

Publicity or Noise: Analysis of Audience Perception of Street Team Marketing in Lagos Metropolis

IYIOLA, Rotimi Olakanmi

Department of Mass Communication, University of Ilorin, Ilorin, Nigeria.

E mail: olakanmi945@gmail.com

Abstract

Two sides of the debate exist as to the credence of Street team marketing. On one hand, it is deemed as publicity, on the other, noise. These are the varying positions of scholars and marketing professionals alike. Street team marketing is a tactic that involves ‘hitting the streets’ in an unconventional manner including various activities from product sampling, flyer distribution to public performances and experiential consumer engagement, to promote an event or a product. Considering the efficacy of the concept of perception to a brand, product or personnel, as well as the individuality of audiences of the street team marketing, it becomes necessary to find out whether this strategy, in actuality, serves the objective of its activation. Therefore, this study sought to find out audience perception of the marketing strategy. This study also investigated what prompts audience’s attention, as well as the relationship between exposure and actual purchase of advertised product or service. Consequently, the study engaged a cross sectional survey approach and with the use of questionnaire. Three (3) Local Government Areas in Lagos Metropolis were selected based on the criteria of having high population (which will reflect and/ represent a robust view of residents of Lagos metropolis), a statistical concentration of commercial activities, indicating a tendency of such marketing strategy to be deployed in that environment as well as observable frequency of the street team marketing activity in those areas by the researcher. With a sample size of 384, respondents were administered questionnaire with the use of convenient sampling technique. However, 274 questionnaires were collected and analysed. Findings of this study reveal that street team marketing is a potent marketing communication strategy as accumulated opinions from respondents validates the notion of publicity originally ascribed to the strategy.

Keywords: Publicity; Noise; Perception; Street team marketing; Lagos Metropolis.

Introduction

In the marketplace, brands, products or services are faced consistently with rigid competitions from substitutes, both existing and new entrants. Hence, strategic and aggressive marketing and advertising campaigns are applied by brands to create market ‘differentiation’, ‘segmentation’, ‘positioning’ and in sum, competitive advantage (Douglas & Craig, 2010; Mongay, 2006; Tanner & Raymond, n.d). However at the point of saturation, that is when the market is crowded with competitors, the need for a strategy for a gain in the market share becomes more important. Thus, Zhang, Barbe, and Baird, (2015, p.30) opine that “when a market matures, strategies must adjust accordingly to secure competitive advantage”. So, using unique marketing strategies is a way which can make a company stand out in a saturated market (investopedia.com, 2016). This could be why, overtime, marketing and advertising strategies have emerged, deployed, re-innovated and redeployed to gain market share.

Today people are bombarded with adverts all the time via the print and electronic media. These have however been described to be disruptive, static, and continuously repetitive with no allowance for interaction (Nufer, 2013; StrategicEventDesign.com/blog, 2016). According to Nufer (2013), studies have shown that “the level of information

overload of a consumer amounts to between 95 and 98 per cent. *i.e.* only a minute fraction of the information being offered has even the slightest chance of being absorbed by consumers” (Nufer, 2013, p.1). Thus, catching the attention of urban people of the 21st century’s society is quite hard (Sahlholt, n.d). However, the desire of every marketer is to develop and maintain strong customer relationships and one way this can be accomplished is through effective advertising (Grant, 2014).

Recently, trends across various companies have shown a shift in their marketing activities by focusing on ways of creating memorable experiences in their target consumers. This differs from traditional marketing strategies that are focused on informing the consumers on the features of the products or services (Mutua, 2016). Therefore, motivated by the potential for widespread exposure at a relatively low cost, firms tend to adopt street team marketing in their communication efforts

Street team marketing is a tactic that creates one-to-one engagement with consumers that brings with it a certain measure of credibility (Hall, 2000; Turner, 2011). It is a form of publicity done in an unconventional manner and has been described as a group of people who hit the streets and are involved in various activities so as to promote an event or a product (Hall, 2000). More specifically, street team marketing involves the ideation, planning, staffing, training, outfitting, deployment and management of brand ambassadors to promote brands via consumer engagement and sharable experiences. In recent times, street team has been employed by some brands (for instance mobile phone companies) in Lagos metropolis possibly to reach, capture or retain targeted consumers. Marketing professionals opine that this tactic will generate the right publicity for a brand, increase sales and aid getting through to smaller hard to reach target audience

On the other side are those who oppose the merit of street team marketing. Asserting that, the activations or stunts could backfire, as the style might have generated a lot of excitement but nobody could remember the advertiser's name. They believe that the exercise might be counterproductive, as it could be misinterpreted and might (if the content is poor) repel consumers (Flynn, 2013). Views also emerge that while there is no doubt that the marketing approach can create buzz, many stunts are superficial, they are neither memorable nor big enough to raise brand awareness and boost sales. There may also be the issue of raising false expectations, which can make the advertisers open to criticism, especially if the products they push end up being nothing special (The Economist, 2000). Hence, the purpose of street team marketing may have been defeated, thereby constituting noise instead of publicity.

Principally, audience, consumers or customers are the target of brands during the deployment of the street team marketing, since audiences are the receivers of the message. They are the decider as to the potency of the tactic. Therefore, the focus of this study is not centered on the strength and weakness, advantage and disadvantage of street team marketing as seen by experts, but the focus is on the perception of the audience who are translated as the targeted consumers of a product or service being advertised.

Perception is described as the way in which something (or a phenomenon) is regarded, understood, or interpreted (The Oxford Dictionary of English, 2010). Perception is also described as “the process by which consumers select, organise and interpret stimuli to create a coherent and meaningful picture of the world around them” (Noel, 2009 p. 93). Thus, the concept of perception is crucial to the existence of any brand. Sometimes firms may feel that the audience understands exactly what their brand represents or they may have a projection of how their brand fares in the market. However as Smith (2015, para. 9) opines, “This image may be more reflective of their aspirations for the brand, rather than the reality of public opinion”. Thus, “perception is in fact reality ... what your audiences perceive about you and what you offer is going to influence and drive how they interact” (Morrow, 2012, para. 2).

Statement of Problem

In recent times, there has been a rising increase in the deployment of street team marketing activities by various firms in major cities of Nigeria, especially in Lagos metropolis. This might be caused by the increase in substitutes, which in turn breeds competition in the marketplace. In this situation, the logical approach for brands is to opt for a marketing strategy or campaign that can carve a competitive advantage for them over their competitors. With its perceived advantages, more specifically to the brand, product or organisation, street team marketing becomes one of the popular strategies herein employed.

Nevertheless, there exists a knowledge gap on the tenets of street team marketing, as researching through literature suggests a limited amount of study that has examined the street team marketing activation and effectiveness in the marketing communications field (Turner, 2011).

Street team activations involve various activities and engagements to elicit memorable experiences and subsequently provoke action from the customer or consumer. These 'acts' may however be misinterpreted by the consumers as merely entertainment, distractions or even disturbance (The Economist, 2000). It may therefore constitute noise instead of the intended publicity, by the activator. Consequently, this can cause a disconnection between the marketing objective and consumer perception. This is the problem, which this study attempted to tackle empirically.

Also, knowing that gaining a positive perception is key to the success of any brand, product, services or even personnel (Morrow, 2012; Smith, 2015) and that, members of the audience are different in their psychological makeup (De Fleur, 1970), it is necessary to find out whether the street team marketing strategy, in actuality, serves the objective of its activation.

Objectives of Study

- To find out the audience perception of street team marketing activities.
- To investigate what attracts audience attention to street team marketing.
- To explore the correlation between exposure to street team marketing and consumer purchasing behaviour.

Research Questions

- What are the audience perceptions of street team marketing?
- What attracts audience's attention to street team marketing?
- Is there any correlation between exposure to street team marketing and the consumer purchasing behaviour?

Research Hypothesis

For an in-depth analysis of the study, in tandem with the objectives, the following hypotheses were developed.

1. H_o : There is no significant difference between street team marketing and publicity.
2. H_o : There is no significance difference between street team marketing and noise.
3. H_o : There is no positive relationship between the exposure to street team marketing and consumer purchase behaviour.

Significance of Study

Globally, researching through literature suggests a limited amount of study that has examined street team marketing activation and its effectiveness in the marketing communications field (Turner, 2011). According to the researcher's thorough investigation, street team marketing activity is also under researched in Nigeria, as there are insufficient empirical studies on the effectiveness of the strategy.

At such, the findings of this study are expected to be of immense contribution to the body of knowledge in marketing communications and consumer behaviour studies, as it is expected to improve the understanding of scholars, marketers, academicians and researchers on the street team marketing and its implications.

Hence, this study explored the concept and deployment of street team marketing in our clime to give indications as to its effectiveness. This could help firms decide empirically or scientifically whether they need to incorporate this strategy into their marketing communication channels as they map out their marketing and advertising strategies.

At such, marketers, advertising agencies, public relations organisations and consultancies are expected to find this study important whenever they intend to help clients design their marketing strategies.

Finally, the study is also expected to serve as a springboard for further research into the field of street team marketing.

Literature Review

Street team marketing

Street teams or street team marketing is a highly effective and inexpensive tool to reach target audiences and to drive brand activation by focusing on one-to-one engagement messaging (Turner, 2011). Essentially, street team marketing functions as ‘events promotions’, ‘consumer activations’, ‘testing product feedback’, ‘building brand awareness’, and reinforce brand imaging’ (<http://www.4eon.net/experiential-marketing/street-teams-brand-ambassadors-promotional-models/>, 2016). Street team marketing can be activated in public sidewalks, transit stations, shopping districts, campuses, business districts, around city events and other outdoor locations. Basically at places where there can be active engagements with the target consumer (<http://altterrain.com/street-team-marketing-company-ideas-and-examples-new-york-los-angeles-chicago-san-francisco/>, 2016). A successful street team marketing initiative involves compelling activation ideas (that relate to the brand message, position and desired results), product sampling, outfits, hand-held props, handing out coupons, flyer distribution and experiential consumer engagement with an incentive for consumers to share with friends (<http://altterrain.com/street-team-marketing-company-ideas-and-examples-new-york-los-angeles-chicago-san-francisco/>, 2016; <http://www.4eon.net/experiential-marketing/street-teams-brand-ambassadors-promotional-models/>, 2016).

However, researching through literature on street team marketing presupposes two perspectives to the strategy. The first perspective, which has its roots from the inception of the concept of street team marketing in the 70s, opines that the street teamer, that is the participants of the activation are fans of the brand, that is, people who have a “vested interest in promoting a band or event” and are passionate about what they do (Turner, 2011, p. 4). In this sense, they are voluntary and they don’t necessarily receive financial compensation for their work but they only get complementary gifts from the brand. Such as, free tickets to their shows, complete access to the band members when the band tours in their city, free T-shirts, front row or exclusive tickets to their shows. Specifically, this perspective stems from the fact that street team marketing began from the music industry (Pacini, 2016; Turner, 2011; Vellar, 2012; Hall, 2000).

Due to the success in the use of the street team tactic in the music industry, other companies from beyond the industry adopted the strategy into their marketing plan (Hall, 2000). Thus, the second perspective views street team marketing as a conscious and deliberate marketing strategy that begins from ideation to staffing and deployment by a brand or firm to promote an event, product or service. In this perspective, the street teamers (that is the participants) are brand ambassadors or representatives that have a financial contract to execute the activation. Subsequently, this perspective permits media firms soliciting professional activators to get the word out. This is a modern approach to the deployment of street team marketing and as such it is sometimes referred to as “professional street teamers” (Turner, 2011, p. 39). This perspective, therefore, is the focus of this study.

Street teams can work both online and offline. Offline, they hand posters, stickers in streets and in public places where people gather together and they organize public performances. Online, they publish videos and posts both in social network sites and in web forums, they also video record them in order to share the video online (Vellar, 2012).

A street team marketing approach can take on various forms such as; Product Sampling Street Team, Flash Mob Street Team; Costumed Character Street Team, Ambush Street Team, Event Promotion Street Team, Bicycle Street Team, Vehicle Street Team.

The Street team activations deployed in today’s market and which constitutes the subject of research utilizes a combination of elements of flash mob, experiential, product sampling and event promotions. The drive of this strategy lays on brand activation and memorable experiences, thus, leading to the next point of discussion.

Brand Activation

In recent times, consumers now have the power, the ability to filter through brand messages or marketing campaigns and are more comfortable with a brand message when it comes from a fellow customer or consumer rather directly from the brand or firm (StrategicEventDesign.com/blog). What this means is that consumers have somewhat lost ‘faith’ in

marketing (McKinsey, n.d as cited in brandbase.com, 2016) especially through the traditional/mainstream media which are referred to be 'disruptive' with no allowance for interaction (StrategicEventDesign.com/blog). They now depend on information that can be trusted like that which comes from an active user of that brand. Tapscott (2010, p.1) asserts that "Consumers are taking an active role in determining, shaping, and redefining brands independent of company involvement". This means that consumers actively select or decide - at every exposure, products or brands to engage with. These brands are those of value to them, value here, translates to 'trust' (Saeed, Zameer, Tufail & Ahmad, 2015).

Conversely, companies desire a stronger relationship with their customers both on a functional and on an emotional level to create vantage against her competitors. To achieve this joint task, scholars posit that customers are to be driven "to act, to actively engage with the brand in a dynamic, fun and memorable way" (<http://april5.com.au/what-is-brand-activation>, 2016). In support, Tapscott (2010) concludes that 'winning companies and brands are learning to engage and co-create with these customers rather than shouting over or ignoring the noise of the marketplace'. Now, this is the essence of brand activation in any marketing phenomenon (<http://april5.com.au/what-is-brand-activation>, 2016).

Put succinctly, brand activation is "a marketing interaction between consumers and the brand, where consumers can understand the brand better and accept it as a part of their lives." (Amin, n.d. p.1). Brandbase.com defines it as the seamless integration of all available communication means in a creative platform in order to activate consumers. The meaning of activation is to create the interest, trial and loyalty (Saeed, et al, 2015; brandbase.com).

Consumer Decision Making Process

Before an eventual purchase of goods or service, a consumer passes through certain steps. These steps include;

- a) **Problem recognition:** Problem recognition can be referred to as an identification of a need, lack, desire or "when the existing state differs from the ideal state" (Noel 2009 p. 21). In order to resolve this problem, an individual engages in a search for prospective products, services or ideas that could meet his needs (Khan, 2006; Al-Jeralsy, 2008).
- b) **Information search:** Information search starts the moment a need is recognized (Khan, 2006). This search provides insight into the different products or services that can satisfy the individuals need. It is a deliberate attempt to gain appropriate knowledge about products or services to make informed decisions. (Asemah, 2010; Khan, 2006).
- c) **Judgment/ alternative evaluation:** Once the problem has been identified and a search for desirable alternatives has been completed, the consumer must now evaluate the alternatives and make a decision based on the possible options. (Noel 2009). It is of note that the alternatives that has been selected and pass through evaluation are options that are capable of solving the problem. Asemah, (2010) and Solomon et al., (2006) terms it as the 'evoked set'.
- d) **Decision making/ purchase/ use:** Any product or service that passes through the filter or evaluation is prone to purchase. In this stage, the individual has made a decision amongst the evoked set, which will eventually initiate a purchase and final consumption.
- e) **Evaluation or Post purchase decision:** Once the decision is made and the product is purchased, the last step in the decision-making process is evaluating the outcome. As a result, the customer questions whether such product or services satisfied their need. Based on the response to this question the consumer could react in different ways (Noel 2009). Also, in this stage the result of the evaluation can determine future purchase decisions in that if the consumer is not satisfied, such a product (option) can be cancelled in the future, but if satisfied it can enhance consumer behaviour (Asemah, 2010). The result of this stage can also be dispersed to other consumers such as friends and family which can inferably affect their purchase decision. What this means is that if an individual is dissatisfied with a product such a person can influence others from choosing that option as part of their 'evoked set', thus, affecting the behaviour of the consumer.

These factors, individually, play a part in shaping the consumer behavior yet they work as a whole as they are interrelated.

Perception: Perception is a psychological factor that affects how humans respond, react, make decisions or take action. In sum, how humans behave and make sense of their world (Al-Jeralsy, 2008; Khan, 2006; Noel 2009). Technically, perception is described as “the process by which consumers select, organize and interpret stimuli to create a coherent and meaningful picture of the world around them” (Noel 2009, p. 93). However, before individuals perceive objects or phenomenon or messages they must be exposed to them, and then pay attention to them and subsequently interpret, bringing this sequence; from exposure to attention to perception a constant feature many times in our daily lives (Noel, 2009).

Broadly, analyzing literatures on the classifications proposed by marketing specialists and scholars suggests that exposure (sensation), attention, interpretation and memory (retention) are the dominating elements of the perceptual process (Khan, 2006; Solomon, Bamossy, Askegaard, & Hogg, 2006; Branyte, Paunksniene, & Rutelione, 2007). These will be discussed below.

Exposure: This occurs when a stimulus such as a package, brand name, jingles and marketing campaign comes within range of a person’s sensory receptor nerves such as the eyes, ears, nose, mouth, fingers (Al-Jeralsy, 2008).

Attention: Exposure alone cannot guarantee brand purchase and consumption. A certain amount of attention must be paid to the stimulus to which a customer is exposed in order for it to be perceived (Noel 2009). Attention “occurs when the sensory receptor nerves are activated by the stimuli and, the brain registers sensations for processing” (Khan, 2006, p. 89).

Interpretation: Interpretation is the third part of the perceptual process. Interpretation is the assignment of meaning to the received sensations (Khan, 2006). Consumer’s interpretation of stimuli is derived from past experience, memory, values, beliefs and several other personal factors all of which plays an important role in ascribing meaning to the received stimulus (Al-Jeralsy, 2008). Hence, the given meaning may not be the same as the received stimulus in that what an individual interprets or perceives may be substantially different from reality (Khan, 2006; Pickens, 2005).

Memory; Memory is the storage factor which could be of long term or short term. The short term can be activated for immediate decision making and the long term is for retention of meaning. Memory or retention is activated through repetition of advert messages. (Khan, 2006).

Theoretical Framework

AIDA Model: The AIDA Model is a marketing communication model developed by Strong in 1925. It is a behavioural model that explains the activities that occur from the promotion of a product or service to actual purchase and/ subsequent consumption (Bel-Molokwu, 2005). The AIDA Model is an acronym for *Attention, Interest, Desire, and Action* (Bel-Molokwu, 2005; Livinus, 2014; Rehman, Javed, Nawaz, Ahmed & Hyder, 2014). It is a basic movement of the marketing and advertisement resulted from the perception of customer (Li & Yu 2013).

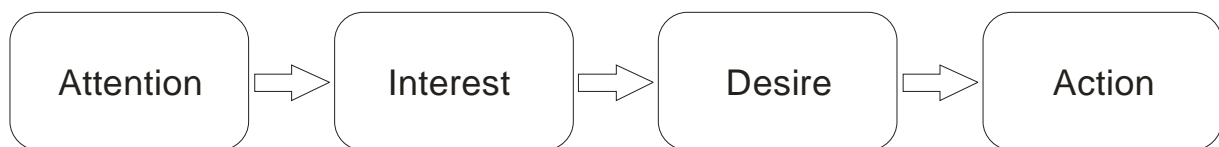


Figure 1 The AIDA Model (Belić & Jönsson, 2012 p. 21)

This researcher opines that the model can be described as having a double-sided approach. That is, it is a ‘model of persuasion’ (meaning that a marketer uses the model to encourage action by stimulating the purchase of a certain product or service) and also considered as a ‘behavioural model’ (meaning that it states the cognitive route that a consumer passes through before an actual purchase) (Ghirvu, 2013; Livinus, 2014). A clarification of the above assertions will be offered while explaining the acronym/model.

Livinus (2014) further explains on the acronym. He states;

- **A – Attention (Awareness):** Attracting the attention of the customer. Ghirvu, (2013 p. 94) explicates that “the advertiser has to promote the product in such way so the customer becomes aware of the existence of that particular service”. Thus, the purchase process begins from this moment- attention/awareness. Ghirvu, (2013) also states that this first step bothers on ways to catch and retain the attention of consumers.
- **I – Interest:** Livinus (2014) states that you raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising). Consumer interest also appears when he or she actively expresses it in connection to a product or service that he or she knows about (Ghirvu, 2013).
- **D – Desire:** Desire is considered the actual aspiration to a particular product, service or brand (Ghirvu, 2013). You need to convince customers that they want and desire the product or service and that it will satisfy their needs (Livinus, 2014).
- **A – Action:** Action represents the final step of the buying process. The marketing campaign should lead customers towards taking action and/or purchasing Ghirvu (2013) opines that the marketer put the consumer into an active position where he could be easily influenced into getting from ‘desire to action’.

Based on the needs of AIDA Model, the aim of street team marketing is to attract the attention of potential customers (or in this case, audience), arouse their interest and desire to the final buying action through consumer engagement and sharable experiences. In like manner, the AIDA Model can be used to interpret the consumers or audiences as they move through cognitive processes of becoming aware (noticing the activations), being involved or interested (becoming curious), developing the desire to take action and then finally making a purchase.

The AIDA Model is based on the assumption that people first learn something from advertising, then form feelings about the product in question, and finally take action (for example, purchasing a product). This order of stages is often called the learn-feel-do sequence (Bovee et al. 1995 as cited in Glowa, 2002). Conclusively, the model implies that advertising should inject memorable and believable messages that will make customers triggered to act in a certain way (Brierley, 2002 as cited in Livinus, 2014).

However, having examining and explicating the advertising and marketing process as postulated by scholars or proponents of the AIDA model, it is pertinent to also point out that “advertising does not always work in such a clear, straightforward, and logical manner”. At such typical purchasing decisions for the average consumer may be at times violated (Glowa, 2002, p. 8). At times, many consumers express interest and desire for a product but they do not reach the final stage of the acquisition process, which is the actual buying. However, it can be inferred that initial perceptions are formed and may either be positive (leading to purchase) or negative (not leading to a purchase decision) and this can occur during the attention stage of the AIDA model. The outcome thereof, will determine the next stage of action. Ultimately, advertisers and marketers should understand the reasons that could block and interfere in the finalization of the acquisition process. These may include financial factors, conceptual reasons, personal beliefs and even lifestyle (Ghirvu, 2013). Interestingly and worthy of note, these factors points to the differences in psychological makeup of individuals of the target audience.

This leads to the second theory that explains the phenomenon at hand - the individual differences theory. The strength of the individual differences theories is that it strongly explains the relationship between perception formulation, consumer behaviour and then purchase. This position will however be explained below.

The Individual Differences Theory: The theory was developed by Melvin De Fleur in 1970. The theory based its assumption on the fact that the audience of mass media is heterogeneous, made up of people with different disposition, characteristics, personality, experiences, demographics and psychographics. Hence, these socio-psycho graphical factors determine how an individual reacts or responds towards media content (Adler & Rodman, 2003; Ajaegbu, Akintayo & Akinjiyan, 2015; Anaeto, Onabajo & Osifeso, 2008; Baran & Davis, 2010; De Fleur, 1970).

An individual's needs, attitudes, values, prior beliefs and other cognitive and emotional states play an important part in screening and selecting media content or in this case brand messages via the activation. This means that members of an audience are very selective in what they are exposed to and diverse in interpretation. As a result these factors act as barriers between message and effect, and subsequently perception (Ajaegbu, Akintayo and Akinjiyan, 2015).

As stated earlier, marketers communicate value to customers and accordingly each consumer perceives what is of value independently and individually (Tanner and Raymond, n.d). This is where the individual differences theory comes into play as it explains the perceptual process that occurs in an individual or consumer.

As the activation begins, audiences receive information individually, then it is organized and combined with information each person already has, and then it is interpreted thus forming a perception. Because of the way this process works, "any one piece of information may be interpreted very differently by each individual that comes across it" (Rivera, 2013) and essentially, what a firm thinks her brand stands for may not be how others are interpreting it. Explicating this position leads to the discussion on selective processes and the individual differences.

Misinterpretation of Marketing Messages: Misrepresentation of marketing messages may occur when the audience misinterpret or misconstrue the message. It should be noted that a large number of audiences do not understand the real meaning behind the messages as this may be due to "demographic variables or, their casual approach towards the advertisement" (Khan, 2006, p. 91). Therefore marketers should carefully craft their messages so as to achieve their marketing objectives. In this instance, the concept of selective distortion comes to bear. It is "changing or twisting currently received information especially when a person receives information inconsistent with personal feelings or beliefs" (Durmaz & Diyarbakirlioglu 2011, p. 2). This distortion substantially lessens the effect of the advertisement on the individual (Pride et al, 2000 as cited in cited in Durmaz & Diyarbakirlioglu 2011).

Empirical Review

After a painstaking search of empirical studies that may have been conducted on street team marketing and audience perception, just a hand full of studies were identified and were not directed at the object of study which is audience perception. Nevertheless, reviews of existing empirical studies in relation to this study were also conducted.

Vella (2012) in "The recording industry and grassroots marketing: from street teams to flash mobs" highlighted the challenge as well as impact of the new media in the relationship between the recording industry and fans. In view of these positions, she elaborates the divergent view to this relationship, as some align to a prohibitionist stand of hindering the easy sharing of music content online while others align with a collaborationist approach with these platforms to aid an affective economy.

More specifically to this current research is the identification of street team as one of the different forms of grass root marketing. The researcher posited that street team are made up of voluntary people to promote an event, product or brand and can work both offline (spreading posters on the streets) and online by uploading videos. Vellar's (2012) definition of Street team stem from a voluntary exercise by a fan to a celebrity or artist to help promote musical content for non economical gains (such as branded products and the opportunity to meet the artist).

The ethnographic study discovered that street team portals allow for participants to have a connection with artists as they promote their music and they become not just loyal consumers but also active participants in the star making process as a result, the coining of the term - "participative stardom" attributing the marketing strategy, overall, as a successful marketing effort.

On the other hand, Turner (2011) in the study "*Street Team Member Socialization*" expands the groups or types of street team into three (3). They include; The Social Networking Team, Traditional Street Team and Professional Street Team.

The social networking team is described as band members with no formal label looking to promote themselves, thus, produce the social networking street team. There is little to no thought about organization prior to the development of the team. The Traditional Street Team is typical street team as it is described online. These street teams usually have signed with a label and are actively recording or touring.

The Professional Street Team is made up of paid members instead of volunteers. According to Turner (2011), members are only minimally paid for their time or simply reimbursed for expenses needed to complete team tasks. None of the members refer to themselves as employees. Instead they refer to their interest in promoting and their passion for a certain event.

In all, the study investigated the socialization process of street team members from the investigation stage to obtaining full membership using Moreland and Levine's (1982) conceptual approach to group as a guide and also identified the outcomes of socialization. The study also attempted to identify initiation procedures that may encourage socialization and attachment to the group. That is whether members of street teams are mainly concerned with supporting the brand or supporting their fellow members.

The credit of reviewing this study stems from the robust discussion in the fundamentals of Street team formulation and activities. Thus, it provides a better understanding to the groundwork of the strategy.

Two data collection methods were used in the study. They include participant observation and in-depth interviews with street team members, administrators within the street team, and band members involved in organizing their street team.

The sampling technique was a purposive, snowball sample of the most willing participants from several street teams. 15 street team members were interviewed and observations were made at concerts and street team events over an 11-month period. Results indicate similarities in the socialization process among street team members.

Research Methodology

Research Design: In this study, the cross-sectional survey design was adopted because of its relevance to this study and the capacity to achieve the objectives of the study (Degu & Yigzaw, 2006).

Locale of Study: This study was conducted in Lagos Metropolis because it is perceived as providing an enabling environment for the study, as there exist an observable concentration in the deployment of street team marketing in that area.

The units of analysis of this study were essentially residents of Lagos Metropolis who have been exposed to the street marketing activity. Since it is not practical for a social researcher to observe or examine the whole population or universe for difficult accessibility, time and economic constraints among other reasons, it is necessary to select a representative sample through which a valid generalisation can be made on the larger population. Thus, for the purpose of this study, three (3) out of the sixteen (16) Local Government Areas constituting what is referred to as Lagos Metropolis were chosen as a focus for the study (<https://lagosstate.gov.ng/about-lagos/>, 2017)

From the Pilot study, some respondents noted perceived pocket-sized activities of street team marketers in their immediate environment, and at such, responses were based on their exposure outside their locale. As a result, to increase the strength of findings, Local Government Areas were purposively selected for having high population (which will reflect and/represent a robust view of residents of Lagos metropolis), a statistical concentration of commercial activities, indicating a tendency of such marketing strategy to be deployed in that environment as well as observable frequency of the street team marketing in those areas by the researcher.

Consequently, the three Local Government Areas selected were Alimosho Local Government Area, Ikeja Local Government Area and Ojo Local Government Area (<https://lagosstate.gov.ng/about-lagos/>, 2017; Oni, 2009).

Population of Study: The three Local Government Areas have a total population of 2, 188, 981 residents. Therefore, according to Krejcie & Morgan's 1970 table of random sampling, a sample size of 384 should be sufficient to study this population at 95% confidence level with 5% margin of error and an alpha of 5.00 percent. However, taking the possibility of unreturned or unanswered questionnaires into consideration, 390 questionnaires were distributed to respondents as against the 384 sample size as stated by Krejcie & Morgan (1970). The questionnaire was then distributed proportionately amongst the three (3) Local Government Areas using a mathematical standard in sharing proportionately according to the population of the three Local Government Areas, using the stratified sampling method.

The Formula is $P \div TP \times 100$

Where P = Population and TP = Total Population.

This is shown in Table 3.1 below

Table 1 Population of the LGA'S and sample allocation.

LGA Name	Area (sq.km)	Census 2006 population	Sample
Alimosho	185	1,277,714	227
Ikeja	46	313,196	56
Ojo	158	598,071	107
Total	389	2,188,981	390

Source: <https://lagosstate.gov.ng/about-lagos/>, 2017.

Sample Technique: Convenience sampling technique was adopted in administering the questionnaire in the three (3) selected Local Governments. Convenience sampling is a type of non probability sampling where members of the target population meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate in the study. It entails using the most conveniently available people as participants (Dörnyei, 2007 as cited in Etikan, Musa & Alkassim, 2016; Polit & Beck, 2010).

Since this study involves a cross sectional survey of audience's perceptions, respondents in the three (3) Local Government Areas met on the road or their homes were given copies of the questionnaire.

However, 274 adequately filled questionnaires were returned, thereby achieving a response rate of 70.2%. Table 3.2 presents the percentage of response from each Local Government Area.

Table 1 Percentage of Response

LGA	ALLOTTED QUESTIONNAIRE	RETURNED
Alimosho	227	143
Ikeja	56	27
Ojo	107	104
Total	390	274
Response Rate (%)	70.2%.	

Source: Field Survey, 2017.

Research Instrument: Research instrument in this study was a self- administered questionnaire was used to collect data from the sample population of this study.

Operational Definition of Measurement Items

Publicity: This is referred to as disseminating information designed to create awareness or attract the interest of the public towards the firm. Regarding the variable publicity, Ilies, Salagean & Moca (2014) highlighted items that sum up the identification and / recognition of publicity. They include; informative character, attractiveness and design of the message, its credibility, design and easy access. These items were adopted and modified to measure the concept with eight – item statements. The statements include "Street team marketing has a compelling call to action. Street team marketing is informative. The campaign provided useful information to influence purchase. Street team marketing promotes awareness and familiarity of the product or service. When I think about the product that is advertised, I think of it as something that I need". It was measured on a five-point Likert scale, ranging from 5-Strongly agree, 4-Agree, 3-Uncertain, 2-Disagree, 1-Strongly disagree.

Noise: The operational definition of the noise means that there is so much promotional clutter, like advertising, that consumers or audiences become tired of it and have a difficult time remembering specific messages.

This was measured with eight- item statements adopted and modified from items used by Samau (2016) to measure Influence of Advertising Semantic Noise on Consumer Behaviour. The statements include "*street team marketing creates confusion of product features. Street team marketing creates confusion of Advertising message. Overall, the campaign makes my decision making more complex. Street team marketing is irritating. Street team marketing is silly*" It was measured on a five-point Likert scale, ranging from 5-strongly agree; 4- agree; 3-uncertain; 2-disagree and 1-strongly disagree.

Perception: Perception means how individuals of the campaign feel, respond, react, understand or interpret stimuli or campaign messages to create a coherent and meaningful picture. It was measured with eighteen - item statements adopted and modified from the items used by Aaker & Stayman (1990) to measure perception of audiences. The statements are structured to examine their views, reactions and opinion. This was measured with strategic statements on a five-point Likert scale, ranging from 5-strongly agree; 4- agree; 3-uncertain; 2-disagree and 1-strongly disagree.

Pilot Testing of Research Instrument

For the pilot study, questionnaires were distributed to residents of Agege Local Government Area, who were subsequently excluded from the main study. One tenth of the sample size equaling 38.4 but rounded up to 40 respondents were given a copy of the questionnaire.

Reliability Testing: The pilot study was subjected to a reliability test using Cronbach’s alpha coefficient. This assessed the internal consistency of the entire scale (Carmines & Zeller, 1979; Drost, 2011).

Table 3 Measurement Reliability Test

VARIABLE	No. OF ITEMS	RELIABILITY TEST	
		N	ALPHA
Audience perception	20	40	.586
Elements that most prompted attention	6	40	.559
Perceived impact to the society	6	40	.628
Correlation between exposure and consumer Purchase behaviour.	10	40	.631

As shown above, the Alpha value for all the item fall within the range of 0.5 to 0.6, this indicated that the items are reliable, according to some scholars’ position that a Cronbach alpha in the range of 0.5 to 0.7 is acceptable (Kehoe, 1995; Schmitt, 1996). In addition, all the items used were adopted from previous studies that have been tested and confirmed their reliability.

Method of Data Analysis

To analyse the data collected for this study, the statistical package for social sciences (SPSS version 21.0) was used for descriptive and inferential statistics, and the results are presented in tables, frequencies and percentages. Pearson Correlation Coefficient and Regression analysis was employed for the analysis of research hypotheses.

Discussion of Findings

Participants in the Study

Table 4 Background Information of Respondents.

Variables	Groups	Frequency	Percentage (%)
Gender	Male	162	59.1
	Female	112	40.9
Total		274	100
Age	18-24	153	55.8
	25-34	77	28.1
	35-44	29	10.6
	45-54	11	4.0
	55 yrs & Above	4	1.5
Total		274	100
Occupation	Civil Servant	27	9.9
	Private worker	28	10.2
	Business/Trader	25	9.1
	Student	144	52.6
	Unemployed	17	6.2
	Others	33	12.0
Total		274	100
Religion	Christians	212	77.4
	Muslims	53	19.3
	African Traditional	6	2.2
	Others	3	1.1
Total		274	100

Source: Field Survey, June 2017

Table 4 shows that 59.1% are males, while 40.9% are females. On age, the majority of respondents, 56% are within the age range of 18-24, 28.1% are within the age range of 25-34 while 10.6% in the age range of 35-44. Having a high number of youthful respondents is not surprising due to the convenient sampling technique employed by the researcher.

On occupation, a little above half of the respondents, 53% are students, while 12% and 10% belong to the 'others' category and private workers respectively. The majority of respondents 77.4% are Christians while Muslims form 19%. This also may be due to convenient sampling used.

RQ 1; What is the audience perception of street team marketing?

This objective/research question was developed to find out audience perceptions, opinions and impressions that they infer from street team marketing. The findings from the analysed data as shown in Table 5, 6 and 7 are discussed below:

Table5 Respondents Exposure and Knowledge of street team marketing.

Variable	Groups	Frequency	Percentage (%)
Overall reaction to STM	Very Positive	94	34.3
	Fairly Positive	84	30.7
	Neutral	65	23.7
	Fairly Negative	23	8.4
	Very Negative	8	2.9
Experience of STM	Very Positive	69	25.2
	Fairly Positive	86	31.4
	Neutral	85	31.0
	Fairly Negative	25	9.1
	Very Negative	9	3.3
Contact with STM	Everyday	48	17.2
	Once a week	57	20.8
	More than once a week	62	22.6
	Several times a month	66	24.1
	Once a month	41	15.0
Level of Exposure	Low exposure	42	15.3
	Moderate exposure	137	50.0
	High exposure	76	27.7
	Very high exposure	19	6.9
	Viewing of STM	Public walkways	78
	Market/ Shopping areas	94	34.3
	Roadside	94	34.3
	Around city events	6	2.2
	Others	2	0.7
Level of Attention	No attention	41	15.0
	Some attention	101	36.9
	Moderate attention	115	42.0
	Much attention	17	6.2

Source: Field Survey, June 2017

Table 5 indicated that the majority of respondents 65% have a positive reaction to street team marketing (very positive 34.3% and positive 31%), while more than half of respondents 57%, have positive experiences of street team marketing and 35% have high and very high exposure while half of respondents, 50% had moderate exposure to street team marketing. Also, 48.2% of the respondents had moderate and much attention to the street team marketing, while 36.9% had some attention. Juxtaposing these items (exposure, attention and reaction) indicates that a high number of respondents are exposed to the marketing activity, while a reasonable amount have attention. However, majority have positive reaction(s) to the street team marketing. On where the respondents view the street team marketing more likely, respondents opined that market/shopping areas and roadside (34.3% and 34.3%) are the more obvious areas of the campaigns. While public walkways follows with 28.5% of the respondents and 2.2% stating around city events.

Table 6; Respondents Perception of Street Team Marketing.

Factors	Groups				
	SA	A	U	D	SD
Compelling call to action	19.0%	50.0%	23.0%	7.7%	0.4%
Clearly Identifies the Advertiser	29.2%	45.6%	18.6	5.5%	1.1%
Favourable impression of the company/brand	19.0%	39.1%	27.4%	12.8%	1.8%
Supports previous Impression of brand	18.6%	39.8%	31.0%	8.8%	1.8%
Promotes awareness & familiarity of product or services	39.1%	43.8%	10.6%	5.8%	0.7%
Creates confusion of Product features	6.6%	19.3%	21.9%	42.0%	10.2%
Creates confusion of Advertising message	15.0%	17.9%	20.1%	35.8%	11.3%
Scale: SA=Strongly Agree, A=Agree, U=Uncertain, D=Disagree, SD=Strongly Disagree					

Source: Field survey, June 2017

Table 6 shows that majority of the respondents 69% (19% and 50%) are in support that street team marketing has a compelling call to action while 23% are uncertain and 20% disagree. Therefore, the majority of respondents ‘agreed’ that street team marketing has a compelling action. While 75% of the respondent support that street team marketing clearly identifies the advertiser, 58.1% consent that street team marketing gives a favourable impression of the company/ brand. However, 27% of the respondents were uncertain about their impression towards street team marketing.

Majority of respondents (58.4%) ‘strongly agree and agree’ that street team marketing supports previous impression that the respondents had of the company/ brand. While 31% were uncertain and 8.8% disagree.

Also, 82.9% of the respondents strongly agree and agree that street team marketing promotes awareness and familiarity of the product or service. Leaving 10.6% of the respondents uncertain and 5.8% disagreeing. On whether the street marketing creates confusion of product features, more than half of respondents, 52.2% disagreed while 22% were uncertain and 26% consented that the campaign created a confusion of product features. In the same vein, 47.1% (disagree and strongly disagree) that street team marketing creates confusion of advertising message. While 32.9% strongly agree and agree that it does create confusion of advertising message. 20.1% were uncertain.

Table 7 Perception of Street Team Marketing.

Factors	Groups				
	SA	A	U	D	SD
Eye catching	38.7%	48.9%	6.2%	5.5%	0.7%
Amusing	27.7%	45.3%	20.8%	6.2%	0.4%
Believable	17.9%	43.4%	24.8%	12.4%	1.5%
Colourful	21.9%	43.4%	24.5%	8.0%	2.2%
Informative	26.6%	45.6%	17.2%	9.1%	1.5%
Ordinary	12.4%	28.1%	36.9%	18.2%	4.4%
Boring	6.6%	11.7%	25.2%	40.5%	16.1%
Confusing	4.7%	9.9%	25.9%	42.7%	16.8%
Silly	7.3%	14.2%	22.6%	38.3%	17.5%
Irritating	9.9%	20.4%	21.9%	31.8%	16.1%
Loud	18.6%	39.8%	31.0%	8.8%	1.8%

Scale: SA=Strongly Agree, A=Agree, U=Uncertain, D=Disagree, SD=Strongly Disagree

Source: Field survey, June 2017

Table 7 shows that 87.6%, 73%, 61.3%, 65.3%, 72.2% consent that street team marketing is eye catching, amusing, believable, colourful and informative respectively. Considering if the marketing strategy is ordinary, 40.5% agree while 36.9% were uncertain and 22.6% disagree and strongly disagree. Also, 56.6%, 59.5%, 55.8%, 47.9% disagree that the street team marketing is boring, confusing, silly and irritating respectively. Conclusively, 58.4% of the population consent that street team marketing is loud.

RQ 2; What attracts audience’s attention to Street team marketing?

The aim of this question is to investigate what prompts attention to street team marketing. This question was answered by selected items and data are shown on Table 8 below.

Table 8 Elements that most likely attracts audience attention.

Factors	Groups				
	SA	A	U	D	SD
Music/Sound	51.1%	37.2%	3.6%	6.2%	1.8%
Dance stunt/ Performances	40.1%	40.1%	11.7%	5.8%	2.2%
Picture/illustration	26.3%	40.1%	26.3%	6.9%	0.4%
Logo	15.7%	39.1%	30.3%	13.1%	1.8%
Prices/special offer	27.4%	48.2%	14.6%	8.8%	1.1%
Consumer involvement	23.4%	46.7%	20.4%	8.8%	0.7%

Scale: SA=Strongly Agree, A=Agree, U=Uncertain, D=Disagree, SD=Strongly Disagree

Source: Field survey, June 2017

Table 8 shows that 88.3% of respondents consent that music/sound are elements that have attracted their attention while 80.2% consent to dance stunt / performance as element or reason for their attention to the street team marketing. On price/special offer, 75.6% consent while 70.1% of the respondents pointed consumer involvement in the campaign as another element that prompted attention to street team marketing. Therefore, the element that mostly prompted attention to street team marketing is music/sound.

Hypotheses Testing and Results

Hypothesis 1:

H_0 : There is no significant difference between street marketing and publicity.

Vs

H_1 : There is significant difference between street marketing and publicity.

Level of significance: $\alpha = 0.05$

Table 9: Shows The Significance Difference Between Publicity And The Street Marketing.

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	2262.728	1	2262.728	187.049	.210
	Residual	3302.410	273	12.097		
	Total	5565.139	274			

Decision rule: Reject H_0 if P-Value $< \alpha$, otherwise do not reject H_0 . That is, if the P-Value is less than alpha, then the null hypothesis should be rejected as not having positive significant difference.

Decision: Since p-value = 0.21 $> \alpha$ -level = 0.05, we do not reject H_0 .

Conclusively, from findings, there is no significant difference between street marketing and publicity. Therefore, it is deduced that street team marketing is regarded as publicity.

To determine if the campaign constitutes publicity, eight questions were adopted and modified from Literature and embedded into the list of questions in the questionnaire that was administered to the audience to respond (Ilies, Salagean & Moca, 2014). Their responses to these questions informed the conclusion as to the efficacy of the marketing strategy.

Hypothesis 2

H_0 : There is no significant difference between street marketing and noise.

Vs

H_1 : There is significant difference between street marketing and noise.

Level of significance: $\alpha = 0.05$

Table 10: Shows The Significant Difference Between Noise And The Street Marketing.

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	720.862	1	720.862	23.456	.001
	Residual	8389.901	273	30.732		
	Total	9110.763	274			

Decision rule: Reject H_0 if P-Value $< \alpha$, otherwise do not reject H_0 . That is, if the P-Value is less than alpha, then the null hypothesis should be rejected as not having positive significant difference.

Decision: Since p-value = 0.001 $< \alpha$ -level = 0.05, we reject H_0 .

Conclusively, from findings, there is significant difference between street team marketing and noise. Thus, it is deduced that street marketing is not regarded as noise.

To determine if the campaign constitutes noise, eight questions were adopted and modified from Literature and embedded into the list of questions in the questionnaire that was administered to the audience to respond (Samau, 2016). Their responses to these questions informed the conclusion as to the efficacy of the marketing strategy.

Conclusively, from the deductions above, it can be stated that street team marketing constitutes to be a form of publicity. This means that the marketing communication effort achieves its objective of promoting products or services rendered or offered (Hall, 2000).

Hypothesis 3

The **research question three (RQ 3)** was hypothesized to statistically answer the question more effectively.

H₀: There is no positive relationship between the exposure to street team marketing and consumer purchase behaviour.

Vs

H₁: There is positive relationship between the exposure to street team marketing and consumer purchase behaviour.

Decision rule: Reject H₀ if P-Value < α, otherwise do not reject H₀. That is, if the P-Value is less than alpha, then the null hypothesis should be rejected as not having positive relationship.

Table 11: Shows the Correlation Between Exposure To Street Team Marketing And Consumer Purchase Behaviour

		EXPOSURE TO STREET TEAM MARKETING	CONSUMER PURCHASE BEHAVIOUR
EXPOSURE TO STREET TEAM MARKETING	Pearson Correlation	1	.544**
	Sig. (2-tailed)		.001
	N	274	274
CONSUMER PURCHASE BEHAVIOUR	Pearson Correlation	.544**	1
	Sig. (2-tailed)	.001	
	N	274	274

The correlation coefficient indicates a positive relationship between exposure to street team marketing and consumer purchase behaviour with .54% correlation. The P-value was found to be statistically significant at 1% level of significant with the P-value < 0.05. There is enough evidence to reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁). Therefore, it is concluded that there is a positive relationship between exposure to street team marketing and consumer purchase behaviour.

As stated earlier, this is one of the research questions in the study and it indicates that there exist a direct link between exposure and purchasing behaviour. In simple terms, when audiences are exposed to such a marketing activity, findings show that the audience is more likely to act or in that the exposure has facilitated the purchase behaviour of an audience and at such he or she is more likely to take action i.e. purchase the product or service.

Conclusion

This study provides meaningful information relating to perceptions, effects of street team marketing in Lagos Metropolis as emphasised above. Therefore, the following conclusions can be made based on the objectives and findings of this study:

- The study proves that audience perception of street team marketing in Lagos metropolis, overall, is positive and has influence on its audience. This, however, is in contrast to positions that aggressively debunk the viability of

the marketing strategy and terming the strategy as 'noise' (Flynn, 2013; The Economist, 2000). At such, from findings, it can be deduced that Street team marketing is a solid and effective publicity/ marketing tool.

- The researcher further identified elements of the street team marketing that influenced attention. One of such elements that stood out is music/sound. Thus, this finding reiterates scholar's positions on the potency of music or sound in advertising and marketing (Hecker, 1984; Areni, 1993).
- One of the research questions in the study sought to find out whether there exist a direct link between exposure and purchasing behaviour. Finding suggests that audiences are more likely to act or purchase the product or service in the event of an exposure to street team marketing.
- In as much as the merits of the marketing strategy were illustrated, various positions were suggested by respondents as regards their perception of the impact of street team marketing to the society. Respondents indicate that street team marketing poses a potential threat to public order, public safety, constitute noise pollution, litters the environment and can attract criminal elements in the society. With all these positions, however, respondents submit that street team marketing improves the beauty and appearance of the environment.
- Markets, shopping areas and roadside are major venues through which the majority of respondents in this study, 68.6%, viewed the street team marketing activities. This corroborates the conceptual definition of the marketing strategy as a process where people 'hit the streets' to market or promote an event, product or service. (Hall, 2000).

References

- Aaker, D., Stayman, D. (1990) *Measuring audience perceptions of commercials and relating them to ad impact*. Journal of Advertising Research, Vol. 30.
- Adler, R. & Rodman, G. (2003) *Mediated Communication. Understanding Human Communication*. (8th Ed). New York: Oxford University Press. Pg 471-485.
- Ajaegbu, O. O., Akintayo, B. J. & Akinjiyan M. M. (2015) *Radio Listening Habits among University Students and their Attitude towards Programmes (A Study of Redeemers University Students)*. Research on Humanities and Social Sciences. ISSN (2225-0484) Vol. 5, No. 12, 2015.
- Al- Jeralsy, K., I, A. Translated by Dr. Mohamed Atif Mogahed Mohamed, A. M (2008) *Consumer Behaviour; An Analytical study of Saudi Family's Purchase Decisions*. (Purchasing Computers).3rd Ed. ISBN: 978-603-00-0680-9.
- Amin, S. (n.d) *Brand Activation Model*. Macro, Management system
- Anaeto S. G., Onabajo O. S., & Osifeso J. B. (2008) *Models and Theories of Communication*. African Renaissance Books Incorporated. ISBN: 978-0-9801626-1-5.
- Areni, C. S. (1993). *The Influence of Background Music on Shopping Behavior: Classical Versus Top-Forty Music in a Wine Store*. Advances in Consumer Research Volume 20, pages 336-340.
- Asemah, E. S (2010) *Perspectives in Advertising and Public relations*. Lizborn Press Ltd.
- Baran S. J., Davis D. K (2010) *Mass Communication Theory. Foundations, Ferment and Future*. 6th ed. Wadsworth Series in Mass Communication and Journalism. Wadsworth Cengage Learning. ISBN-13: 978-0-495-89887-0. ISBN-10: 0-495-89887-2
- Belić S. & Jönsson, E. (2012) *Guerrilla Marketing and its Effects on Consumer Behavior*. Kristianstad University International Business and Economics Program. Bachelor Thesis Spring 2012.
- Bel-Molokwu (2005) *Principles of Advertising*. APCON Advertising Education Series (No. 3). ISBN 978 – 2156- 04- 1.
- Branyte, T., Paunksniene, Z. & Rutelione, A. (2007). *Peculiarities of Consumer Perception in the Aspect of Marketing to Women: Commerce of Engineering Decisions*: ISSN 1392-2785, Engineering Economics 1(5) 50-58
- Carmines E. G & Zeller R. A (1979) *Reliability and Validity Assessment*. Sage Publications / Beverly Hills / London.
- Cova B. & Saucet M. (2014) *The Secret Lives of Unconventional Campaigns: Street Marketing on the Fringe*. Legal Studies Research Paper Series Research Paper No. 14-145.
- Degu, G & Yigzaw, T. (2006) *Research Methodology; Lecture Notes for Health Science Students*. University of Gondar. In collaboration with the Ethiopia Public Health Training Initiative, The Carter Center, the Ethiopia Ministry of Health, and the Ethiopia Ministry of Education. Ethiopia Public Health Training Initiative (EPHTI).

- Douglas, S. P., & Craig, S. C. (2010) *Global marketing strategy: perspectives and approaches*. Jagdish N. S & Naresh K. M (Eds.). Wiley International Encyclopedia of Marketing,
- Driver, J. (2001) *A selective review of selective attention research from the past century*. British Journal of Psychology (2001), 92, 53–78 Printed in Great Britain. The British Psychological Society. University College London, UK.
- Drost E. (2011) *Validity and Reliability in Social Science Research*. Education Research and Perspectives, Vol.38, No.1
- Durmaz, Y. & Diyarbakirlioglu, I. (2011) *A Theoretical Approach To The Role Of Perception On The Consumer Buying Decision Process*. Business Management Dynamics Vol.1, No.3, Sep 2011, pp.17-21.
- Etikan, I., Musa, S. A., & Alkassim, R. S (2016) *Comparison of Convenience Sampling and Purposive Sampling*. American Journal of Theoretical and Applied Statistics. Vol. 5, No. 1, 2016, pp. 1-4. doi: 10.11648/j.ajtas.20160501.11
- Flynn K. (2013) *When Singapore Marketing becomes annoying Noise Pollution*. <http://sbr.com.sg/media-marketing/commentary/when-singapore-marketing-becomes-annoying-noise-pollution>. Retrieved 25th February, 2017
- Garrett R. K (n.d) *Selective Processes, Exposure, Perception, Memory*. [Encyclopedia of Political Communication](http://www.sagepub.com/reference/encyclopedia-of-political-communication). SAGE Publishing. DOI: <http://dx.doi.org/10.4135/9781412953993.n619>
- Ghirvu, A. I. (2013). *The AIDA Model for ADVERTISING GAMES*. Faculty of Economical Sciences and Business Administration Babeş-Bolyai University, Cluj – Napoca, Romania. The USV Annals of Economics and Public Administration Volume 13, Issue 1(17), 2013.
- Glowa T. (2002) White Paper: Advertising Process Models. www.ncResearch.com Retrieved 25th February, 2017
- Grant, P. S. (2014) *Exploring Branded Flash Mobs a Study of the Impact of Branded Flash Mobs on Consumer Behaviour and Brand Equity*. Doctoral Thesis. Division of Industrial Marketing, INDEK KTH-Royal Institute of Technology, Stockholm, Sweden. School of Business and Entrepreneurship. GL7 6JS, United Kingdom.
- Hall, R. (2000) *The Evolution of Street Teams. Major Labels Use of Marketing Trend Has Changed The Game*. Merchants and Marketing. Retrieved from www.billboard.com. on the 25th February, 2017
- Hecker, S. (1984). *Music for Advertising Effect*. Psychology & Marketing, Volume , 4, pages 3-8. In: Allan, D. (2006). *Effects of Popular Music in Advertising on Attention and Memory*. Journal of Advertising Research Volume 46, pages 434-444
- <http://altterrain.com/street-team-marketing-company-ideas-and-examples-new-york-los-angeles-chicago-san-francisco/>. Retrieved 2nd of November, 2016.
- <http://april5.com.au/what-is-brand-activation/> Retrieved 27th of November, 2016.
- <http://diouisa.com/capabilities/brand-ambassadors-flash-mobs/> Retrieved 2nd of November, 2016
- <http://strategieventdesign.com/blog/Brand-Activation-Events-101>. *Bringing your brand to life with successful events that are modern, calculated and targeted*. Retrieved 25th February, 2017
- <http://strategieventdesign.com/blog/Brand-Activation-Events-101>. *Bringing your brand to life with successful events that are modern, calculated and targeted*. Retrieved 25th February, 2017
- <http://www.4eon.net/experiential-marketing/street-teams-brand-ambassadors-promotional-models/>. Retrieved 2nd of November, 2016.
- <http://www.economist.com/node/393109>. The Economist: *Guerrillas in our midst*. Oct 12th 2000. Retrieved 19th March 2017.
- <http://www.highjam.co.uk/street-team-marketing/> Retrieved 29th May, 2017.
- <http://www.investopedia.com/terms/m/marketsaturation.asp>. Retrieved 19th March, 2017
- <https://en.oxforddictionaries.com/definition/perception>. Retrieved 21st February, 2017.
- <https://lagosstate.gov.ng/about-lagos/>. Retrieved 13th June, 2017
- Ilies L., Salagean, H. C. & Moca, C (2014) *Study on The Impact Of Publicity On Demand Management - Evidence From A Romanian Private Sports Club*. Proceedings of The 8th International Management Conference "Management Challenges For Sustainable Development", November 6th-7Th, 2014, Bucharest, Romania.
- Kehoe, J. (1995) *Basic Item Analysis for Multiple-Choice Tests*. Practical Assessment, Research and Evaluation,4 (10).
- Khan, M. (2006) *Consumer Behaviour and Advertising Management*. New Age International (P) Ltd., Publishers. ISBN (13) : 978-81-224-2552-9.

- Krejciar, V & Morgan, D. W. (1970) *Determining Sample Size for Research Activities*. Educational and Psychological Measurement. 1970, 30, 607-610.
- Li, J., & Yu, H. (2013) *An Innovative Marketing Model Based on AIDA: - A Case from E-bank Campus-marketing by China Construction Bank*. iBusiness, 2013, 5, 47-5. <http://dx.doi.org/10.4236/ib.2013.53B010> Published Online September 2013 (<http://www.scirp.org/journal/ib>)
- Livinus E. (2014) *Appraisal Of The Effect Of Selected Marketing Communication Models for An Effective Rebranding Nigeria Project*. A Thesis Presented to the Department Of Marketing, Faculty of Business Administration, University Of Nigeria, Enugu Campus December, 2014
- Mongay, J. (2006). *Strategic Marketing. A literature review on definitions, concepts and boundaries*. Autonomous University of Barcelona, SBS Swiss Business School. <https://mpra.ub.uni-muenchen.de/41840/>. MPRA Paper No. 41840, posted 9. October 2012 20:07 UTC.
- Morrow, J. (2012). *Audience perceptions are the foundation of a memorable brand: 2* <http://www.optimizemybrand.com/2012/10/25/audience-perceptions-are-the-foundation-of-a-memorable-brand/>. Retrieved 12th January, 2017.
- Mutua, B. (2016) *Effect of Experiential Marketing on Brand Perception: A Case Study of Coca Cola Kenya*. A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA) United States International University Africa.
- Noel, H. (2009) *Basics Marketing 01: Consumer Behaviour*. AVA Publishing SA. ISBN 978-2-940373-84-0.
- Nufer, G. (2013) *Guerrilla Marketing—Innovative or Parasitic Marketing?* ESB Business School, Reutlingen University, Reutlingen, Germany. *Modern Economy*, 2013, 4, 1-6 <http://dx.doi.org/10.4236/me.2013.49A001>
- Pacini, F. (2016) *Street team marketing in the music industry today & how Daft Punk is 'doing it right'*. <http://blog.getstreetteam.com/the-role-of-street-teams-in-the-music-industry-and-how-daft-punk-uses-street-team-marketing>. Retrieved 2nd of November, 2016.
- Pickens, J. (2005). *Attitudes and Perceptions*. Madison University in Harrisonburg, Virginia, 44.
- Polit, D. F & Beck, C. T (2010) *Essentials of Nursing Research Appraising Evidence for Nursing Practice*. 7th Ed. ISBN-13: 978-0-7817-8153-4 (alk. paper) Wolters Kluwer Health | Lippincott Williams & Wilkins.
- Rehman, F., Javed, F., Nawaz, T., Ahmed, I., and Hyder, S. (2014) *Some Insights in the Historical Prospective of Hierarchy of Effects Model: A Short Review*. Information Management and Business Review. Vol. 6, No. 6, pp. 301-308, December 2014 (ISSN 2220-3796). COMSATS Institute of Information Technology, Attock Campus, Pakistan.
- Rivera, C. (2013) *perception and its impact on your brand*. <http://www.copypress.com/blog/perception-and-its-impact-on-your-brand/>. Retrieved 12th January, 2017.
- Saeed, R., Zameer, H., Tufail, S., & Ahmad, I. (2015) *Brand Activation: A Theoretical Perspective*. Journal of Marketing and Consumer Research. Vol.13, 2015. An International Peer-reviewed Journal. www.iiste.org. ISSN 2422-8451
- Sahlholt, K. (n.d) *Flash mobs; visualized bricolage in the urban sphere*.
- Samau B. (2016) *Different strokes for different folks: Influence of Advertising Semantic Noise on Consumer Behavior*. IRACST – International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319–2828 Vol. 5, No.3, May-June 2016.
- Schmitt, M. (1996) *Uses and abuse of coefficient alpha*. Psychological Assessment Copyright 1996 by the American Psychological Association, Inc. 1996, Vol. 8, No. 4, 350-353
- Smith, K. (2015). *Marketing: The Importance of Brand Perception*. <https://www.brandwatch.com/blog/marketing-the-importance-of-brand-perception/>. Retrieved 12th January, 2017.
- Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. K (2006) 3rd Ed. *Consumer Behaviour; A European Perspective*. Prentice Hall Europe; Pearson Education Limited. ISBN-13: 978-0273-68752-2.
- Tanner, J., & Raymond, M. A. (n.d). *Marketing Principles v. 2.0*.
- Tapscott D. (2010) *The Reinvention of the Brand*. <http://wiki-brands.com/forward-by-don-tapscott/> august 5, 2010. Retrieved December 1, 2016.
- Turner, A. C. (2011). *Street Team Member Socialization*. Electronic Theses and Dissertations. Paper 1806. B.S. University of Central Florida.
- Vellar A. (2012) *The recording industry and grassroots marketing: from street teams to flash mobs*. Journal of audience and reception studies. Volume 9, Issue 1. Università degli Studi di Torino, Italy [www.brandbase.co.uk/ what](http://www.brandbase.co.uk/what) is brand activation. Retrieved 25th February, 2017

Zhang, Y.C., Barbe, F.G.T., & Baird T.M. (2015) *Competitiveness in a Saturated Market. A Case Study of the Scottish Craft Beer Industry*. The Royal Agricultural University School of Business and Entrepreneurship GL7 6JS, United Kingdom ISSN 2219-1933 (Print), 2219-6021.