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# Guerilla Marketing in the Context of Industry 4.0

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**Abstract**—Governments worldwide are heading towards industrial revolution 4.0. As technology develops and people gets highly connected in hypernet of industry 4.0, the needs to recognize how guerilla marketing adapts to this progress. This research seeks to explore the difference between guerilla commercials by 4.0 companies and those by the traditional ones. Research frame derives from viral marketing literatures. 56 viral commercials on social media in Indonesia during 2016-2020 period are taken as the samples. Four main differences in them are noted: (1) ICT companies tend to have themes around humanism, parody, social justice, sadness, animation, and funny videos, (2) ICT companies trigger curiosity, humor, neutrality, and sympathy, (3) ICT companies provoke less negative emotions such as horror and anger, and (4) ICT companies advertise more in online ad. Data analysis provides valuable implication to companies entering industry 4.0 through guerilla marketing

**Keywords**- *guerilla marketing, viral commercials, industry 4.0, emotion, hyperconnected world*

## I. INTRODUCTION

In 2019, Nike values raised to \$30 billion in a year almost solely due to an advertisement broadcasted on Twitter. Colin Kaepernick, a social equality activist, starred in it, and the commercial instantly went viral. It delivers a huge message on race equality, gender equality, religion, and physical appearance. The advertisement features a veiled boxer woman and a one-arm paralyzed athlete, allofwhich states “believe in something, even if it means sacrificing everything.” It arouses controversy because the government was insinuated by it and because it features a famous athlete quitting his professional status to protest racial inequality and police violence in the United States of America. However, the commercial received highly positive responses from most of the consumers, outnumbering the negative responses, and won the best commercial of the Emmy Award [1].

Nike is one of the phenomena inspiring the Journal of Marketing to review the existing knowledge and theories on marketing in the contemporary world : a hyperconnected world [2]. The hyperconnected world is a crucial technological way of industry 4.0 [3]. Thus, industry 4.0 is an effort to produce items and services using an innovative application of the hyperconnected world. Marketing, which is a way to deliver

industry output to the consumers, should also direct itself towards the hyperconnected world to obtain similar advantages of the production process.

One of the efforts in reformulating the marketing theory in a hyperconnected world is understanding how an advertisement goes viral and whether it requires a large sum of cost. An advertisement might go viral in such a way that it diminishes brand communication by the company itself [2]. Researchers have figured out that information, emotion (especially highly positive or negative emotion), and brand prominence determine whether or not a message goes viral [4]–[6]. This knowledge is important to have low-cost commercials with maximum impact. Giving extreme shock effect might lead to an advertisement goes viral, as guerilla marketing has postulated.

This article explores the difference of guerilla marketing by ICT companies and that by traditional companies from their virality effects in social media. We differentiate ICT companies from traditional companies because, in our view, ICT companies are the ones that readily accommodate industry 4.0. ICT is an extension of information technology highlighting communication incorporation and telecommunication integration [7]. Therefore, ICT companies are supposed to be the most competent in understanding how information and technology flow in a hyperconnected world to ensure high virality of the advertisement they carry out. This research should provide input for contemporary companies wishing to advertise employing the virality of the hyperconnected world. So far, we have not found any research reviewing commercial virality in Indonesia, and therefore, we conduct our research here in Indonesia.

## II. THEORIES

Guerilla marketing is defined differently in literature. Wendland [8] stated that guerilla marketing is “a comprehensive basic strategy executable throughout the marketing mix as a supplement, modification to, and/or creative escape from any licensed and/or purchased mass-media advertising space”. Meanwhile, Ungerman and Dedkova [9] maintained that guerilla marketing is unconventional marketing aimed to give shock effect. On the other side, Rollins et al [10] viewed guerilla marketing as a part of buzz marketing, which is directed marketing to create interesting messages by specifically emphasizing conspicuous unconventional methods.

The concept of guerilla marketing closely relates to guerilla marketing. In short, viral marketing is a marketing phenomenon facilitating and encouraging people to spread a marketing message [11]. The definition derives from the understanding that there are only three marketing strategies related to consumers: push, pull, and viral strategies [12]. Push marketing strategy happens when producers ask their consumers to market the product. In pull marketing strategy consumers demand the market’s content. A viral strategy is information exchange among customers.

Whether or not a viral strategy is included in guerilla marketing strategy depends on the definition adopted. Wendland [8] defined that guerilla marketing differs from viral marketing but can go viral if it succeeds in delivering shock effect to society. On the contrary, Ungerman and Dedkova [9] designated viral marketing as a part of guerilla marketing because it spreads through social networks [13]. Social networks are effective in viraling commercials as consumers tend to share relevant things to friends and relatives in the networks [14]. Meanwhile, when Rollins et al’s [10] definition is employed, things are reversed. Guerilla marketing is one form of viral marketing. We incline to Rollins et al’s argument in this case, that guerilla viral marketing strategy is a part of viral marketing. This is due to Wendland’s statement that guerilla marketing should not only shocking but also having that effect spread out to many people which in turn yields lower commercial cost [8]. Viral spread out can happen only when a commercial has something subjectively uncommon and surprising, even if unintended by the marketers. It infiltrates unpredicted markets because society takes over

marketers' as well as commercials' role to be the marketing starting point. In industry 4.0 era, unique and prominent features of a commercial lead to its going viral due to social media's support. Of course, a commercial without intended shocking effect can go viral provided that the consumers find an unusual thing in it. This kind of commercial is not a guerilla marketing.

Viral marketing is a new marketing innovation develops recently along with other innovations such as autonomy distribution, relationship marketing, mobile application marketing, augmented reality, and so on. Ungerman and Dedkova [9] examined 17 marketing innovations in the industry 4.0 context and discovered that two types of marketing innovations give the most impact (six out of 17 possible impacts). Guerilla/viral marketing is one of them, besides individual marketing in social media. This kind of marketing builds public and brand relation, elevates competitiveness, lowers cost, enters new markets, improves products' quality, and changes the strategic plan. Guerilla/viral marketing gives no impact on the demand of labors, customers' communication, labors' productivity, distribution channel, and organization culture.

It is expected that viral marketing should have a positive impact. The marketers should not discuss controversial matters such as politics, let alone carry messages potentially harmful for their image. Nonetheless, in a grey area where things collide, the viral marketing effect might be positive.

### III. METHODOLOGY

News from a secondary source on "viral commercial" in social media is collected through Google search engine yielding 71 links and five videos. Some links broadcast similar commercials. We rejected commercials broadcasted on the brand's official websites and commercials in non-mass media. This means that only commercials from mass media are accepted while those from blogs or personal websites are rejected. The commercials are categorized into themes, emotions, and locations. Theme is defined as features responsible for virality based on the analysis made by the mass media. Emotion is affective response to the commercial. Location is the site where the commercial was first seen. All those data were described using cross tabulation between ICT based products and traditional products on the three classifications.

### IV. RESULT AND DISCUSSIONS

#### A. Result

We managed to collect 56 viral commercials from 2016-2020. Only 30,4% (17) are ICT product commercials while the rest 69,9% (39) are traditional product commercials. Table 1 shows the product category for both ICT and traditional products.

TABLE 1 VIRAL ICT AND TRADITIONAL PRODUCTS

ICT	Traditional
Fintech, marketplace (5), social media, online trading, online transportation (4), cellular network provider (2), financial provider, smartphone applications, cellular phone	Events, mineral water, apartment (2), building (3), seasoning, paint, ice cream, individual, clinic, healthy food, snack, noodle (2), car (2), motorcycle, a cough remedy, Muslim wear (3), perfume, bleach, flavoring, beauty product, cigarette (2), house, hospital, milk, land, tea (2), convenience store, villa

We identified 20 themes responsible for making the commercials go viral in social media. Thirty percent or 17 commercials go viral because they depict funny stories. Other common themes are surprising (13%) and humanist (9%). Chart 1 shows the ratio percentage of ICT and traditional product themes. ICT products go viral by delivering humanist theme (story of humanity), parody, social justice, animation, and funny stories. ICT products have more humanity and funny stories. At the same time, social justice issues, which have negative meaning to the society, are also themes for ICT products. They are represented by a viral fintech commercial showing a consumer selling herself to pay the debt. It received reprimands and brought the fintech company in front of the law. The themes in ICT products are parody and animation. There is an animation-theme traditional product commercial. But it was the nostalgic aspect of the commercial that made it go viral. On the other hand, traditional product commercials go viral in various themes. The themes found only in traditional product commercials are funny dialogues, documentary, oldies, direct, catchy music, nostalgic, knowledge, political, public space, religious, social norm, animation, funny video, and sex appeal.

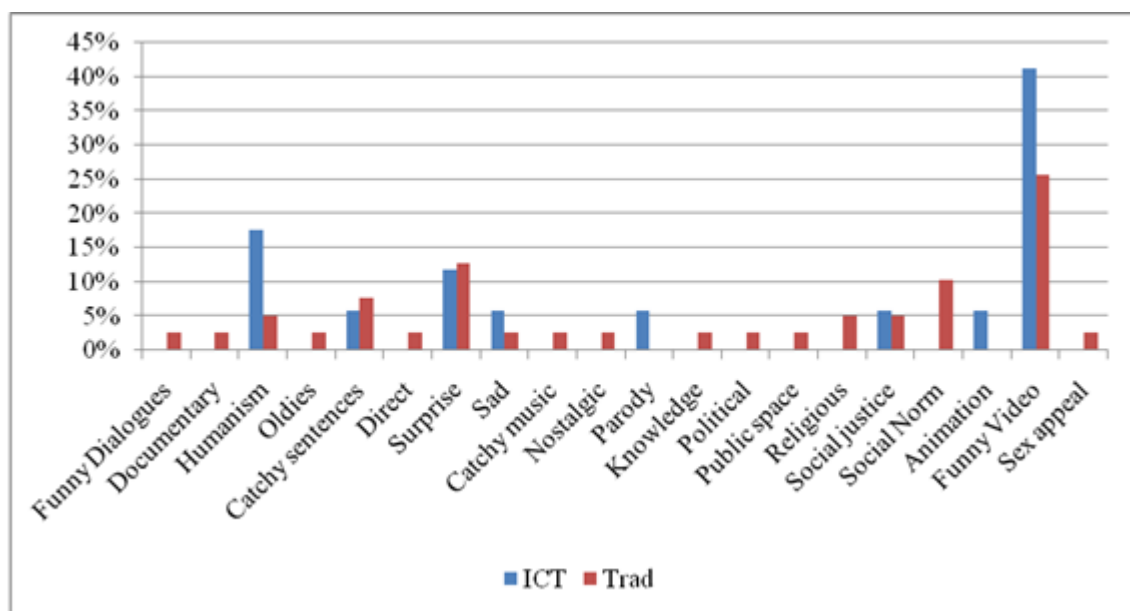


Figure 1 Viral Commercial based on Themes

In terms of triggering emotion, ICT products arise curiosity, sympathy, neutrality, and humor. Negative feelings like horror and angry come more from traditional product commercials. However, ICT products can also provoke anger although not horror. Traditional products also come in various forms and prompt feeling absent in ICT products such as amazement, horror, mixed feeling (controversy), and interest.

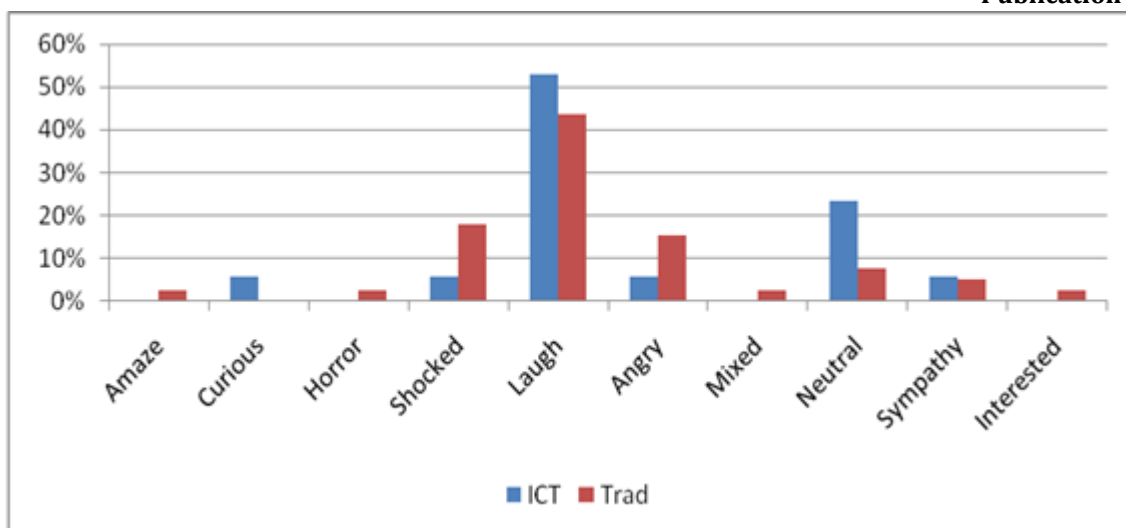


Figure 2 Feelings after Exposure to Viral Commercials

Fourteen or 25% viral commercials come from fairly cheap media namely billboard (7), poster (1), banner (1), an online marketplace (1), and social media (4). The rest are commercials employing expensive media such as bus commercial, online commercial, newspaper commercial, and TV commercial. They are also produced expensively (except the newspaper commercial) because they take the form of complete video with actors and storylines. Only one video is cheaply produced as it is in texts.

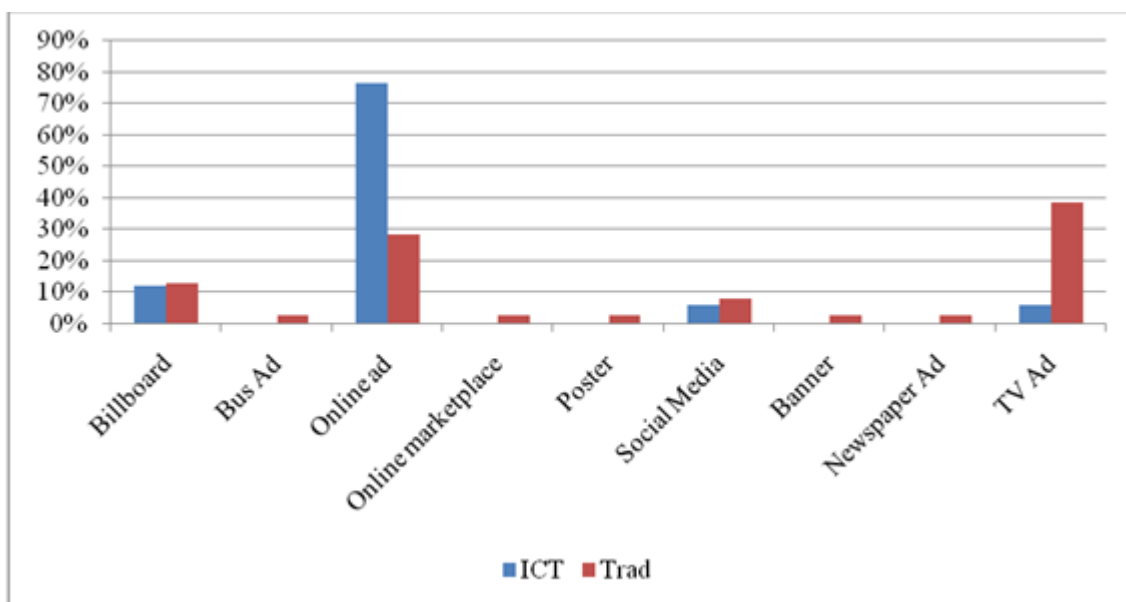


Figure 3 Media used by Viral Commercial

It is expected that ICT commercials make more use of online media than traditional products. A far smaller number of ICT use billboards, social media, and TV advertisements. Traditional products do not focus on online advertising as they pay more attention to TV advertisements. Some media used by traditional products that go viral are bus advertisement, online marketplace, poster, banner, and newspaper advertisement. Table 2 describes all commercial data used in this research.

No	Commercial	Theme	Emotion	Media	Product
1	<i>Modelnya Bukan Mahram, Makanya Dipisah</i> (The models are not <i>mahram</i> *, that's why they are separated) *members of one's family	Religion	Amazement	Billboard	Muslim wear
2	<i>Korban tu ga wajib, yang wajib tu berhijab</i> (Sacrificing animal is not an obligation, but wearing veil is)	Religion	Shock	Billboard	Muslim wear
3	<i>Rok makin di atas, prestasi makin di bawah</i> (Skirts are getting shorter, achievements are getting lower)	Social Norm	Mixed	Billboard	Muslim wear
4	<i>Mal dijual 17 Triliun</i> (A mall is sold for 17 trillion rupiahs)	Surprise	Shock	Online market place	Building
5	<i>Nego Cincai</i> (You can bargain, dear)	funny video	Laughter	Online ad	Marketplace
6	<i>Animasi Virus 2120</i> (Virus Animation 2120)	Animation	Shock	Social Media	Online Transportation
7	<i>Aku ingin pindah</i> (I want to move)	Social justice	Anger	TV Ad	Apartment
8	<i>Jadi besar kayak balon, tapi banyak buluknya</i> (So, it is big like a balloon, but it has mold all over it)	funny video	Laugh	TV Ad	Milk
9	<i>Cari lagu Anji Dia</i> (Look for Anji's song 'Dia')	funny video	Laughter	Online ad	Smartphone Application
10	<i>Sepanjang jalan kenangan</i> (Along the memory lane)	funny video	Laughter	TV Ad	Cigarette
11	<i>Ayah, boleh gak?</i> (Father, can I?)	funny video	Laughter	TV Ad	Tea
12	<i>Yaichu</i> (Yes, that's it)	funny video	Laughter	TV Ad	Cough remedy
13	<i>Masa Ga Hitz</i> (I can't believe that it's not popular)	Parody	Laughter	TV Ad	Cellular network provider

14	<i>Cat Anti Bocor dengan Perlindungan 5 Tahun</i> (A 5-year guaranteed leak proof paint)	funny video	Laughter	TV Ad	Paint
15	<i>Kisah legenda nusantara</i>	funny video	Laughter	TV Ad	Ice cream

TABLE 2 DATA USED IN THIS RESEARCH



No	Commercial	Theme	Emotion	Media	Product
	(The nation's legend stories)				
16	<i>Iklan tidak senonoh</i> (Indecent commercial)	Sex appeal	Anger	Bus Ad	Car
17	<i>Keren Lahir Batin Menyambut Lebaran</i> (Be cool physically and mentally celebrating Eid al-Fitr )	funny video	Laughter	TV Ad	Convenience store
18	<i>Jadikan Ramadan kesempatan terbaik</i> (Make this Ramadan your best opportunity)	Sadness	Sympathy	Online ad	Marketplace
19	<i>Cari Pahala</i> (Seek reward)	funny video	Laughter	Online ad	Online Transportation
20	<i>Memberikan kebahagiaan adalah kebahagiaan</i> (Bringing joy is happiness)	Sad	Sympathy	TV Ad	Tea
21	<i>Drama Korea rasa Soto Lamongan</i> (Korean drama in Lamongan soto* flavor) *a traditional cuisine	funny video	Laughter	TV Ad	Noodle
22	<i>Menghasilkan uang dari rumah</i> (Make money from home)	Catchy sentence	Neutrality	Online ad	Online trading
23	<i>Jo dan Jek</i> (Jo and Jek)	funny video	Laughter	Online ad	Online Transportation
24	<i>Sekali putaran, setengah putaran</i> (One round, a half round)	Catchy sentence	Laughter	Online ad	Beauty product
25	<i>Jual tanah bonus perjodohan</i> (Land for sale, matchmaking is the bonus)	Social Norm	Shock	Social Media	Land
26	<i>Jual rumah bonus perjodohan</i> (Land for sale, matchmaking is the bonus)	Social Norm	Shock	Social Media	House
27	Memories	Nostalgia	Sympathy	Online ad	Biscuit
28	<i>Senam Biskuit</i> (Biscuit gymnastics)	Kalimat Catchy	Laughter	TV Ad	Biscuit

29	<i>Kabar gembira</i> (Happy news)	Catchymusics	Laughter	TV Ad	Healthy food
30	<i>Klinik</i> (Clinic)	Kalimat Catchy	Laughter	TV Ad	Clinic
31	<i>Bicara politik dan puasa</i> (Talk about politics and fasting)	Political	Laughter	Online ad	Biscuit
32	<i>Kepala dalam mata air</i>	Old	Horror	TV Ad	Mineral water

No	Commercial	Theme	Emotion	Media	Product
	<i>pegunungan</i> (Head in water fountain)	commercial			
33	<i>Dilarang ke Rumah Sakit</i> (It is forbidden to go to the hospital)	Surprise	Anger	Social Media	Hospital
34	<i>Penobatan Miss Waria</i> (Miss Transgender coronation)	Social Norm	Anger	Poster	Event
35	<i>Minhyuk Oppa, Notis Me Plis!</i> (Minhyuk Oppa, look at me please!)	Surprise	Shock	Billboard	Individual
36	<i>Gedung ini tidak dijual</i> (This building is not sold)	Surprise	Shock	Banner	Building
37	<i>Rhoma dan Ani</i> (Rhoma and Ani)	funny video	Laughter	Online ad	Financial provider
38	<i>Cinta yang digoreng, hati yang berkuah</i> (A fried love and a sauced heart)	funny video	Laughter	Online ad	Noodle
39	<i>Teks Panjang</i> (A long text)	Surprise	Curiosity	Billboard	Online Transportation
40	<i>Rela digilir demi melunasi hutang</i> (A woman willing to be a prostitute to pay the debt)	Social justice	Anger	Online ad	Fintech
41	<i>Ibu-ibu rebutan rendang di kawinan</i> (Middle-aged married women fight for <i>rendang</i> * in a wedding reception) * a traditional cuisine	Documentary	Laughter	Online ad	Flavoring

42	<i>Iklan terbalik</i> (An upside down commercial)	Surprise	Laughter	Billboard	Marketplace
43	<i>Iklan apartemen di New Jakarta</i> (A commercial of apartment in New Jakarta)	Surprise	Shock	Newspaper	Apartment
44	<i>Pantai Pribadi</i> (A private beach)	Social justice	Anger	Online ad	Villa
45	<i>Rokok tumbuh</i> (A growing cigarette)	Public space	Anger	Billboard	Cigarette
46	<i>Asisten</i> (An assistant)	Funny dialogues	Laughter	TV Ad	Snack
47	<i>Hari Pertama Kerja itu Rasanya...</i>	funny video	Laughter	Online ad	Social media
<b>No</b>	<b>Commercial</b>	<b>Theme</b>	<b>Emotion</b>	<b>Media</b>	<b>Product</b>
	(The first day at work feels like...)				
48	<i>Berani Memulai, Berani Berusaha</i> (Be bold in starting, be bold in trying)	Humanist	Neutrality	Online ad	Marketplace
49	<i>Cekrek Upload</i> (Click and upload)	funny video	Laughter	Online ad	Cellular network provider
50	The Untold Story of Keenan Pearce Ep. 2	Humanist	Neutrality	Online ad	Perfume
51	Love is a trap	Humanist	Neutrality	Online ad	Car
52	<i>Meniti Jalan Pulang</i> (Walk up the road home)	Humanist	Neutrality	Online ad	Marketplace
53	All New	Direct	Neutrality	Online ad	Motorcycle
54	<i>Kembali Beri Arti Ep. 1</i> (Give another meaning Ep. 1)	Humanist	Neutrality	Online ad	Cellular phone
55	<i>Rahasia cerah memikat ala Devina Aureel</i> (The secret of being bright and fascinating in the style of Devina Aureel)	funny video	Laughter	Online ad	Bleach
56	<i>Ayam Katsu Balado*</i> (Balado Chicken Katsu) * a traditional cuisine	Knowledge	Interest	Online ad	Flavoring

## B. Discussions

This first guerilla marketing in social media research in Indonesia found that the main difference of ICT and traditional products viral commercials are: (1) ICT companies have more themes on humanism, parody,

social justice, animation, and funny video, (2) ICT companies provoke more curiosity, humor, neutrality, and sympathy, (3) ICT companies trigger less negative emotion (horror, anger), and (4) ICT companies advertise more on online advertisement.

The results exhibit that ordinary commercial without being viral intention can also go viral due to the power of the community's network. A commercial featuring this characteristic goes viral as the consumers note new findings in it which are mystical aspect (sample no 32), the violation to the public interest by putting on the billboard on the sidewalk (sample no 45), the violation to the social norm (sample no 34), and polysemic content (sample no 33). The above meanings are not wanted by marketers as they spread negative eWOM (electronic word of mouth) which is destructive to the brand [15]. But, commercials with polysemic contents are actually wanted. Polysemic is a commercial's potential to generate multiple meanings. The Nike commercial is an example of a commercial with polysemic aspects as well as sample no 33, no 2, no 3, and no 36. In sample number 33, a hospital broadcast the slogan "dilarang ke rumah sakit" ("It is forbidden to go to the hospital") during the Covid-19 outbreak. This generates ambiguity: whether hospitals refuse to treat patients or patients obey the health protocol to stay home. Likewise, sample 2 showing a goat in a veil means either contempt or religious solicitation. Sample no 3 more or less is polysemic as it can be either sex appeal or religious call. Sample no 36 that adds only a word "not" to make the sentence becomes "not for sale" provokes various interpretations discussed in social media. This polysemic aspect is intentionally aimed to stimulate consumers' interpretations, allowing consumers creative involvement in marketing the brand, and providing certain advantages to the commercial [16]. The exploitation of commercials' polysemy has long been recognized and utilized in commercials' strategy to build intimacy with the consumers [17], [18]. Nevertheless, none of the ICT commercials in this study used this polysemy strategy. It should be an opportunity that can be worked on sometime later while maintaining their well-mastered humanism, sadness, parody, social justice, animation, and funny story themes. It allows their commercials to further revolutionize their existing consumers' networks.

Apart from the vivid emotional content commercials, we have also found viral commercials without strong emotional content. Some previous studies suggested that low emotional content commercials are hard to go viral [4], [6]. Our finding of 12.5% of 56 viral commercials with low emotional content is hard to be neglected, especially because emotional neutrality is one of the anchors in ICT product commercials. This seems to be connected to another motive that is the desire to be regarded as educated and smart people. A study has proved that the factor has quite a large impact on the young generation in spreading a viral commercial [19]. The need to be seen as well-knowledged is supposed to grow stronger in the future in line with the importance of technological skill in the industry 4.0 era [20]. Therefore, we also suggest future guerilla marketers consider the knowledge aspect of the commercials. It does not have to be explicitly done as it can be concealed in the storylines themed humanism and social justice. Again, it aims to provoke consumers' interpretations leading to their involvement. Moreover, hidden 'smart' content might mitigate neutral emotion unsupportive to virality. Commercial and neutral emotion effect diffusion slows down in social networks as the first people responding to the commercial are not interested in the content [21]. In other words, if a commercial is not emotionally attractive, one should make it cognitively fascinating.

Finally, we would like to highlight the only sex appeal case in our viral commercial, which is number 16. The commercial was displayed on a bus and reprimanded by its passengers. It failed to go viral, since the brand and video erased, although was talked by many. It suggests that in Indonesia, at least for the public, commercials advancing sex appeal cannot go viral. Culture can be a defining factor as Indonesian people are highly religious. This is also why three guerilla commercials in this research are religious-themed.

Previous research showed that sex appeal is an important theme determining a commercial's virality [22]. This can only happen if the commercial is personally consumed in individualist countries [23].

## V. CONCLUSION

Viral marketing is a consequence of guerilla marketing carried out in industry 4.0 context. ICT companies are the most relevant ones in facing industry 4.0 because they directly utilize the hyperconnected world formed as the backbone of industry 4.0. This research reviews the virality pattern of commercials by ICT companies compared to those of traditional product companies. The result shows that ICT companies' commercials' themes and emotions are different. This pattern fits the effective viral marketing determinants in the literature. However, ICT companies should explore more polysemic content and consumers' desire to be regarded as well-knowledged relevant to industry 4.0 context. Meanwhile, traditional products still employ destructive themes and emotions and need to take after the ICT products' themes to fit the industry 4.0. Nevertheless, traditional products have better-utilized emotion and polysemy. Thus, they need to have an orientation on humanism and positive emotions. This research is limited for its descriptive nature, thus, the next one should employ an inferential approach. But, this has a contribution to the theory by highlighting the cultural differences in Indonesia and Western societies as well as by showing how the knowledge aspect plays a role in guerilla marketing in the industry 4.0 era.

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