

A Study of Stealth Marketing and It's Effects on Consumer Buying Behaviour

OPEN ACCESS

Volume: 7

Special Issue: 1

Month: February

Year: 2020

P-ISSN: 2321-4643

Impact Factor: 3.122

Citation:

Gnanashri, HS, and C. Shruthi. "A Study of Stealth Marketing and It's Effect on Consumer Buying Behaviour." *Shanlax International Journal of Management*, vol. 7, no. S1, 2020, pp. 41–49.

DOI:

<https://doi.org/10.5281/zenodo.3737720>

H.S. Gnanashri

*Vice Principal, Department of Commerce and Management
Krupanidhi College of Commerce and Management, Koramangala, Bangalore*

C. Shruthi

*Assistant Professor Department of Commerce and Management
Krupanidhi College of Commerce and Management, Koramangala, Bangalore*

Abstract

Marketing is an important tool which contributes for sales. This process put in cost ranging from no cost to high cost. Stealth marketing is one such tool of marketing which is of no cost or low cost.

Stealth marketing is advertising something to a person without them realizing they are being marketed. It has gained increasing attention as a strategy during the past few years. Stealth-marketing attempts to present a new products or services by clearly creating and spreading BUZZin a defined manner.

The objective of the study is to analyze the various techniques included in stealth marketing and their applicability on increasing Product acceptability by Gen Z and its effect on them.

Keywords: Cost, Consumer behaviour, Gen Z, Indirect Marketing, Under Cover Marketing.

Introduction

Any product to reach its achievement level, marketing is the only tool available. It involves many approaches ,out of which stealth marketing is one such approach which involves low cost/no cost.

Stealth marketing is a controversial marketing technique in which consumers are subjected to advertising without their awareness. It can take many forms such as product placement, convert agent, misleading web pages and subliminal messages. it is a low cost strategy which is really valuable to aa business, but the issue with stealth marketing is one of ethics.

Due to the fact that Gen z of consumers are becoming less drawn to the conventional in face advertising and doesn't want to fell they are being sold something but wanted to discover something. Advertising industries have created a move "under the radar" approach of advertising. This approach is called stealth .marketing or converts marketing which employee's marketing activities easily into consumer's lives without their awareness.

Objectives of the Study

1. To get insight knowledge of the entire concept of stealth marketing.
2. To know the awareness level of stealth marketing in Gen Z of semi urban area
3. To analyse the applicability of stealth marketing and its effect on Gen Z

Statement of Problem

In the recent scenario younger generation so called gen z are likely to get attracted by indirect marketing rather than direct marketing. Because they wanted to discover something rather than being forced to buy something. stealth marketing is one of indirect marketing technique which influence consumers to buy without their awareness.

Any technique of marketing cannot be successful unless the consumers are aware of it and have willingness in buying product or service. This study helps in finding the impact of stealth marketing on gen z and their awareness level about the concept.

Review of Literature

1. **Dinh Duc Tam and Ngoc Khuogn(2017)** conducted a research on “the effect of guerrilla marketing on gen Y’s purchase intention”. study was conducted to find the impact of guerrilla marketing on consumers of Vietnam. the study revealed that effect of relevance strengthened the fact that if any creativity is to be evaluated, the consumers have to understand the message through its clarity and relevance to advertisement.
2. **Viktor pettorsson and Markus**, school of economics at Linnaeus university,(2010)conducted a research on topic Stealth marketing ,the art of deceiving consumers. The objective beyond the study was to find whether there was any effect on brand image or not. The study revealed that business ethics did not have enough impact on consumers buying behaviour and it also found that tyhere is a small negative impact on the brand image.
3. **Kateesh- institute of management nirma university** conducted a research study on stealth marketing and communication ethics with CSR movement, This paper seeks to probably exemplify the challenge by casting a closer look at marketing communication ethics prevailing, as it has been and is discussed among scholars and practitioners of marketing communication on plethora of forums and professional circles.
4. **Veena Tripathi Research Scholar**, Department of Business Administration, Deen Dayal Upadhyaya Gorkhpur University, Gorakhpur, Uttar Pradesh, Indiaconducted a research study on role of stealth marketing strategy in manipulating teenagers. This paper tried to explore the semantic characteristics used in Indian advertisement which are targeting Teenagers. The study proved that marketers have tried to delude the consumers by not giving them the correct information . Companies draft the advertisement as it looks more real, trustworthy and authentic.

Research Methodology

a. Research design:

The research design used in this study is descriptive type of research.

b. Universe/population:

The study includes few undergraduate students, professionals and employees in the area of kormangala, Bangalore.

c. Sample size:

The study is conducted on a sample size of hundred gen Z respondents of the selected area.

d. Method of data collection:

The study made use of both primary and secondary data.

1. Primary data was collected through a structured questionnaire from the respondents.
2. Secondary data was collected through internet and expert opinion.

e. Sampling technique:

A simple random technique was used to the respondents for the study

f. Analysis of data:

The collected data has been analysed using simple percentage analysis. The study also analysed the data using chi square test to find the relationship between the two variables through finding relation between the qualification and learning capability.

Independent variable qualification (student, professional and employee)

Dependent variable: awareness level among the respondents

Hypotheses

Two hypotheses have been framed to identify the association between dependent and independent variable.

1. Null hypothesis H_0 =there is no significant relationship between qualification and awareness level among respondents
2. Alternate hypothesis H_1 =there is significant relationship between qualification and awareness level among respondents

Limitations of Study

1. The study is limited only to Bangalore city especially area of kormangala.
2. The study is restricted to only 100 respondents.
3. The study is dependent on the information given by the respondents.
4. Time constraint: The study is conducted for a period of less than a month, so the result may vary.
5. The result of the study cannot be generalised.

6. Analysis and Interpretation

Table 1 Table Showing Qualification of Respondents

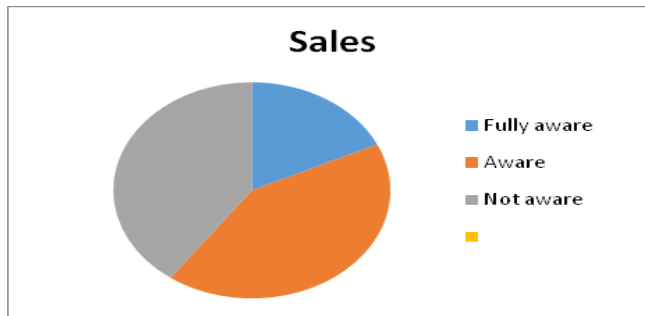
SI No.	Qualification	No of Respondents	% of Respondents
1	Student	45	45
2	Professional	31	31
3	Employee	24	24
	Total	100	100%

Interpretation-from the above table it is clear that 45% of respondents belong to student qualification, 31% of respondents belong to professional qualification and 24% of respondents belong to employee qualification

Majority of gen Z respondents are from student qualification.

Table 2 Table Showing Awareness Level of Respondents Towards Stealth Marketing

SI No.	Awareness Level	No of Respondents	% of Respondents
1	Fully aware	18	18
2	Aware	42	42
3	Not aware	40	40
	Total	100	100%

**Interpretation**

It is clear from the above table that 18% of respondents are fully aware of the concept of stealth marketing, 42% of respondents are only aware of concept and 40% of respondents are not aware of the concept of stealth marketing. Only 18% of respondents have full awareness about stealth marketing.

Table 3 Table Showing Willingness of Respondents to Buy Products Under Stealth Marketing

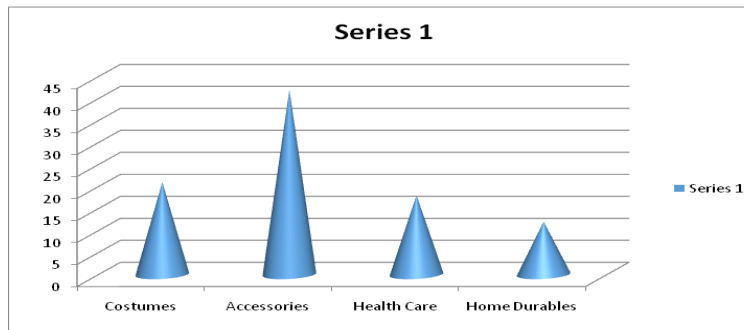
SI No.	Willingness Level	No of Respondents	% of Respondents
1	Always	16	16
2	Sometimes	72	72
3	Never	12	12
	Total	100	

Interpretation

From the above table it is clear that 16% of respondents are always willing to buy stealth marketed products, 72% of respondents preferred to buy sometimes and 12% of respondents felt not worth buying stealth marketed products. Majority of respondents accepted to buy stealth marketed products only few times but not always .

Table 4 Table Showing Preference of Respondents in Buying Category of Products Under Stealth Marketing

SI No.	Category of Products	No of Respondents	% of Respondents
1	Costumes	21	21
2	Accessories	42	42
3	Health Care	18	18
4	Home Durables	12	12
	Total	100	100%



Interpretation

The above table reveals that 42% of respondents preferred buying accessories when stealth marketed followed by 21% of respondents preferred costumes and 18% felt buying health care products and only 12% respondents preferred home durables. Majority of respondents preferred buying accessories when marketed through stealth marketed.

Table 5 Table Showing the Respondents Willingness to Buy Stealth Marketed Products for

SI No.	Buying For	No of Respondents	% of Respondents
1	Oneself	54	54
2	Family	15	15
3	Relatives & Friends	31	31
	Total	100	100

Interpretation

The above table reveals that 31% of respondents purchased stealth marketed products for their friends and relatives, 15% bought them for their family members and 54% of respondents bought them for their own use. As per survey it is clear that consumers preferred buying stealth marketed products for their own use.

Table 6 Table Showing the Respondents Response towards Ethical Status of Stealth Marketing

SI No.	Ethical Status	No of Respondents	% of Respondents
1	Always ethical	40	40
2	Many times ethical	10	10
3	Sometimes ethical	39	39
4	Never ethical	11	11
	Total	100	100%

Interpretation

The above table interprets that 40% of respondents see stealth marketing in an ethical way always, 10% of respondents felt it many times but not always, 39% of respondents felt stealth marketing is ethical only in some cases but 11% of respondents doesn't feel stealth marketing is ethical. Majority of respondents felt stealth marketing technique is always ethical.

Table 7 Table Showing Source of Income of Respondents to Buy Stealth Marketed Products

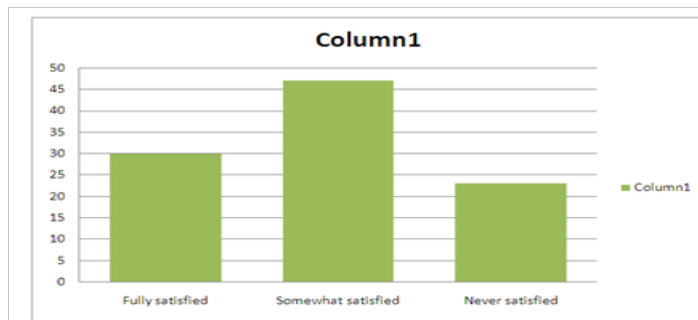
SI No.	Source of Income	No of Respondents	% of Respondents
1	Own	50	50
2	Family	25	25
3	Friends	17	17
4	Colleagues	3	3
5	Debt	5	5
	Total	100	100%

Interpretation

The above table revealed the source of income for respondents for buying stealth marketed products. 50% of respondents bought on their own income, 25% on family income, 17% of respondents borrowed from friends, for 3% of respondents it was colleagues income and 5% of respondents bought product of stealth marketing on debt. Majority of respondents bought products under stealth marketing on their own income

Table 8 Table Showing Satisfaction Level of Respondents After Using Stealth Marketed Products

SI No.	Satisfaction Level	No of Respondents	% of Respondents
1	Fully satisfied	30	30
2	Somewhat satisfied	47	47
3	Never satisfied	23	23
	Total	100	100%



Interpretation

From the above table it is clear that 30% of respondents were fully satisfied after using products bought under stealth marketing, 47% of respondents were only somewhat satisfied but 23% of respondents are not at all satisfied after using stealth marketed products. Majority of customers are satisfied after using stealth marketed products.

Table 9 Table Showing Relationship between Qualification and Awareness Level among Respondents towards Stealth Marketing

SI No.	Qualification	Fully aware	Aware	Not aware	Total
1	Student	3	15	21	45
2	professional	8	21	2	31
3	employee	7	6	11	24
	Total	18	42	40	100

Table Showing Expected Value

SI No.	Qualification	Fully aware	Aware	Not aware	Total
1	Student	8.1	18.9	18	45
2	Professional	5.58	13.02	12.4	31
3	employee	4.32	10.08	9.6	24
	Total	18	42	40	100

Null hypothesis H_0 = there is no significant relationship between qualification and awareness level among respondents

Alternate hypothesis H_1 = there is significant relationship between qualification and awareness level among respondents

Level of significance at $5\% = 0.05$

Degrees of freedom = $(r-1)(c-1)$
 $= (3-1)(3-1) = 4$

Expected value $\mu_2 = 2.28875$

Table value = 9.488

Inference

The calculated value of chi square lesser than table value. The null hypothesis is accepted. Hence there is no significant relationship between qualification and awareness level among respondents

Findings

1. The study revealed majority of gen Z respondents are students and had only average awareness about stealth marketing
2. Majority of respondents wish to buy stealth marketed products only few times.
3. Majority of respondents preferred buying only accessories when there is stealth marketing done for products .
4. From the study it was clear that majority of respondents bought stealth marketed products for their own use and from their own income .
5. Majority of respondents felt that stealth marketing is always ethical concept.
6. The analysis of chi square test revealed that there is no significant relation between the qualification and the awareness level of the employees.

Suggestions

1. Unless and until there is awareness among the consumers any marketing technique wouldn't workout. there is a requirement of awareness creation among the consumers by really putting out the purpose.
2. When providing advertisement through stealth marketing, consumers are willing to buy only accessories but not other products to an extent .this would be taken care and there is a requirement of paying attention.
3. People who are buying stealth marketing products are only satisfied to somewhat level but not in full. if this continuous there is chance that consumers might loose trust on indirect marketing only. Customer satisfaction is very important and that should be looked into when stealth marketing.

Conclusion

Stealth marketing is a indirect marketing technique which is sometimes ethical and sometimes not .Advertising any product without making harm to the other competitors and the public it can remain ethical. And the purpose of marketing is achieved only when the consumers realize it. Gen Z are those consumers who are really attracted by indirect marketing, so .the companies if concentrate on this can easily advertise their products with low cost or no cost and can reduce the cost of marketing .

Bibliography

1. Goodman, E. P. (2006). Stealth marketing and editorial integrity. TEX. I. rEV., 85, 83.
2. Petersson, V., & Svensson, M. (2010). Stealth Marketing: The art of deceiving consumers.
3. Sprott, D. E. (2008). The policy, consumer, and ethical dimensions of covert marketing: an introduction to the special section. Journal of Public Policy & Marketing, 27(1), 4-6.
4. PrakashYadav, G., & Rai, J. (2017). The Generation Z and their Social Media Usage: A Review and a Research Outline. Global journal of enterprise information system, 9(2).
5. Dash, P. K., Rajugopal, S., & Patra, S. K. (2017). Evaluating the Effectiveness of "Internet Marketing" Techniques with Special Reference to Viral and Permissible Marketing of MSMEs. Small Enterprises Development, Management & Extension (Sedme) Journal, 40(2).
6. Tripathi, V. The role of stealth marketing strategy to manipulate teenagers.
7. www.reserchgate.com
8. www.google.com
9. www.wikipedia.com

ANNEXURE

Questionnaire

A study on impact of stealth marketing on buying behaviour of Gen Z

Name:

Age:

Qualification: student professional employee

1) Are you aware of the concept of stealth marketing?

a) Not aware b) Aware c) Fully aware

2) Do you prefer to buy products when they are stealth marketed?

a) Never b) Sometimes c) Always

- 3) What kind of products you prefer to buy when they are indirectly marketed?
- a) Costumes
 - b) Accessories
 - c) Food and Health Care
 - d) Home Durables
- 4) For whom you buy stealth marketed products?
- a) For me
 - b) For my family
 - c) For my friends/relatives
- 5) Do you think stealth marketing is ethical?
- a) Not at all
 - b) Sometimes
 - c) Many times
 - d) Always
- 6) Are you satisfied with the usage of these stealth marketed products?
- a) Never
 - b) Sometimes
 - c) Many times
 - d) Always
- 7) What is your source of income to buy stealth marketed products
- i) Own
 - ii) Family
 - iii) Friends
 - iv) Colleagues
 - v) debt