionals on how to create persuasive marketing campaigns that engage and persuade consumers. It is a great resource for scholars and industry practitioners alike.

- **According to SPAHIC, D., & PARILTI, N. (2019),** Every business must have effective consumer communication, and the mode of communication must be carefully chosen. Guerrilla marketing communication sticks out as a particularly fascinating and effective strategy that enables businesses to have a big impact on the public with little money. In a market overflowing with conventional ads, innovative campaigns set in unusual settings provide a captivating means of connecting with viewers. To understand why and how guerilla marketing communication is frequently more effective, this article compares standard marketing communication with it. One form of advertisement represents standard marketing communication, while the other represents guerilla marketing communication. These two forms of advertisements are displayed as part of the research project. Further investigation into how these communication strategies affect customers according to demographic variables like gender, income, education, and nationality is another goal of the study. This research investigates how guerilla marketing efforts affect customer perception—that is, attention, curiosity, memorability, and likelihood of recommendation—using a survey with 406 participants. According to the research, many businesses may find guerilla marketing communication to be a creative challenge and a more affordable option than regular marketing strategies, which frequently result in large costs without producing noticeable effects.
- **According to Knapová, I. (2018),** This bachelor's thesis, "Exploring Guerrilla Marketing: A Case Study Analysis," aims to answer important research questions and demonstrate how guerrilla marketing affects consumer decision-making and how it can lead to new consumer behaviors and preferences. In the first part of the thesis, theoretical foundations from relevant literature are explored; in the second part, this theoretical knowledge is used practically. This thesis seeks to determine the best ways to use guerilla marketing techniques that are customized to a given company's demands through empirical study on a sample of the target population.
- **According to Dr. C. STALIN SHELLY, Dr. P. V. SARAVANAN, and Prof. Y. ALEXANDAR (2022),** India's educational institutions are struggling to draw in students against a backdrop of increased competition. The conventional marketing approach has been the norm, but there's a growing interest in investigating non-standard tactics like guerilla marketing, which has worked for major corporations like Burger King and Coca-Cola. This has led to a study project that looks into the possible advantages of guerilla marketing for colleges and universities. Regression analysis was used in causal research using a student

sample to determine how unconventional marketing affected student enrollment. The findings suggest that guerrilla marketing may be beneficial in increasing student enrollment in Indian universities. The study's conceptual model offers insightful information to educational institutions looking to improve their enrollment tactics.

- **According to Gutiérrez, J. S., Díaz, R. V., & Gutiérrez-Salcedo, M. (2019),** Many businesses are resorting to inventive and innovative guerilla marketing tactics as standard advertising approaches lose their effectiveness. These cutting-edge strategies seek to maximize impact while requiring the least amount of monetary outlay. This essay aims to investigate how guerilla marketing tactics affect Guadalajara, Mexico's food and beverage industry's ability to compete. To do this, between September and October 2016, restaurant marketing experts were given a standardized questionnaire. The results show that, when it comes to improving restaurant competitiveness, the "diffusion effect" is the most important component, followed by the "low-cost effect" and the "surprise effect."

2.3 Unconventional Marketing Tactics Used By Fast-Food Industry

We've picked a few humorous and unexpected examples of guerilla/street marketing from the catering and culinary industries.

1. When it comes to communication, McDonald's stands out as one of the most involved fast-food restaurants, frequently setting the standard for its rivals. Knowing full well the benefits of street or guerilla marketing, the company made a big splash when it introduced its McCafé by giving away free coffee for two weeks. McDonald's efficiently flooded the streets with their message by adorning lampposts, bus shelters, pedestrian walkways, and other public locations to promote this alluring offer. Their inventive tactics are supported by visual proof of their imaginative marketing approach.



Source: McDonald's McCafe

2. Belgian chocolate manufacturer Leonidas turned its advertisement poster into a chocolate Easter egg dispenser as a way to celebrate Easter and surprise people. As a result, five bus shelters were made accessible to onlookers, each featuring a background advertisement that became visible as the eggs were distributed.



Source: Belgian chocolate maker Léonidas

3. Using the beach's natural surroundings, a US seafood restaurant used an inventive guerilla marketing strategy to herald its big launch. Like a message in a bottle, the restaurant purposefully left big seashells with messages inside all around the coastline. In addition to drawing beachgoers' attention, this innovative strategy sparked interest in and excitement about the new eatery. Through the integration of unexpected and innovative components into their marketing approach, the restaurant skillfully utilized the picturesque beach setting to showcase its seafood selections in a captivating and unforgettable manner. Potential consumers were intrigued by this unorthodox approach, which also demonstrated the restaurant's dedication to originality and inventiveness in its marketing campaigns.



Source: Seashell Used As Marketing Tool

4. To raise awareness of their brand and advertise a special offer in honor of their anniversary, Michael Cohen and Rachid Ez-Zaidi, the founders of the French bagel company Bagel Corner, adopted the strategy of street marketing. Bagel Corner used eye-catching and innovative techniques to communicate with potential clients in urban settings by utilizing the dynamic and interactive character of street marketing. Through this strategy, the franchise was able to engage in direct communication with pedestrians and bystanders, effectively disseminating the promotional offer and creating excitement surrounding the brand's milestone anniversary. Bagel Corner successfully connected with their target demographic through unorthodox methods by employing street marketing strategies. This increased foot traffic to their outlets and improved brand visibility in the cutthroat food sector.



Source: French Bagel franchise Bagel Corner

5. In an interview with B.R.A Tendances Restauration magazine, Thibaud De Clercq, the founder and CEO of the Belgian chip shop De Clercq, discussed street marketing's value in promoting his company while lowering the need for ongoing advertising expenditures. Through the use of street marketing strategies, De Clercq discovered an affordable means of drawing clients and increasing his chip shop's visibility in the neighborhood. Instead of depending only on conventional advertising methods, street marketing allowed him to interact creatively and engage with potential customers in public areas, creating enthusiasm and curiosity about his brand. By using this strategy, De Clercq was able to reduce his promotional costs while simultaneously creating a lasting impression on the market through creative and impactful marketing campaigns.



Source: Belgian chip shop De Clercq

6. Street marketing has been a long-standing strategy for Domino's Pizza since CEO Andrew Megson sees it as an effective instrument for proximity communication. With the help of this tactic, the brand can communicate with present and future clients dynamically by sending out messages about particular products or services. Through the utilization of street marketing strategies, Domino's Pizza proficiently expands its client base outside conventional advertising avenues, grabbing consumers' attention in diverse locales and establishing a feeling of immediacy and significance. Megson emphasizes how street marketing is dynamic, which highlights its flexibility in adapting to various situations and delivering customized messages that appeal to the intended demographic. All things considered, Domino's Pizza's dedication to street marketing is a reflection of its continuous attempts to establish meaningful and creative connections with its patrons.



Source: Domino's Pizza

7. McDonald's has released an eye-catching billboard that, while it may not have been as effective in promoting road safety, it certainly did in drawing attention. Even for someone like me who is writing right before lunch, the sight of enormous fries is enough to entice. But the ingenious addition of a chain hanging out the window—as if someone couldn't resist snatching a fry—takes this commercial to a whole new level. It's a fun and successful approach to draw people in and satisfy their desire for decadent fast food.



Source: McDonald's Billboards

8. We can almost hear a deep, dramatic voice saying, "Open at night," over this sign, which seems a little too dramatic for a McDonald's. But maybe this was their new strategy—leaving the goofy picture behind and becoming more serious—to communicate that they were open at night. Fast food in the middle of the night is serious business, after all. We're not sure what it is about this billboard, but it appears like they are attempting to send a Bat signal. The idea of using the two street lights to form the iconic M is really basic yet incredibly brilliant, and it provides a dramatic sense. If there's one thing this list has shown us, it's that minimalism is effective in advertising.



Source: McDonald's Billboards

9. McDonald's used a crosswalk as part of an ingenious guerilla marketing effort to imaginatively advertise their famous fries. The white lines in the campaign were meant to seem like individual fries, transforming the pedestrian sidewalk into an enormous order of fries. This striking and creative strategy serves as a humorous reminder of McDonald's well-liked menu items in addition to drawing passersby's attention. McDonald's successfully connects people in novel and memorable ways by fusing pieces of common urban infrastructure into its advertising, thereby strengthening the brand's relationship with delectable fast-food options.



Source: Clever guerrilla marketing campaign: McDonald's fries crosswalk

10. throughout the world, the chilly winter season has arrived. All of us eagerly await the winter months when we may enjoy hot chocolate and hearty meals in the coziness of our own homes. There are other nearby holidays like Thanksgiving, Christmas, and New Year's. Why should eateries be any different from us when we smear ourselves with handkerchiefs and wrap ourselves in woolen garments to stay warm this winter? Another McDonald's location in Poland decided to commemorate the winter season especially. The incredible restaurant in Ustron was decked out with enormous knit winter coats, replete with buttons and enormous wool balls. View the stunning images of this distinctive McDonald's location here:



Source: McDonald's In Poland Gets A Winter Makeover

CHAPTER – 3

COMPANY PROFILE

3.1 Profiles Of Leading Fast-Food Chains

Here are the top leading fast-food chains across the fast-food industry.

3.1.1 McDonald's

Known for its burgers, fries, and other fast-food items, McDonald's is a multinational fast-food franchise. Richard and Maurice McDonald founded it in San Bernardino, California, in 1940. McDonald's feeds millions of customers every day and is currently operational in over 100 countries.

3.1.2 Subway

The fast-food restaurant chain Subway is well-known for its salads and submarine sandwiches. Fred DeLuca and Peter Buck launched it in Bridgeport, Connecticut, in 1965. With hundreds of restaurants across the globe, Subway is well-known for its extensive menu of customized sandwiches.

3.1.3 Starbucks

Known for its high-quality coffee, espresso beverages, and pastries, Starbucks is a global chain of coffee shops. In 1971, Gordon Bowker, Zev Siegl, and Jerry Baldwin formed it in Seattle, Washington. With hundreds of stores worldwide, Starbucks has grown to become one of the most famous companies in the world.

3.1.4 Burger King

This fast-food restaurant brand is well-known for its flame-grilled fries, burgers, and other items. It was started in 1953 by Keith J. Kramer and Matthew Burns in Jacksonville, Florida. With operations in more than 100 nations, Burger King is well-known for its Whopper sandwich.

3.1.5 KFC (Kentucky Fried Chicken)

Kentucky Fried Chicken, or KFC, is a well-known fast-food company across the world that specializes in fried chicken and sides. Colonel Harland Sanders started it in North Corbin, Kentucky, in 1930. KFC is well-known for its proprietary blend of eleven herbs and spices and has thousands of restaurants globally.

3.1.6 Pizza Hut

Known for its pizza, pasta, and other Italian-American dishes, Pizza Hut is a multinational network of pizza restaurants. Dan and Frank Carney created it in 1958 in Wichita, Kansas. Pizza Hut is well-known for its wide menu selections and for operating in more than 100 countries.

3.1.7 Domino's Pizza

Known for its pizza, sandwiches, and pasta, Domino's Pizza is a global pizza delivery franchise. Tom and James Monaghan started it in Ypsilanti, Michigan, in 1960. With thousands of outlets across the globe, Domino's is well-known for its dedication to quick delivery.

3.1.8 Wendy's

Known for its square salads, chicken sandwiches, and hamburgers, Wendy's is a fast-food restaurant brand. Dave Thomas started it in 1969 in Columbus, Ohio. With locations throughout multiple nations, Wendy's is well-known for its fresh meat that is never frozen.

3.1.9 Taco Bell

Taco Bell is a fast-food restaurant brand well-known for its nachos, burritos, and tacos that are influenced by Tex-Mex cuisine. Glen Bell started it in Downey, California, in 1962. Taco Bell is a multinational company well-known for its creative menu selections.

3.1.10 Dunkin' Donuts

Known for its coffee, doughnuts, and other baked goods, Dunkin' Donuts is a multinational network of coffee and doughnut shops. William Rosenberg started it in Quincy, Massachusetts, in 1950. With operations in more than 30 countries, Dunkin' Donuts is well-known for its extensive menu of coffee variations.

3.1.11 Chick-fil-A

This fast-food restaurant chain is well-known for its waffle fries, chicken sandwiches, and nuggets. S. Truett Cathy started it in 1946 in Hapeville, Georgia. Primarily operating in the US, Chick-fil-A is renowned for its dedication to providing excellent customer service.

3.1.12 Dairy Queen

This fast-food restaurant brand is well-known for its soft-serve ice cream, Blizzard candies, and other fast-food items. John Fremont McCullough created it in Joliet, Illinois, in 1940. Dairy Queen is a multinational corporation well-known for its Blizzard confections.

3.1.13 Chipotle Mexican Grill

The fast-casual eatery brand is well-known for its bowls, tacos, and burritos. Steve Ells started it in Denver, Colorado, in 1993. Chipotle is well-known for its dedication to serving cuisine with integrity and is a global restaurant chain with locations in the US, Canada, and several other nations.

3.1.14 Tim Hortons

Known for its coffee, doughnuts, and other baked goods, Tim Hortons is a Canadian fast-food brand. Ron Joyce and Tim Horton launched it in Hamilton, Ontario, in 1964. Tim Hortons is a

Canadian company that mostly serves coffee and is well-known for its Timbits and Double-Doubles.

3.1.15 Five Guys

The fast-casual eatery brand is well-known for its fries, hot dogs, and burgers. Jerry Murrell and his sons started it in Arlington County, Virginia, in 1986. Renowned for its customizable burger selections, Five Guys is a global chain of burger restaurants with locations in the US, Canada, and several other nations.

3.1.16 Panda Express

The fast-casual restaurant business Panda Express is well-known for its American Chinese fare, which includes fried rice and orange chicken. Andrew and Peggy Cherng founded it in Glendale, California, in 1983. Panda Express is well-known for its quick-service Chinese cuisine and is present in the US and several other nations.

3.1.17 Sonic Drive-In

Burgers, hot dogs, and milkshakes are the fast-food chain's specialty at Sonic Drive-In. Troy Smith started it in Shawnee, Oklahoma, in 1953. Sonic is a US-based company best known for its carhop service, which allows customers to order food from the comfort of their cars and have it delivered by carhops on roller skates.

3.1.18 In-N-Out Burger

Based mostly in the West Coast of the United States, In-N-Out Burger is a regional fast-food chain. It was started by Harry and Esther Snyder in Baldwin Park, California, in 1948. In-N-Out is renowned for both its dedication to using high-quality, fresh ingredients and its straightforward menu of burgers, fries, and shakes.

3.1.19 Panera Bread

Known for its freshly made bread, sandwiches, soups, and salads, Panera Bread is a fast-casual bakery-café brand. In Kirkwood, Missouri, it was established in 1987 by Ken Rosenthal and Ronald Shaich. Operating in both the US and Canada, Panera Bread is renowned for its dedication to providing good, clean meals.

3.1.20 Jimmy John's

This fast-casual sandwich shop is well-known for its freshly made bread and prompt delivery. Jimmy John Liautaud started it in Charleston, Illinois, in 1983. Operating in the US, Jimmy John's is well-known for its "Freaky Fast" service and an array of customizable sandwich selections.

CHAPTER – 4

INDUSTRY PROFILE

4.1 Introduction

Understanding the fast-food industry's complexities is crucial to understanding the context in which non-traditional marketing strategies function. This chapter covers a broad overview of the industry's background, including its historical development, major actors, and the various issues it faces. By exploring these facets, we may acquire a thorough comprehension of the fast-food industry and establish the foundation for the next examination of non-traditional marketing tactics.

4.2 Industry Profile

The fast-food sector is the pinnacle of convenience, providing quick-service restaurants (QSRs) to meet the needs of contemporary diners looking for reasonably priced and conveniently located meal options. Due in large part to the 20th century's rapid urbanization and changing lifestyle patterns, fast food restaurants are now commonplace features in cities all over the world, attracting families, professionals, and individuals alike. The industry is fundamentally driven by scalability, standardization, and efficiency. The fast-food concept, which was popularized by well-known companies like McDonald's, Burger King, and KFC, transformed the food service industry by bringing uniform menus, assembly-line production techniques, and expedited customer service procedures. This invention not only revolutionized the production and serving of food, but it also created the conditions for the industry's succeeding decades of rapid expansion throughout the world.

4.3 History

Drive-in restaurants and roadside diners that catered to the growing automotive culture in the United States emerged in the early 20th century, which is when the fast-food industry first began to take shape. However, the sector did not experience a seismic upheaval until the years following World War II, thanks to the visionary efforts of businessmen like Ray Kroc, who used creative marketing techniques and franchising to turn McDonald's into a household name. A wave of new competitors flooded the market as the fast-food phenomenon grew in popularity, driven by shifting social standards and the development of consumerism, all fighting for a piece of the profitable pie. During this time, enduring culinary archetypes and famous brands were established, such as McDonald's golden arches and Burger King's flame-grilled burgers, which helped to shape the industry's identity and the tastes of future generations of consumers.

4.4 Key Players

These days, international companies with strong brand recognition and wide global footprints control the fast-food industry. These major firms include industry heavyweights like McDonald's and Subway as well as conglomerates like Yum! Brands, which are the owners of KFC, Pizza Hut, and Taco Bell, have a significant impact on the market by influencing consumer preferences, fostering innovation, and setting industry standards. The main players in the fast-food industry are always changing, and so are their marketing approaches. A new era of marketing innovation and experimentation has been brought about by the rise of digital technology and social media

platforms, even though classic advertising channels like television, radio, and print media are still relevant today. In an increasingly competitive and fragmented market, fast food firms are always looking for new and creative methods to engage consumers, build brand loyalty, and boost sales. These tactics range from immersive experience events and interactive social media campaigns to strategic alliances and influencer collaborations. These major players can effectively set themselves apart from the competition, develop memorable brand experiences, and strengthen their relationships with customers by embracing unconventional marketing strategies. This will ultimately lead to sustained growth and profitability in a market that is constantly changing.

4.5 Challenges

Even with its widespread appeal, the fast-food industry has several obstacles to overcome, such as:

- **Health Concerns:** Calls for better menu alternatives and more nutritional transparency have arisen as a result of a growing understanding of the health risks—such as obesity and heart disease—associated with consuming fast food.
- **Competition:** Many chains are fighting for market share in the fiercely competitive fast-food industry. Traditional fast-food firms face difficulties from quick-casual eating ideas, meal delivery services, and shifting consumer preferences.
- **Regulatory Pressures:** The operations and financial success of fast-food franchises may be impacted by government laws about labor laws, advertising, and food safety.

Despite these obstacles, the fast-food business is innovating and evolving, utilizing technology, menu diversity, and marketing techniques to stay relevant in a market that is changing quickly. An overview of the fast-food industry's historical development, major actors, consumer patterns, and issues is given in this thorough presentation. It provides as a starting point for additional research on the industry's non-conventional marketing strategies.

CHAPTER – 5

DATA ANALYSIS & INTERPRETATIONS

5.1 Graph & Table Depicting The Gender

The below graph is generated from the responses collected from the survey made towards this project and is limited to 150 Responses. The graph is automatically generated from the google forms. The table is made and calculated manually and added to the project.

Graph 5.1 Graph Depicting The Gender

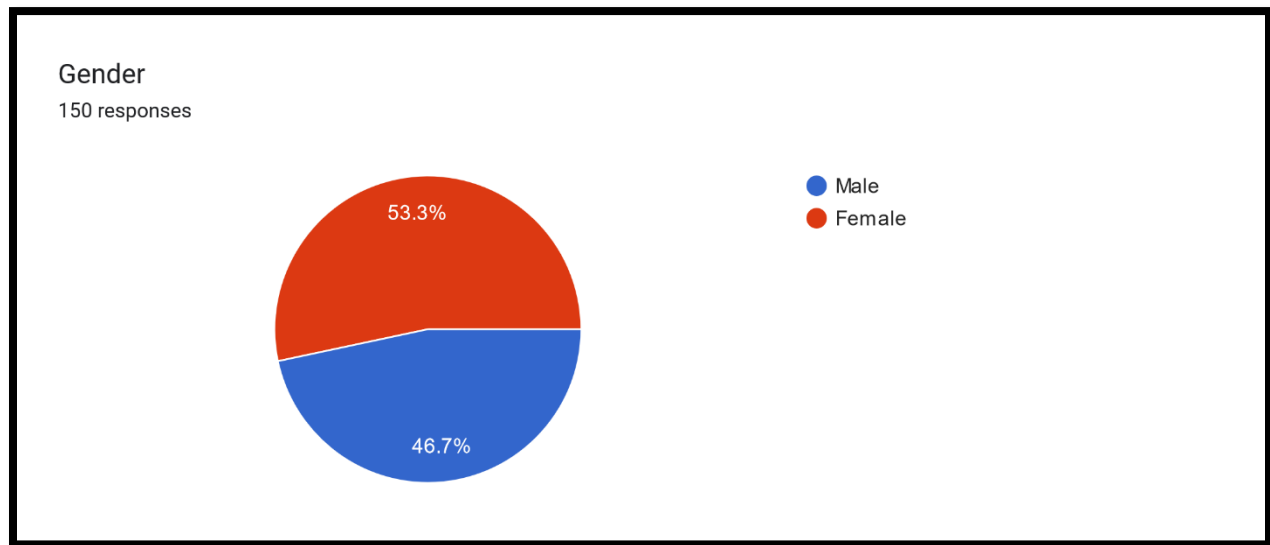


Table 5.1 Table Depicting The Gender

Gender	No of Respondents	Percentage of Respondents
Male	70	46.7%
Female	80	53.3%
Total	150	100%

Interpretation: The gender distribution of survey participants is displayed in Table 5.1, which indicates a fairly equal representation of men and women. There were 150 responders in all, with 70 men (46.7%) and 80 women (53.3%). With a slightly higher percentage of female participants in the study, this distribution shows that both genders were fairly represented in the sample. Because of the survey's balanced gender mix, it is anticipated that both male and female populations will benefit from its findings, making a more thorough and inclusive examination of the data possible. Researchers must consider any gender-related variations in response patterns when analyzing study data and making inferences.

5.2 Graph & Table Showing The Respondent's Age Groups

The below graph is generated from the responses collected from the survey made towards this project and is limited to 150 Responses. The graph is automatically generated from the google forms. The table is made and calculated manually and added to the project.

Graph 5.2 Graph Showing The Respondent's Age Groups

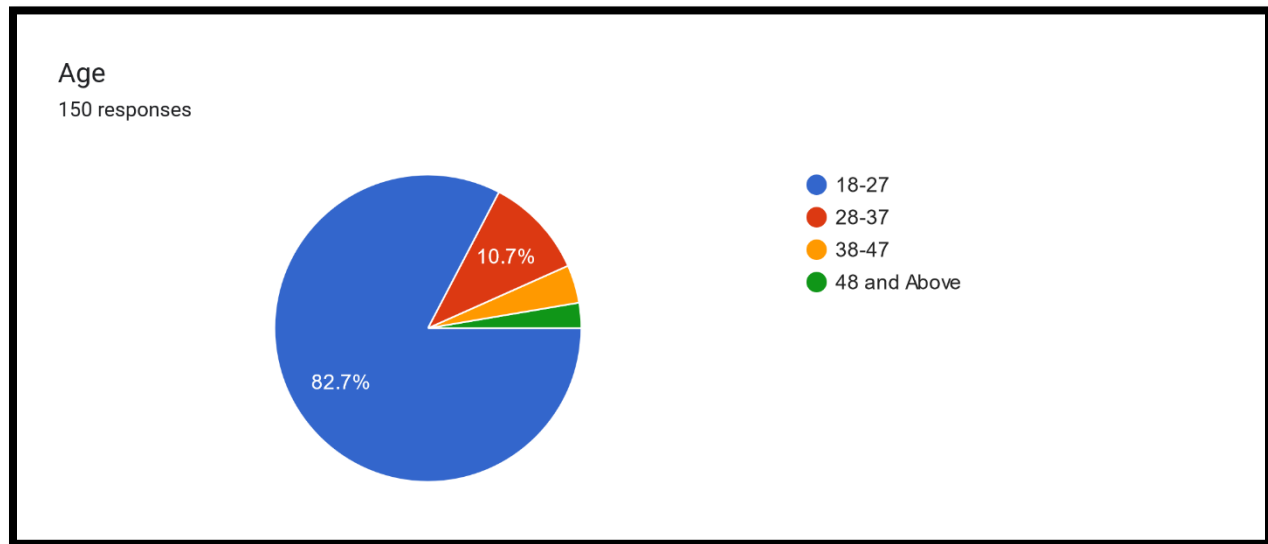


Table 5.2 Table Showing The Respondent's Age Groups

Age Groups	No of Respondents	Percentage of Respondents
18 to 27	124	82.7%
28 to 37	16	10.7%
38 to 47	6	4%
48 & Above	4	2.6%
Total	150	100%

Interpretation: The data, which was divided into various age categories, shows that 150 respondents in all were included in the survey or study. With 124 respondents, the age group of 18 to 27 accounted for the bulk (82.7%) of these respondents. With 16 responses, the next largest age group was 28 to 37, which made up 10.7% of all respondents. Six responses, or 4% of the total, were in the 38–47 age range. Finally, the age category of 48 and over had the lowest percentage, with 4 respondents, or 2.6% of all respondents. Overall, the data shows a distribution that is biased toward younger age groups, especially the 18 to 27 age range, suggesting that the majority of the survey sample is younger. This age distribution could affect how generalizable the study's conclusions are, especially if the goal is to capture viewpoints or behaviors that differ markedly between age groups. When drawing inferences from the data, researchers should exercise caution and take into account any potential biases brought about by the sample's age distribution.

5.3 Graph & Table Showing Occupations Of The Respondents

The below graph is generated from the responses collected from the survey made towards this project and is limited to 150 Responses. The graph is automatically generated from the google forms. The table is made and calculated manually and added to the project.

Graph 5.3 Graph Showing Occupations Of The Respondents

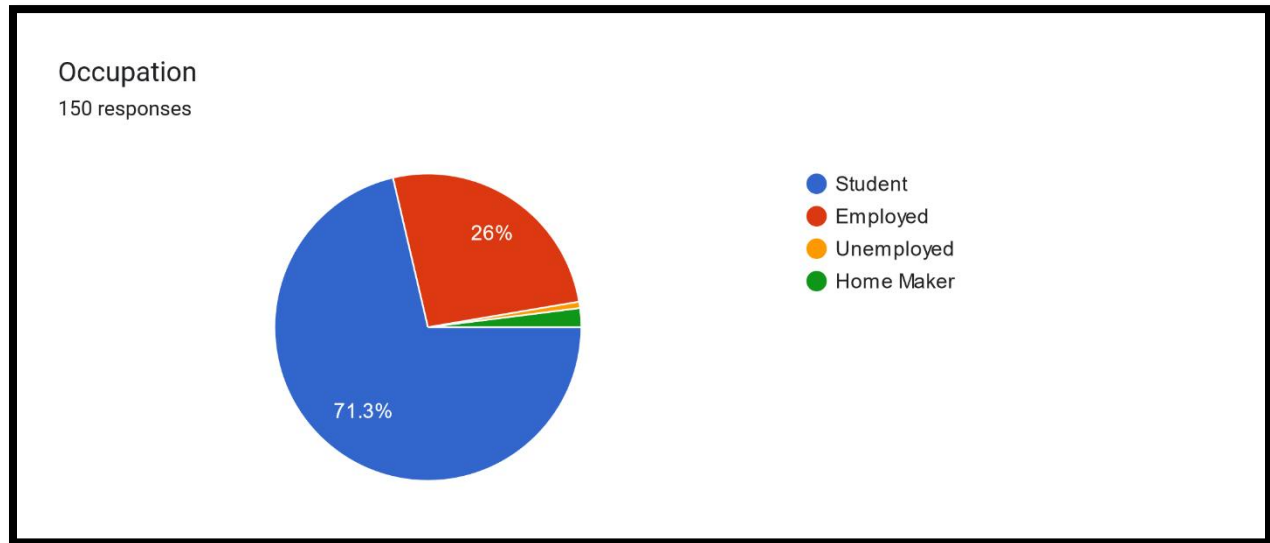


Table 5.3 Table Showing Occupations Of The Respondents

Occupations	No of Respondents	Percentage of Respondents
Student	107	71.3%
Employed	39	26%
Unemployed	1	0.7%
Home Maker	3	2
Total	150	100%

Interpretation: The distribution of responders among different occupations is seen in the table. Of the 150 respondents who took part in the survey or study, 107 (61.3%) identified as students. This makes up the bulk of the sample. With 39 respondents or 26% of the total, being employed, the next significant category was those who were employed. Merely 0.7% of the participants reported being jobless, with a single person falling into this group. Furthermore, three respondents, or 2% of the total, identified as homemakers. The data indicates that the majority of respondents were students, suggesting that those who are seeking education make up the majority of the survey sample. The distribution of occupations may have an impact on how the study's findings are interpreted, especially if the goal is to gather perspectives from a range of vocational backgrounds.

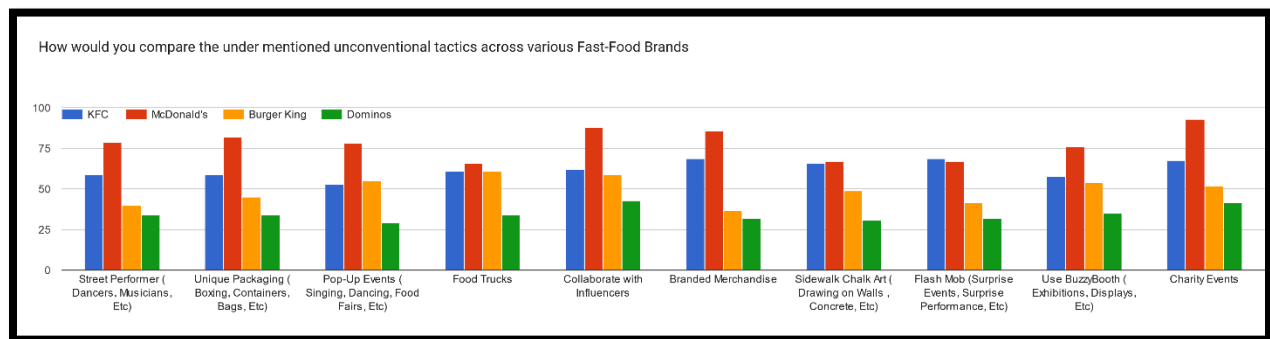
The possible effects of this skewed distribution and their implications for the applicability of the study's findings to larger groups should be taken into account by researchers.

Objective 1: To Study The Non-Traditional Marketing Tactics Followed In The Fast Food Industry

5.4 Graph & Table Comparing The Unconventional Tactics Across Various Fast-Food Brands

The below graph is generated from the responses collected from the survey made towards this project and is limited to 150 Responses. The graph is automatically generated from the google forms. The table is made and calculated manually and added to the project.

5.4 Graph Comparing The Unconventional Tactics Across Various Fast-Food Brands



5.4 Table To Study The Non-Traditional Marketing Tactics Followed In The Fast-Food Industry

Brand	KFC		McDonald's		Burger King		Dominos	
Tactics	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Street Performers	59	39.3%	79	52.7%	40	26.7%	34	22.7%
Unique Packaging	59	39.3%	82	54.7%	45	30%	34	22.7%
Pop-Up Events	53	35.3%	78	52%	55	36.7%	29	19.3%
Food Trucks	61	40.7%	66	44%	61	40.7%	34	22.7%
Collaborate with Influencers	62	41.3%	88	58.7%	59	39.3%	43	28.7%
Branded Merchandise	69	46%	86	57.3%	37	24.7%	32	21.3%
Sidewalk Chalk Art	66	44%	67	44.7%	49	32.7%	31	20.7%
Flash Mob	69	46%	67	44.7%	42	28%	32	21.3%

Use BuzzyBooth	58	38.7%	76	50.7%	54	36%	35	23.3%
Charity Events	68	45.3%	93	62%	52	34.7%	42	28%

Interpretation: The employment of non-traditional marketing strategies by the four main fast-food chains—KFC, McDonald's, Burger King, and Domino's—is contrasted in the table. The number of respondents who said that a specific brand employed a given approach is shown by each cell in the table. The total number of responses for each brand may surpass the total number of respondents (150) because respondents were free to select more than one technique. Here's the interpretation of the data:

- **Street Performers:**

- McDonald's has 79 counts (52.7%) of respondents associating street performers with the brand, followed by KFC with 59 counts (39.3%), Burger King with 40 counts (26.7%), and Domino's with 34 counts (22.7%).
- Street performers can attract attention and create a lively atmosphere around the restaurant, potentially drawing in more customers. The higher number of respondents associating street performers with McDonald's suggests that McDonald's effectively utilizes this tactic to enhance its brand visibility and engagement.

- **Unique Packaging:**

- McDonald's leads with 82 counts (54.7%) of respondents associating unique packaging with the brand, followed by KFC with 59 counts (39.3%), Burger King with 45 counts (30%), and Domino's with 34 counts (22.7%).
- Unique packaging can contribute to brand recognition and differentiation, as well as create a memorable experience for customers. McDonald's appears to excel in this aspect, leveraging innovative packaging designs to enhance its brand identity and customer satisfaction.

- **Pop-Up Events:**

- McDonald's has 78 counts (52%) of respondents associating pop-up events with the brand, followed by Burger King with 55 counts (36.7%), KFC with 53 counts (35.3%), and Domino's with 29 counts (19.3%).
- Pop-up events offer opportunities for brands to engage with customers in unconventional locations or settings, generating buzz and excitement. McDonald's consistent use of pop-up events reflects its proactive approach to experiential marketing and community engagement.

- **Food Trucks:**

- McDonald's and Burger King both have 66 counts (44%) of respondents associating food trucks with the brands, followed by KFC with 61 counts (40.7%) and Domino's with 34 counts (22.7%).

- Food trucks provide flexibility in reaching new markets and demographics, as well as promoting products in high-traffic areas or events. The equal representation of McDonald's and Burger King in this tactic suggests a competitive landscape for on-the-go dining experiences.
- **Collaborate with Influencers:**
 - McDonald's leads with 88 counts (58.7%) of respondents associating influencer collaborations with the brand, followed by KFC with 62 counts (41.3%), Burger King with 59 counts (39.3%), and Domino's with 43 counts (28.7%).
 - Influencer partnerships can amplify brand messages and reach targeted audiences through authentic endorsements. McDonald's extensive use of influencer collaborations underscores its commitment to leveraging digital platforms and social media to connect with consumers.
- **Branded Merchandise:**
 - McDonald's leads with 86 counts (57.3%) of respondents associating branded merchandise with the brand, followed by KFC with 69 counts (46%), Burger King with 37 counts (24.7%), and Domino's with 32 counts (21.3%).
 - Branded merchandise serves as a tangible extension of the brand experience, allowing customers to express loyalty and affiliation. The high response rates for McDonald's and KFC suggest effective branding strategies that resonate with consumers beyond the dining experience.
- **Sidewalk Chalk Art:**
 - McDonald's and KFC both have 67 counts (44%) of respondents associating sidewalk chalk art with the brands, followed by Burger King with 49 counts (32.7%) and Domino's with 31 counts (20.7%).
 - Sidewalk chalk art provides a creative and interactive way to engage with passersby and create a visual impact in urban environments. The nearly equal representation of McDonald's and KFC in this tactic suggests a competitive landscape for leveraging outdoor advertising and community engagement.
- **Flash Mob:**
 - McDonald's and KFC both have 67 counts (44%) of respondents associating flash mobs with the brands, followed by Burger King with 42 counts (28%) and Domino's with 32 counts (21.3%).
 - Flash mobs can generate excitement and surprise, capturing attention and creating memorable experiences for participants and onlookers alike. The equal representation of McDonald's and KFC in this tactic indicates a shared interest in using unconventional methods to promote brand awareness and engagement.
- **Use BuzzyBooth:**
 - McDonald's leads with 76 counts (50.7%) of respondents associating BuzzyBooth with the brand, followed by KFC with 58 counts (38.7%), Burger King with 54 counts (36%), and Domino's with 35 counts (23.3%).

- BuzzyBooth is a photo booth marketing tool that enables brands to engage with customers through interactive photo experiences. McDonald's extensive use of BuzzyBooth suggests a strategic emphasis on leveraging technology and experiential marketing to enhance customer interactions and brand loyalty.
- **Charity Events:**
 - McDonald's leads significantly with 93 counts (62%) of respondents associating charity events with the brand, followed by KFC with 68 counts (45.3%), Burger King with 52 counts (34.7%), and Domino's with 42 counts (28%).
 - Charity events allow brands to demonstrate corporate social responsibility, support worthy causes, and connect with communities on a deeper level. McDonald's extensive involvement in charity events underscores its commitment to social impact and community engagement, contributing to its positive brand image and consumer perception.

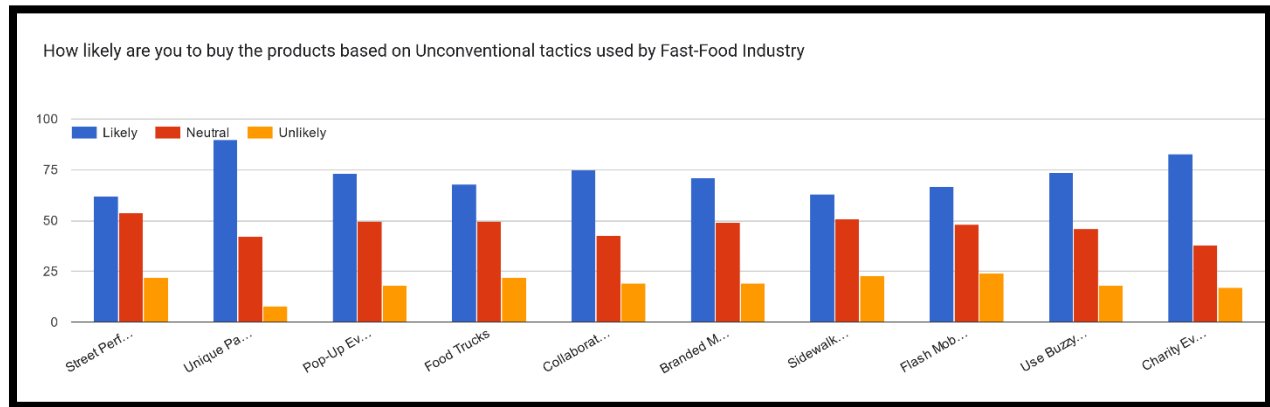
The findings reveal that McDonald's and Burger King utilize unique packaging and collaborate with influencers more frequently compared to KFC and Domino's. Pop-up events are popular among all brands, with McDonald's leading, followed closely by Burger King. Charity events are more prevalent among McDonald's and Burger King compared to KFC and Domino's. Flash mobs and sidewalk chalk art are utilized similarly across all brands. Food trucks are utilized by all brands, with KFC leading in this tactic. Branded merchandise is more common among McDonald's and KFC compared to Burger King and Domino's. Utilizing Street performers is more common among McDonald's compared to other brands. Using BuzzyBooth is more prevalent among McDonald's compared to other brands.

Objective 2: To Study The Impact Of The Unconventional Marketing Tactics On The Purchasing Decision Of The Consumer.

5.5 Graph & Table To Study The Impact Of Unconventional Marketing Tactics On The Purchasing Decision Of The Consumer.

The below graph is generated from the responses collected from the survey made towards this project and is limited to 150 Responses. The graph is automatically generated from the google forms. The table is made and calculated manually and added to the project.

5.5 Graph To Study The Impact Of Unconventional Marketing Tactics On The Purchasing Decision Of The Consumer



5.5 Table To Study The Impact Of The Unconventional Marketing Tactics On The Purchasing Decision Of The Consumer

5.5.1 Table Understanding The Purchasing Decision Based On Street Performers Tactic Used By Fast-Food Industry

How Likely	Frequency	Percentage
Likely	62	41.3%
Neutral	66	44%
Unlikely	22	14.7%
Total	150	100%

Interpretation: The table presents the respondents' propensity to rely on their purchase decisions on the presence of street performers, a method used by the fast-food sector as part of its marketing strategy. Of the 150 participants in the study, 41.3% said they would be likely to buy something in these conditions, and 14.7% said they wouldn't. Nonetheless, 44% expressed no opinion, indicating that although street entertainers could draw attention and provide a pleasant environment, they might not be the only factor influencing a customer's decision to buy. This study highlights the need for comprehensive marketing strategies that take into account varied consumer tastes and habits, while also underscoring the potential usefulness of street performers in improving customer engagement and boosting sales for fast-food restaurants.

5.5.2 Table Understanding The Purchasing Decision Based On Unique Packaging Tactic Used By Fast-Food Industry

How Likely	Frequency	Percentage
Likely	90	60%
Neutral	52	34.7%
Unlikely	8	5.3%
Total	150	100%

Interpretation: The table provides information about respondents' propensity to rely on their purchase decisions on the existence of distinctive packaging, which is a fast-food sector marketing strategy. Of the 150 participants in the study, ninety people (or 60%) said they would be likely to buy something in these conditions. Just 8 respondents (5.3%) indicated they were unwilling to make a purchase decision, while the remaining 52 respondents (34.7%) took a neutral stance. According to this evidence, the fast-food industry's use of distinctive packaging may have a significant impact on consumer behavior and purchase decisions. Given the high proportion of respondents who plan to buy, creative container designs are crucial as a tactical instrument for raising consumer engagement, brand appeal, and distinction.

5.5.3 Table Understanding The Purchasing Decision Based On Pop-Up Events Tactic Used By Fast-Food Industry

How Likely	Frequency	Percentage
Likely	73	48.7%
Neutral	59	39.3%
Unlikely	18	12
Total	150	100%

Interpretation: The table presents the respondents' propensity to make purchases in response to pop-up events, which is a marketing strategy used by the fast-food business. Of the 150 participants in the study, 73 people (48.7%) said they would be likely to buy something in these conditions. Significantly, 59 respondents (39.3%) indicated they were neutral about what they would buy, and 18 respondents (12%) said they were unlikely to buy anything. According to the findings, pop-up events have a notable impact on consumer behavior in the fast-food industry. A noteworthy proportion of the respondents expressed a propensity to purchase these events. Nonetheless, the presence of a neutral reaction implies that even though pop-up events could draw curiosity and attention, not all customers might decide to buy something right away. All things considered, this proves how successful pop-up events are as a marketing tactic for raising brand awareness, engagement, and possible sales in the fast-food industry.

5.5.4 Table Understanding The Purchasing Decision Based On Food Trucks Tactic Used By Fast-Food Industry

How Likely	Frequency	Percentage
Likely	68	45.3%
Neutral	60	40%
Unlikely	22	14.7%
Total	150	100%

Interpretation: The table offers information on respondents' propensity to rely on their purchase decisions on food trucks' appearance, which is a fast-food business marketing strategy. Of the 150 participants in the study, 68 people (45.3%) said they would be likely to buy something in these conditions. 60 respondents (40%), a sizable chunk of the sample, indicated they were neutral about what they would buy, while 22 respondents (14.7%) said they were unlikely to buy anything. The information provided indicates that food trucks may have a moderate impact on customer behavior in the fast-food sector, as many survey participants expressed interest in making a purchase when food trucks were used as a marketing tool. The presence of a neutral reaction, however, raises the possibility that while food trucks might draw curiosity and attention, not all customers will use them to make quick purchases. In summary, this highlights the potential efficacy of food trucks as an additional marketing tactic to boost brand awareness, customer interaction, and prospective sales in the fast-food industry.

5.5.5 Table Understanding The Purchasing Decision Based On Collaborate with Influencers Tactic Used By Fast-Food Industry

How Likely	Frequency	Percentage
Likely	75	50
Neutral	56	37.3%
Unlikely	19	12.7%
Total	150	100%

Interpretation: The table provides information about respondents' propensity to base their purchase decisions on the existence of influencer partnerships, a strategy used by the fast-food business for marketing purposes. Out of the 150 participants who completed the survey, 75 people (or 50%) said they would be likely to buy something in these conditions. Nineteen respondents (12.7%) said they were unlikely to make a purchase, while 56 respondents (37.3%) indicated ambivalence about their decision to buy. According to the findings, influencer partnerships have a significant impact on customer behavior in the fast-food industry. A significant proportion of respondents expressed interest in making a purchase when influencer partnerships were employed as a marketing strategy. Nonetheless, the presence of a neutral reaction implies that although influencer partnerships could raise awareness and curiosity, they might not ensure that every customer will make a purchase right away. In summary, the research underscores the possible efficacy of influencer partnerships as a tactical marketing technique to augment brand awareness, interaction, and prospective revenue in the fast-food industry.

5.5.6 Table Understanding The Purchasing Decision Based On Branded Merchandise Tactic Used By Fast-Food Industry

How Likely	Frequency	Percentage
Likely	71	47.3%
Neutral	60	40%
Unlikely	19	12.7%
Total	150	100%

Interpretation: The following table presents the respondents' propensity to rely on their purchase decisions on the fast-food industry's use of branded items as a marketing strategy. Of the 150 participants in the study, 71 people (47.3%) said they would be likely to buy something in these conditions. 60 respondents (40%), a sizable chunk of the sample, indicated they were neutral about what they would buy, while 19 respondents (12.7%) said they were unlikely to buy anything. According to this data, consumers' behavior in the fast-food industry may be moderately influenced by branded items, as a considerable proportion of respondents expressed interest in making a purchase when branded merchandise was used as a marketing strategy. The presence of a neutral reaction, however, raises the possibility that while branded goods may increase brand awareness and loyalty, not all customers will purchase them right away. All things considered, this underscores the potential efficacy of branded items as an adjunctive marketing tactic to augment brand engagement and boost prospective sales in the fast-food industry.

5.5.7 Table Understanding The Purchasing Decision Based On Sidewalk Chalk Art Tactic Used By the Fast-Food Industry

How Likely	Frequency	Percentage
Likely	63	42%
Neutral	64	42.7%
Unlikely	23	15.3%
Total	150	100%

Interpretation: The table presents information on the probability that respondents would base their purchase decisions on the existence of sidewalk chalk art, a marketing strategy used by the fast-food business. Of the 150 participants in the study, 63 people (42%) said they would be likely to buy something in these conditions. Comparably, 64 respondents (42.7%) said they were neutral about what they would buy, and 23 respondents (15.3%) said they were unlikely to buy anything. According to the statistics, sidewalk chalk art may have a moderate impact on consumer behavior in the fast-food business. A significant proportion of respondents said that they would be willing to make a purchase when sidewalk chalk art was used as a marketing strategy. The presence of a neutral reaction, however, implies that while sidewalk chalk art can draw attention and have aesthetic appeal, not all customers would necessarily be immediately motivated to make a purchase. In summary, this highlights the potential efficacy of sidewalk chalk art as an additional

marketing tactic to boost brand awareness, customer interaction, and prospective sales in the fast-food industry.

5.5.8 Table Understanding The Purchasing Decision Based On Flash Mob Tactic Used By the Fast-Food Industry

How Likely	Frequency	Percentage
Likely	67	44.7%
Neutral	59	39.3%
Unlikely	24	16
Total	150	100%

Interpretation: The table presents the respondents' propensity to base their purchase decisions on the fast-food industry's use of flash mobs as a marketing strategy. Of the 150 participants in the study, 67 (44.7%) said they would be likely to buy something in these conditions. Of the respondents, 59 people (or 39.3%) indicated that they were neutral about what they would buy, while 24 people (16%) said they were unlikely to buy anything. According to this research, flash mobs may have a moderate impact on consumer behavior in the fast-food industry. A sizable percentage of respondents said that they would be willing to make a purchase when flash mobs were used as a marketing strategy. The presence of a neutral reaction, however, raises the possibility that while flash mobs could attract attention and excitement, not all customers will necessarily act quickly to make a purchase. In summary, this underscores the possible efficacy of flash mobs as an adjunctive marketing tactic to augment brand awareness, interaction, and prospective revenue in the fast-food industry.

5.5.9 Table Understanding The Purchasing Decision Based On Use BuzzyBooth Tactic Used By Fast-Food Industry

How Likely	Frequency	Percentage
Likely	74	49.3%
Neutral	58	38.7
Unlikely	18	12
Total	150	100%

Interpretation: The table provides information on respondents' propensity to rely on their purchase decisions on the fast-food industry's use of BuzzyBooth usage as a marketing strategy. Of the 150 participants in the study, 74 people (or 49.3%) said they would be likely to buy something in these conditions. Eighteen respondents (12%) said they were unlikely to make a purchase, while 58 respondents (38.7%) said they were neutral about what they would buy. According to the research, using BuzzyBooths as a marketing strategy appears to have a significant impact on consumer behavior in the fast-food industry, as a sizable proportion of respondents expressed interest in making a purchase. The presence of a neutral reaction, however, raises the

possibility that while BuzzyBooths might improve contact and engagement, not all customers will use them to make quick purchases. In summary, this underscores the possible efficacy of BuzzyBooths as an adjunctive marketing tactic to augment brand awareness, interaction, and prospective revenue in the fast-food industry.

5.5.10 Table Understanding The Purchasing Decision Based On Charity Events Tactic Used By the Fast-Food Industry

How Likely	Frequency	Percentage
Likely	83	55.3%
Neutral	50	33.3%
Unlikely	17	11.4%
Total	150	100%

Interpretation: The table offers information on respondents' propensity to base their purchase decisions on the existence of charity events, which the fast-food sector uses as a marketing strategy. Of the 150 participants in the study, 83 people (55.3%) said they would be likely to buy something in these conditions. Fifty respondents (33.3%) said that they were neutral about what they would buy, and 17 respondents (11.4%) said they were unlikely to buy anything. According to the statistics, there appears to be a significant impact of charity events on consumer behavior in the fast-food business. A significant proportion of the respondents expressed interest in making a purchase when charity events are employed as a marketing strategy. The presence of a neutral reaction, however, indicates that while charitable activities could improve company perception and social responsibility, not all customers may be immediately influenced to make a purchase. All things considered, this emphasizes how successful charity events can be as a tactical marketing tool for raising brand awareness, engagement, and possible sales in the fast-food industry.

Objective 3: To Analyse The Effect Of Demographic (Gender) On Factors Used In Unconventional Marketing Tactics.

5.6 Table To Analyze The Effect Of Demographic (Gender) On Factors Used In Unconventional Marketing Tactics.

The table presents the analysis of the effect of demographic (gender) on factors influencing purchasing decisions in unconventional marketing tactics:

5.6 Table To Analyze The Effect Of Demographic (Gender) On Factors Used In Unconventional Marketing Tactics.

Factors Of Unconventional Marketing Tactics	Male		Female	
	Count	Percentage	Count	Percentage
Clarity	59	46.1%	69	53.9%
Surprise	64	45.1%	78	54.9%
Aesthetic	58	43.9%	74	56.1%
Humor	60	46.9%	68	53.1%
Novelty	59	45%	72	55%
Relevance	58	44.3%	73	55.7%

Interpretation: The analysis of demographic influences on purchasing decisions within unconventional marketing tactics reveals nuanced differences between genders. Females tend to prioritize certain factors more prominently than males, indicating distinct preferences in their consumer behavior.

- **Clarity:** Although both sexes place high importance on clarity in marketing communications, women show a marginally larger preference for it—53.9% of them deem it important, compared to 46.1% of men. This implies that before making a purchase, women might give more weight to their comprehension of and interpretation of marketing content.
- **Surprise:** Compared to 45.1% of men, women are more likely to value surprise components in marketing, with 54.9% of them being deemed significant. This suggests that unique or surprising components of marketing efforts might appeal to female consumers more deeply and affect their decision-making.
- **Aesthetic:** Women are more influenced by marketing materials' visual appeal than men are; 56.1% of women believe it to be essential, compared to 43.9% of men. This implies that visually appealing branding or commercials may elicit a greater response from women,

highlighting the significance of aesthetics in marketing campaigns aimed at attracting female customers.

- **Humor:** Men and women place equal importance on comedy in marketing, but women are marginally more receptive to it—53.1% versus 46.9% of men. This suggests that the use of humor in marketing initiatives might affect female consumers more strongly, improving brand perception and engagement.
- **Novelty:** Women find new or creative marketing strategies more appealing than men do; of the two groups, 55% of women believe that these strategies are necessary. This emphasizes how crucial it is to include novel and distinctive components in marketing campaigns to draw in female customers.
- **Relevance:** Women give relevance in marketing content a marginally higher weight than men do—55.7% of them think it's important, compared to 44.3% of men. This implies that marketing messages that are tailored to the needs and interests of female consumers may be especially important in influencing their decisions to buy.

CHAPTER – 6

FINDINGS & SUGGESTIONS

6.1 Summary Of Findings

- 52.7% of respondents found McDonald's over other brands for the street performance unconventional marketing tactics.
- 54.7% of respondents found McDonald's over other brands for its unique packaging and unconventional marketing tactics.
- 52% of respondents found McDonald's over other brands for the pop-up events unconventional marketing tactics.
- 44% of respondents found McDonald's over other brands for the food truck unconventional marketing tactics.
- 58.7% of respondents found McDonald's over other brands for the collaboration with influencers unconventional marketing tactics.
- 57.3% of respondents found McDonald's over other brands for the branded merchandise unconventional marketing tactics.
- 44.7% of respondents found McDonald's over other brands for the sidewalk chalk art unconventional marketing tactics.
- 46% of respondents found KFC over other brands for the flash mob unconventional marketing tactics.
- 50.7% of respondents found McDonald's over other brands for the buzzy booth unconventional marketing tactics.
- 62% of respondents found McDonald's over other brands for charity events unconventional marketing tactics.
- 44% of respondents found it neutral on the purchasing decision made upon the street performance tactic.
- 60% of respondents found it likely the purchasing decision was made upon the unique packaging tactic.
- 48.7% of respondents found it likely on the purchasing decision made upon the pop-up events tactic.
- 45.3% of respondents found it likely on the purchasing decision made upon the food truck tactic.
- 50% of respondents found it likely on the purchasing decision made upon the collaboration with influencers tactic.
- 47.3% of respondents found it likely on the purchasing decision made upon the branded merchandise tactic.
- 42.7% of respondents found it neutral on the purchasing decision made upon the sidewalk chalk arts tactic.
- 44.7% of respondents found it likely on the purchasing decision made upon the flash mob tactic.
- 49.3% of respondents found it likely the purchasing decision was made upon the use of the buzzy booth tactic.

- 55.3% of respondents found it likely on the purchasing decision made upon the charity events tactic.
- 53.9% of female respondents identified clarity as a significant unconventional marketing factor guiding their purchasing decisions.
- 54.9% of female respondents identified surprise as a significant unconventional marketing factor guiding their purchasing decisions.
- 56.1% of female respondents identified aesthetics as a significant unconventional marketing factor guiding their purchasing decisions.
- 53.1% of female respondents identified humor as a significant unconventional marketing factor guiding their purchasing decisions.
- 55% of female respondents identified novelty as a significant unconventional marketing factor guiding their purchasing decisions.
- 55.7% of female respondents identified clarity as a significant unconventional marketing factor guiding their purchasing decisions.

6.2 Suggestions

- In light of the results of our study, we advise carrying out a thorough analysis of non-traditional marketing strategies used worldwide. The goal of this extensive study is to find and examine a broad variety of creative marketing techniques that are applied globally and in a variety of industries. We can learn important lessons about new trends, customer preferences, and efficient implementation techniques by thoroughly examining successful non-traditional marketing initiatives. This exhaustive research will offer a strong basis for determining and choosing the best and most effective non-traditional marketing strategies to be used in our advertising efforts. By doing this, we hope to increase brand awareness, engagement, and eventually business growth by utilizing the ingenuity and potency of non-traditional marketing techniques.
- Fast-food businesses should prioritize innovative and unconventional marketing strategies to stand out in the industry and attract consumers.
- By using unconventional marketing strategies, you may strengthen brand loyalty and create long-lasting relationships with your clients.
- Businesses should conduct thorough research and analysis to understand their target consumers, market trends, and competitive landscape before beginning non-traditional marketing efforts.
- Utilize Digital Media and Technology: In the digital age, utilizing these tools in non-traditional marketing campaigns can boost their effectiveness and reach a wider audience.
- Continue to be adaptable and sensitive to shifting consumer preferences and market conditions: Fast-food companies must continue to be flexible and nimble in the face of a rapidly changing marketing environment.

Conclusion

To sum up, our research on non-traditional marketing approaches and strategies in the fast-food sector has given us important new perspectives on the ever-changing field of contemporary marketing. We have discovered the profound effects that a variety of non-traditional initiatives, including influencer partnerships, pop-up events, and street performers, can have on consumer behavior and brand impression.

Our study emphasizes the value of originality and inventiveness in marketing campaigns, particularly in a fiercely competitive sector like fast food. Using unconventional strategies gives brands the chance to stand out from the competition, make lasting impressions, and establish a closer relationship with customers. These tactics not only draw in customers but also encourage interaction and strengthen brand loyalty.

Moreover, our results highlight the necessity of a methodical approach when putting unusual marketing strategies into practice. A thorough understanding of target audiences, market trends, and the competitive environment is necessary to optimize the efficacy of these tactics. In the current digital era, using technology and digital media can also increase the effect and reach of nontraditional marketing initiatives.

Unconventional marketing will undoubtedly continue to have a big impact on the fast-food business as we move forward. Businesses that prioritize innovation, flexibility, and customer needs will prosper in a constantly changing marketing landscape. Fast-food companies may create creative marketing strategies that connect with consumers, spur company expansion, and eventually lead to long-term success in the market by implementing the knowledge gathered from our study.

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Appendix

- 1. Email Address**
- 2. Gender**
 - a. Male**
 - b. Female**
- 3. Age**
 - a. 18-27**
 - b. 28-37**
 - c. 38-47**
 - d. 48 and Above**
- 4. Occupation**
 - a. Student**
 - b. Employed**
 - c. Unemployed**
 - d. Home Maker**
- 5. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Street Performer (Dancers, Musicians, etc.)]**
 - a. KFC**
 - b. McDonalds**
 - c. Burger King**
 - d. Dominos**
- 6. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Unique Packaging (Boxing, Containers, Bags, etc.)]**
 - a. KFC**
 - b. McDonalds**
 - c. Burger King**
 - d. Dominos**
- 7. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Pop-Up Events (Singing, Dancing, Food Fairs, etc.)]**
 - a. KFC**
 - b. McDonalds**
 - c. Burger King**
 - d. Dominos**
- 8. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Food Trucks]**
 - a. KFC**
 - b. McDonalds**
 - c. Burger King**
 - d. Dominos**

9. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Collaborate with Influencers]
- KFC
 - McDonalds
 - Burger King
 - Dominos
10. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Branded Merchandise]
- KFC
 - McDonalds
 - Burger King
 - Dominos
11. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Sidewalk Chalk Art (Drawing on Walls, Concrete, etc.)]
- KFC
 - McDonalds
 - Burger King
 - Dominos
12. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Flash Mob (Surprise Events, Surprise Performance, etc.)]
- KFC
 - McDonalds
 - Burger King
 - Dominos
13. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Use BuzzyBooth (Exhibitions, Displays, etc.)]
- KFC
 - McDonalds
 - Burger King
 - Dominos
14. How would you compare the under-mentioned unconventional tactics across various Fast-Food Brands [Charity Events]
- KFC
 - McDonalds
 - Burger King
 - Dominos
15. How likely are you to buy the products based on Unconventional tactics used by the Fast-Food Industry [Street Performer (Dancers, Musicians, etc.)]
- Likely
 - Neutral

- c. Unlikely
- 16. How likely are you to buy the products based on Unconventional tactics used by the Fast-Food Industry [Unique Packaging (Boxing, Containers, Bags, etc.)]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 17. How likely are you to buy the products based on Unconventional tactics used by the Fast-Food Industry [Pop-Up Events (Singing, Dancing, Food Fairs, etc.)]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 18. How likely are you to buy the products based on Unconventional tactics used by Fast-Food Industry [Food Trucks]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 19. How likely are you to buy the products based on Unconventional tactics used by Fast-Food Industry [Collaborate with Influencers]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 20. How likely are you to buy the products based on Unconventional tactics used by Fast-Food Industry [Branded Merchandise]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 21. How likely are you to buy the products based on Unconventional tactics used by the Fast-Food Industry [Sidewalk Chalk Art (Drawing on Walls, Concrete, etc.)]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 22. How likely are you to buy the products based on Unconventional tactics used by the Fast-Food Industry [Flash Mob (Surprise Events, Surprise Performance, etc.)]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 23. How likely are you to buy the products based on Unconventional tactics used by the Fast-Food Industry [Use BuzzyBooth (Exhibitions, Displays, etc.)]
 - a. Likely
 - b. Neutral

- c. Unlikely
- 24. How likely are you to buy the products based on Unconventional tactics used by the Fast-Food Industry [Charity Events]
 - a. Likely
 - b. Neutral
 - c. Unlikely
- 25. Does clarity in unconventional marketing tactics influence your purchasing decision?
 - a. Yes
 - b. No
- 26. Does surprise in unconventional marketing tactics influence your purchasing decision?
 - a. Yes
 - b. No
- 27. Does aesthetic appeal in unconventional marketing tactics influence your purchasing decision?
 - a. Yes
 - b. No
- 28. Does humor in unconventional marketing tactics influence your purchasing decision?
 - a. Yes
 - b. No
- 29. Does novelty in unconventional marketing tactics influence your purchasing decision?
 - a. Yes
 - b. No
- 30. Does relevance in unconventional marketing tactics influence your purchasing decision?
 - a. Yes
 - b. No