

## THE INFLUENCE OF GUERRILLA MARKETING ON WORD OF MOUTH ACTIVITIES MEDIATED BY ADVERTISING CREDIBILITY – STUDY ON GENERATION Z IN DENPASAR

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**ABSTRACT:** The purpose of this study is to examine aspects of guerrilla marketing such as advertising creativity, message clarity, humor, and surprises in advertising to generation Z's WOM activities mediated by advertising credibility. The number of respondents in this study was 148 respondents. The respondents were people in the city of Denpasar with criteria age 17-25 years which included in the Generation-Z range. Data from the questionnaires were then analyzed using SEM-PLS. Based on the results, several conclusions are obtained namely (1) creativity, message clarity, humor, and surprise have a positive and significant influence on the ad credibility, (2) message clarity and surprise directly has a positive and significant influence on WOM, while creativity and humor have positive but not significantly on WOM. (3) Ad credibility has a positive and significant influence on WOM and (4) credibility can mediate the effect of creativity, message clarity, humor and surprise on WOM (full mediated).

**Keywords:** Creativity, Message clarity, Humor, Surprise, Credibility, WOM, SEM-PLS

### I. INTRODUCTION

In the business world, how diversified the products and how the products are promoted are carefully and thoroughly identified. In general, marketers would attempt to maximize their reach in all market segments. The promoting cycle is also viewed to be a type of venture, in which the showcasing chief must allocate assets ideally. This is expected to provide the organization with decent return. For most parts, supervisors must know whether the cost of promotion, publication, and product diversification would be able to provide significant development for their business. Marketers typically still use conventional promotion strategies. Conventional promotions in general utilize a number of media, namely through TV, radio, direct messages, publicizing announcements, SMS-blasting, and others (Tam and Khuong, 2015). Current customary showcasing strategies mostly disregard the use of word of mouth (WOM) between customers, although most marketers realize that WOM affects customers' choices (Chaeet *et al.*, 2015). Conventional media like TV takes up a considerable portion of the advertising budget in organizations. The information introduced on *webfx.com*, promoting with the American public TV medium costs a financial plan of \$ 63,000 - \$ 8 million US dollars with a normal of \$ 342,000 for 30 seconds of impressions for every advertisement (Becket, 2018).

With the current condition, traditional marketing is no longer considered effective. Subsequently, other promotional techniques were regarded as adequate, for example, guerrilla marketing. It is often referred to as extreme marketing, grassroots marketing, or also feet-on-the-street marketing, usually manifested in original forms of advertising (Margolis and Garrigan, 2008). Guerrilla marketing can utilize one or a mix of factors in real-life publicizing guerrilla to be more alluring. Schmitt and Zarantonello (2013) propose that advertisements must make sensations, sentiments, creative mind, conduct, and ways of life to be viable because these components decidedly influence the promotion itself, brand advance, and buy a goal. Various literature covers plenty of measurements in guerrilla marketing; (a) surprise, (b) humor, (c) message clarity, (d) creativity. According to Tam and Khuong (2016), creativity is a dimension which is formed with consideration of novelty and relevance for each message sent. Based on this, novelty and relevance will then in this study is referred as the creativity variable.

Credibility is needed to ensure the availability and validity of the information obtained. Advertising is considered an important tool to influence consumer opinions, attitudes, and behavior and is seen by consumers as a viable source of information, also believed to be an aspect and form of trust (Rajaobelina, 2018). Advertising credibility can be defined as the extent to which consumers consider the brand claims made in advertisements to be true and trustworthy so that these advertisements can be a strategy to change consumers' perceptions of their products (Acar and Temiz, 2017). Based on this, the credibility of the advertising message is

a customer measure that determines whether or not the information conveyed by a product is good or not. Using the right media can help increase the credibility of advertising which positively affects advertising and brand attitudes (Dahlén *et al.*, 2008). Therefore, credibility is proposed as a mediator between the characteristics of guerrilla marketing and WOM behavior in this model to assess the assumption that when consumers have a good perception of the advertisement message, consumers will be persuaded by its content and share this information about these products to their relatives. This process and action in the world of marketing is called the word of mouth (WOM). On the positive side, WOM is involved to share and receive information, have social interactions, or express emotions (Lovett *et al.*, 2013).

Advertising can spark this need and potentially stimulate a WOM conversation about its product. Several routes can trigger this need, including to attract attention, increase social desires and connectedness (Berger 2014; Aaker and Biel 2013; Van der Lans and van Bruggen 2010), stimulate information, and increase emotional arousal (Holbrook and Batra 2013). Currently, the activities and intensity of WOM are usually carried out by various demographics and across generations. Family expenditures and household purchases are increasingly influenced by their generally young children, commonly referred to as generation Z. It is widely recognized as the next consumer. According to Netzer (2017) and Perlstein (2017), generation Z will accommodate nearly 40 percent of all consumer purchasing power by 2020.

Many literatures have reviewed the relationship between guerrilla marketing, consumer perceptions (Shakeel, M., *et al.*, 2011), brand image (Gökerik *et al.*, 2018), the intensity of WOM on generation Y (Tam and Khuong, 2016), and its impact on the purchase intensity of generation Y (Nunthiphatprueksa, 2017; Tam and Khuong, 2015). The increasing popularity of guerrilla marketing has forced academics to investigate this concept in more depth. The perception of gen-Z in this competitive environment is an important aspect to understand the relationship between guerrilla marketing and WOM activities in that generation. In addition, no one has investigated the perception of generation Z whenever they are presented with guerrilla promotions, particularly in area of Denpasar.

## II. DEVELOPMENT OF HYPOTHESES AND RESEARCH CONCEPT FRAMEWORK

### II.1. Guerrilla Marketing

Guerrilla marketing is a form of marketing that changes shape and takes the brand message and presents it to the desired consumers in a way that is personally appealing and entirely unexpected. (Margolis & Garrigan, 2008). Guerrilla marketing can also be seen from how it becomes a viral, rumors or hidden marketing due to the concept is the idea includes publicizing the non-conventional route expected to arrive at countless individuals with little financial plans (Ay *et al.*, 2010; Hutter and Hoffmann, 2011). The following are a portion of the factors of guerrilla advertising.

### II.2. Creativity

Creativity consists of two basic variables, namely novelty, and relevance. The perspective of advertising novelty shows that ads must have a central focus that is meaningful to be creative, ad meaningful must pass relevant information to the product, although the novelty related to aspects expectation ad information, the significance related to the relevance of advertising information in identifying with the message major advertising (Ang *et al.*, 2012). Currently, the existing literature on the effectiveness of creative media choice has provided empirical evidence that with regard to creativity in an advertising media will be able to generate more brands associated and last longer than ad placement in the concept of traditional advertising. Relevance which is part of advertising creativity has been consistently shown to increase advertising effectiveness (Jung, 2017). Creative ads tend to get more attention resulting in more positive attitudes towards advertisements and brands (Sweetser *et al.*, 2016), and increasing WOM. (Hayes *et al.*, 2019)

#### H1: Creativity has a positive and significant effect on WOM.

Consequences of exploration directed by Mainu and Zaharie (2014), a trial of creative advertising and its relation to attitudes on advertising and credible. Creativity increases positive attitudes toward online advertising (Taylor *et al.*, 2011). However, the contrary outcomes show that creative advertising does not always lead to more positive results than the advertised product (Steinhart, 2012).

#### H2: Creativity has a positive and significant effect on credibility.

### II.3 Message Clarity

Message clarity in the main reason for guerrilla marketing. It doesn't generally imply that customers comprehend the message planned and contained in the commercial, which will impact purchasers and is persuaded to catch the message. The examination performed by Tam and Khuong (2015) regarding the clarity of the message has a positive and significant effect on the intensity of the purchase in generation Y. This is in contrast to the research conducted by Nunthiphatprueksa (2017) which was conducted in Thailand and gives the opposite statistical results that the message clarity in marketing advertisements is not significantly

positive for generation Y perceptions. Something very similar is appeared by the examination of Tam and Khuong (2016) which shows that the Clarity of the message doesn't affect WOM. Along these lines, this examination turns into a gap that should be tried on generation Z perspective.

**H4: Message clarity has a positive and significant effect on WOM.**

Baek and Yu's exploration (2010), it clarifies that message clarity is an antecedent of brand credibility. Research conducted by Dahlen and Smit (2014) is to look at non-conventional and customary promoting media by focusing on the lucidity of the message that is embedded in each kind of commercial. Non-conventional media impact the credibility of promoting messages. Tam and Khuong (2016), Message clarity provides positive results on credibility. Message clarity deserves to be tested its influence is the credibility of advertising messages. Based on this, the proposed hypothesis is as follows.

**H5: Message Clarity has a positive and significant effect on credibility**

#### **II.4. Humor**

Conceptually, humor is characterized by the properties of the stimulus and determined through senses of humor, type, or technique to create an ad funny. Humor advertising leads to a more positive attitude towards advertisements, brands and increases purchase intentions (Eisend *et al.*, 2014). It should be noted that humor tends to appear only in the early stages of advertising and is used less for ads that appear longer due to its repetition that can damage the effect of humor for a given advertisement (Chan, 2011). Humor can be influenced by the social and culture of each city even in different countries. Research qualitative conducted by El-tazyet. *al.*, (2018) which prove that humor in advertising has a strong influence on the activity of WOM in Egypt.

**H7: Humor affects positively and significant related on WOM**

According to Eisend (2017), humor is regularly embedded as a supplement to the suitable portion and will significantly effect on consumer perceptions. Another thing is pointed out by Crawford and Gregory (2015) who discuss the positive relationship between humor and credibility. In a study conducted by Tam and Khuong (2016), the role of humor in increasing advertising credibility has no significant effect.

**H8: Humor has a positive and significant effect on credibility**

#### **II.5. Surprise**

When a product or service delivers something unexpected or misjudged, it will bring a surprise. The surprise is an important factor in guerrilla advertising in attacking consumers, the sensational feeling that makes them "wow" or "aha", is the fundamental factor most expected (Nufer, 2013). Surprise evokes feelings and results in more complicated information processing when there is a mismatch between the advertisement and the expectations of the advertisement (Halkias and Kokkinaki, 2014). Besides, if the message in the advertisement is considered different and evokes feelings beyond what is expected, consumer interest will arise in the advertising concept and causes resulting in higher consumer purchase intentions (Nagar, 2015). A study conducted by Hutter and Hoffmann (2014) discussing some of the results of empirical studies on the relationship between surprise and WOM which states that it has a positive and significant relationship. This is supported by research conducted by Tam and Khuong (2016) that the shock contained in guerrilla marketing advertisement has a significant impact on WOM activities.

**H10: Surprise has a positive and significant effect on WOM.**

The surprise is one of the most important parts of the guerrilla marketing concept. Surprise can provide new perspectives for consumers, meaning that the messages received by consumers do not match their expectations and estimates. Research conducted by Maniu and Zaharie (2014). Ads concept that has a value of creativity and surprise unexpected will affect consumer perception in determining attitudes on the ad along with its credibility. The higher the customer's disposition towards the commercial, the more tenable the message got by the purchaser will likewise influence shopper conduct (Tam and Khuong, 2016).

**H11: Surprise has a positive and significant effect on credibility.**

#### **II.6. Ads Credibility**

Advertising credibility (Ads credibility) is considered an important tool for influencing consumer opinions, attitudes, and behavior and is seen by audiences as a source of information when an advertisement is considered a reliable source (Turkey and Sayadi, 2016). Ad credibility is an important element to persuade consumers to change their behavior by enhancing the brand image with good communication; consumers develop higher trust in the brand or product (Chinomona, 2016). Therefore, which is chosen to distribute advertisements can influence the trustworthiness of the advertising content (Rifon *et al.*, 2010). Ads credibility concepted as a moderator in this research. The expectation is that it can furnish an impact between advertising with the guerrilla marketing concept and WOM activities. Generation Z is likely to be able to provide information regarding the product being advertised if the ad has credibility (the message of the ad, the

credibility of the company, and the credibility of the product). Therefore, all guerrilla marketing variables will be mediated by ads credibility. Credibility is considered to be one of the important parameters to become a medium between creativity and WOM.

According to Esmailpour and Aram (2016), in the idea of viral promoting, messages must be planned as innovatively as could reasonably be expected with the goal that they can pull in individuals and convince them to send this message to loved ones concerning the brand or item publicized. Numerous components impact the achievement of this procedure. These factors identify with customers presented to the message or identify with the properties and pieces of the message (Kaplan and Haenlein, 2011). Yang *et al.*, (2012) show that when customers put themselves in a situation of going to buy a product, they are looking for credible information and this information includes the information sent through the WOM process or other reliable sources.

**H3 : Creativity has a positive and significant effect on WOM mediated by credibility.**

Previous research conducted by Khasawneh and Shuhaiber (2013) has found that message clarity is considered a significant factor in advertising success. The clarity of the message has been shown to have a positive influence on several studies on consumer behavior carried out by Tam and Khuong (2015), Nuntiphatprureksa (2017), and Powarni and Kennedy, (2018). There are still few who discuss the indirect effect mediated by the credibility of the message. Tam and Khuong (2016), show various things. Message clarity does not affect WOM activity directly but has a positive effect on the credibility. Therefore, it is necessary to test with consideration of similar hypotheses. The tested hypothesis is as follows.

**H6: Message Clarity has a positive and significant effect on WOM mediated by credibility**

Ahmad and Mahmood (2011) have considered the comparison between traditional and non-traditional advertising and resulting non-traditional has more valuable. This contradicts the research of Tam and Khuong (2016), which did not affect the intensity of WOM in generation Y. This finding is interesting to conduct further research with generation Z differences as the object under study.

**H9: Humor has a positive and significant effect on WOM mediated by credibility.**

Hutter and Hoffmann (2011), agree that surprise can give an impression that can make consumers amazed. Surprise can cause an advertising concept to become a widespread message, and increase credibility so that it affects consumer perceptions. Hutter and Hoffmann (2014), further investigated the surprise element from an ambient marketing perspective and stated that surprises always provide value to these advertisement and tend to provide new perspective to consumers.

**H12: Surprise has a positive and significant effect on WOM mediated by credibility**

## **II.7. Word of Mouth**

Word of mouth marketing is a connected endeavor and includes offline marketing as well due to an ever-increasing number of individuals are utilizing different channels for their sharing, information, and even impact purchasing decisions (Subramanian, 2018). In the buying process, people are usually influenced by family members, friends, and other members they know and trust. Today's digital world provides a new perspective on consumer behavior (Huete-Alcocer, 2017). WOM is considered the most important source of information in consumer purchasing decisions (Jalilvand and Samiei, 2012). Overall satisfaction leads to the possibility of revisiting and recommending goals (Sotiriadis & Van Zyl, 2013). WOM in guerrilla marketing is described as a promotional strategy that uses unconventional locations with an intensive WOM campaign to push and spread products to market (Baltes and Leibing, 2008). Credibility has a relationship with WOM tends to find the information useful when they consider the information is trustworthy (Castillo *et al.*, 2013). Verstaten (2015) states that the product is informed through advertisements deemed trustworthy or credible if the truth of the information is in the minds of consumers thus that consumers can make comments, opinions, recommendations, and give some reviews that which can be represented as the activity in case of WOM.

**H13: Credibility has a positive and significant effect on WOM.**

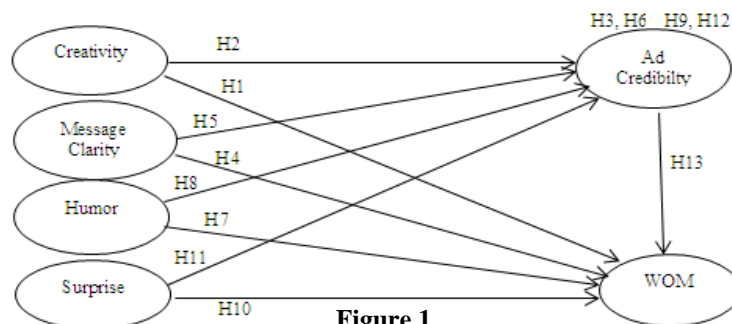
## **2.8. Generation Z**

Generation z is described as those born anytime between 1995 and 2012 (Kitchen *et al.*, 2015). Gen-Z is the first generation who grew up in the era of developed information technology, becoming one of the most critical users of social networking sites, constantly engaging in information exchange and online conversations among peers (Kitchen *et al.*, 2015). Therefore, gen-Z is born into a globalized world, constantly connected with a good understanding of when and how to use communication and media technology (Williams *et al.*, 2011). Gen - Z tends to be responsible, adapted to high technology and multiple sources of information with messages bombarding them from all sides. For them, the acceptance of information from peers is very important because they need to feel that they are part of something important and their social concept is partly determined by the group in which the teenager is (Kaylene *et al.*, 2010). They are a global and diverse generation that comes from a broader mix of backgrounds with different experiences and ideas.



### 2.9. Conceptual framework

Based on the description and conceptual foundation, the conceptual framework can be arranged in this study as Figure 1.



**Figure 1.**  
Research Conceptual Framework

## III. RESEARCH METHODOLOGY

The research was conducted by collecting data through a survey of high school students in Denpasar City. Data collection was carried out simultaneously in one short study or cross-section through a questionnaire. The scope of this research was carried out in Denpasar. The scope of the variables studied was creativity, humor, message clarity, ads credibility, and WOM. The population in this study was generation Z in Denpasar City. The sample in this study amounted 148 samples with an age range of 17-25 years with the minimum senior high school requirements as a respondent. The data were collected with the 5-point Likert scale and collected using *google form* online questionnaire. The results of the validity and reliability of the instrument show that R counts above >0.36. The test results of reliability indicate the value *Cronbach's alpha* entire instrument was >0.7 which indicates that all the instruments are quite reliable and valid in measuring the research variables. Creativity, message clarity, humor, and surprise construct in this study adapted and modified the indicators used by Tam and Khuong (2016) and Nunthipatprueksa (2017). Ads credibility adapted and modified the indicators used by Tam and Khuong (2016), and word of mouth adapted and modified the indicators used in the research conducted by Tam & Khuong (2016) and Goyetteet. *al.*, (2010). The analysis technique used *Partial Least Square* (PLS) with the help of SmartPLS 3.28.

## IV. DATA ANALYSIS

### IV.1. Characteristics of Respondents

The characteristic of respondent in this study can be explained that there are 55 respondents aged 17-19 years, 31 people aged 20-22 years, and 62 people aged 23-25 years, the majority of respondents is dominated by 23-25 years (41,9%) The gender was dominated with the female (86.2%). Respondents based on education were dominated by a bachelor's degree with a percentage of 38,5%. Respondents based on the frequency of exposure to advertisements both offline and online were 0.7% person who was not exposed at all, 4.7% people were exposed to ads with a small category, 18.9% people were exposed to advertisements in the medium category, 29.7% people were exposed to ads with quite a lot of categories, 45.9% people were exposed to ads with very high. This result implies that the percentage of respondents exposed to advertisements is quite high and very large, indicating that there is a phenomenon that is not conducive to advertising nowadays.

### IV.2. Outer Model Test

Convergent validity can be verified based on average variance extracted (AVE) value for each variable. All value indicated higher than 0,5 which means all variables have fulfilled the convergent validity requirements.

**Table 1.** Convergent Validity Test Result

Variable	AVE value	Variable	AVE value
Humor	0.864	Credibility	0.843
Message clarity	0.791	Surprise	0.826
Creativity	0.818	WOM	0.838

**Table 2.** Discriminant Validity Test Results

Variable	X3	X2	X1	M	X4	Y
Humor (X3)	<b>0.930</b>					
Message clarity (X2)	0.294	<b>0.889</b>				

<b>Creativity (X1)</b>	0.305	0.603	<b>0.904</b>			
<b>Ad Credibility (M)</b>	0.506	0.580	0.627	<b>0.918</b>		
<b>Surprise (X4)</b>	0.385	0.514	0.461	0.647	<b>0.909</b>	
<b>WOM (Y)</b>	0.382	0.626	0.581	0.715	0.609	<b>0.915</b>

The results of the discriminant validity test in the table above show that all constructs have a square root value of AVE above the correlation value with other latent constructs so that it can be concluded that the model has a good level of discriminant validity.

The reliability test results in the table above show that all constructs have a composite reliability value > 0.7 and Cronbach's alpha > 0.7 which indicates that all constructs have met the required reliability.

**Table 3.** Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
<b>Humor</b>	0.921	0.950
<b>Message clarity</b>	0.911	0.938
<b>Creativity</b>	0.968	0.973
<b>Credibility</b>	0.953	0.964
<b>Surprise</b>	0.929	0.950
<b>WOM</b>	0.952	0.963

The goodness of fit test results of the PLS model in table 4 shows that the SRMR value of the saturated model is 0.048 and the estimated model is 0.048 in the saturated model. Due to the SRMR value of the model in both the saturated model and the estimated model is below 0.10, the model is declared perfect fit and feasible to use to test the research hypothesis.

**Table 4.** The goodness of fit Model

	Saturated Model	Estimated Model
<b>SRMR</b>	0.048	0.048

#### IV.3 Inner Model Test

The inner model test includes the direct effect significance test, the indirect effect test, and the measurement of the influence of each exogenous variable on the endogenous variable. All of these tests will be used to test the research hypothesis, significance value, and R-Square of the research model. Structural models were evaluated using the R-Square for the t-test variables and the significance of the structural path parameter coefficients.

**Table 5.** Coefficient of Determination (R-Square)

Variable	R-Square
<b>Credibility</b>	0.619
<b>WOM</b>	0.603

Q-square (predicate relevance) used to the structural model measures how well the observation is generated by the model and parameter estimation. The obtained Q-Square is > 0, therefore the model is deemed to be able to explain the dependent variable with the Q-square value.

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2) = 1 - (1 - 0.619) (1 - 0.603) = 1 - (0.381) (0.397) = (1 - 0.151) = 0.848$$

Based on calculations, this means that 0.848 or 84.8% which indicated the model has a good predictive relevance. It can be interpreted that 84.8% varied in WOM is influenced by creativity, message clarity, humor, surprise and ads credibility, while the remaining 15.2% is influenced by other variables which not included in this research model.

Based on the estimation results of the PLS model, all pathways must have a p-value < 0.05. The full direct effect significant test results can be seen in the following Table 6. The results explained that H2, H4, H5, H8, H10, H11, H13 have a p-value < 0.05 and t-statistic > 1.65 so that the hypothesis can be received. H1 has a p-value of 0.414 and a t-statistic of 0.216. H7 has a p-value of 0.414 t-statistic of 1.583. These causes the two hypotheses were rejected. This represents that the better the creativity in advertising, the better the credibility of the ad, but it does not affect the activities of WOM in generation Z. The clearer the message conveyed in advertising, the more influential it is in both its credibility and WOM. The higher the humor that is inserted in the advertising, not affect the WOM activity.

Ads credibility as a mediator shall be examined by examining the indirect effects as presented in Table 7. The results of these tests the entire hypothesis H3, H6, H9, H12 has a p-Value- > 0.05 and T-statistic < 1.65. Thus credibility can fully mediate the relationship between guerrilla marketing variables and WOM. The more credibility of an advertisement, the more it can improve the guerrilla marketing concept which will further increase WOM in generation Z.

**Table 6. Direct Effect Testing Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t statistics	p-values
<b>Humor → Credibility</b>	0.238	0.241	0.055	4,369	<b>0,000</b>
<b>Humor → WOM</b>	0.015	0.019	0.068	0.216	<b>0.414</b>
<b>Clarity → Credibility</b>	0.153	0.155	0.055	2,787	<b>0.003</b>
<b>Clarity → WOM</b>	0.242	0.243	0.065	3,743	<b>0,000</b>
<b>Creativity → Credibility</b>	0.308	0.306	0.066	4,667	<b>0,000</b>
<b>Creativity → WOM</b>	0.107	0.100	0.068	1,583	<b>0.057</b>
<b>Credibility → WOM</b>	0.382	0.381	0.094	4,071	<b>0,000</b>
<b>Surprise → Credibility</b>	0.335	0.332	0.066	5,070	<b>0,000</b>
<b>Surprise → WOM</b>	0.183	0.180	0.072	2,547	<b>0.006</b>

**Table 7. Indirect Effect Testing Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t statistics	p-values
<b>Humor → Credibility → WOM</b>	0.091	0.091	0.031	2,957	<b>0.002</b>
<b>Clarity → Credibility → WOM</b>	0.058	0.058	0.025	2,332	<b>0.010</b>
<b>Creativity → Credibility → WOM</b>	0.118	0.116	0.038	3,058	<b>0.001</b>
<b>Surprise → Credibility → WOM</b>	0.128	0.127	0.043	2,956	<b>0.002</b>

## V. RESEARCH FINDING AND DISCUSSION

### V.1. The effect of Guerrilla Marketing on gen-Z WOM activities

From the results obtained, we can conclude that two variables have a positive influence, namely, message clarity and surprise. This shows that the clarity of advertising messages is one of the factors that influence consumer behavior as a whole which is formed (Shakeel, M., *et al.*, 2011). That is an important factor in successful communication (Kim, Han, and Yoon 2010). Research conducted by Zhang and Choi (2017) on New Product Preannouncements (NPP), clarity of NPP message on the message type, and brand characteristics to determine the effect of WOM. This may represent that the better the clarity of the message on ads, the more positive the WOM product is formed. Surprise as the root of guerrilla marketing has given some proves that surprise is the most important thing and essence in the application of guerrilla marketing (Druing and Fahrenholz, 2008), and also a fundamental difference between advertising with a guerrilla concept and advertising with a traditional concept (Hutter and Hoffmann, 2011). It can be concluded that creativity has a positive but not significant effect on WOM. This shows that creativity ads can not directly affect the positive WOM on generation Z. This hypothesis suggests that creative advertising does not always lead to more positive results than the advertised product. The influence of creativity is considered to be more aspects of advertising that are not related to the content or message (Steinhart, 2012). Ads that are too efficient can also harm WOM intentions (Modig and Colliander, 2014). Besides, humor shows that advertisements cannot directly affect the formation of positive WOM of a product being advertised. Based on previous literature, these results contradict that humor is believed to have an impact on consumer behavior (Eisend *et al.*, 2014). Humor makes it possible to reduce consumer perceptions (Eisend, 2009). The results of this study can be attributed to the fact that the various types of guerrilla marketing product advertisements attached in the questionnaire questions vary and cause perceptual bias. Apart from that, cultural values like social collectivism and individualism, gender differences, motivational values can also be influential (Elbers, 2013). The frequency of consumers using these advertising products can also play a different role in determining whether an advertisement is considered funny.

### V.2. The effect of Guerrilla Marketing on Ads Credibility.

From the results obtained, all guerrilla marketing variables give positive and significant results in advertising credibility which are comparable to the proposed conceptual framework. This shows that creativity in advertising is one of the factors that influence the credibility of advertising. The better the creativity inserted on ads, it will increasing the ads credibility. This is supported by research conducted by Mainu and Zaharie, (2014) which states that creativity in advertising can have special implications for the credibility of an

advertisement. Non-traditional advertising tends to provide a new perspective on the attitude of the advertisement when compared to traditional advertising. Creativity in advertising also tends to increase positive attitudes towards online advertising (Taylor, Lewin, and Sturtton 2011). This research can support that creativity can increase the credibility of advertising in generation Z in Denpasar. On the other hand, the clarity of the advertising message is one of the factors that influence the credibility of the ads (Tam and Khuong, 2016). Non-traditional advertising such as guerrilla marketing has a positive influence on advertising credibility. Clarity of message is needed for every company in explaining its products so that it will make easier for consumers to know the true intentions as well as to increase credibility and reduce the perceived risk of a product's advertised brand, which should provide a clear and specific detail (Zhang, and Choi, 2018). Humor has a positive and significant to ads credibility. The result shows that humor in advertisements is one of the factors that influence the credibility of advertisements. Another point is shown by Crawford and Gregory (2015) who discuss between humor and credibility has the positive relationship.

Surprise has a positive and significant effect on credibility. The concept of advertising that has a value of creativity and unexpected surprises will affect consumer perceptions in determining attitudes to these advertisements and their credibility (Maniu and Zaharie, 2014). Surprise plays an important role and has the expectation that the more amazed consumers are by advertising, the more it increases the motivation to catch the advertising message. (Halkias and Kokkinaki, 2014). This is proven that guerrilla marketing can be a surprise element and giving a new the placement of different product impressions when advertised and consider its effectiveness at the attention of consumers (Wanner, 2011; Dahlen and Smit, 2014).

### V.3. The Indirect Effect of Ads Credibility

The significant value of the indirect effect of all guerilla marketing variable on WOM mediated by credibility is has a value of the test results  $<0.05$  and T statistic  $> 1.65$ ,  $H_0$  is rejected, so it is concluded that credibility can fully mediate the indirect effect of guerilla marketing variables on WOM. This shows that the better the clarity of the message of an ad, the higher the ad credibility, which in turn will increase the credibility of the ad and increase positive WOM. These results provide a new perspective compared to previous studies conducted from Tam and Khuong (2016) which gave several variables that are not significant at the millennial population in Vietnam.

Taking into account the relationships in the model concepts can be the explanation that creativity can give a positive brand attitude and believe these ads and collect their intention to buy the brand and tell the product which was advertised (Mainu and Zaharie, 2014). Credibility can moderate between creativity and WOM give a represents that creativity tends to increase the credibility and influence of generation - Z. When customers put themselves in the situation would be to buy a product, then they look for credible information will be sent through WOM or other reliable sources (Yang *et al.*, 2012). At the same time, the more favorable the consumer's attitude to an advertisement, the more credible the advertising of the product brand will be. A positive attitude toward the ad and this credibility could explain that a positive attitude toward the ad, then the consumer tends to provide direct WOM. These results prove that generation Z tends to pass the information they like to their colleagues (Ones *et al.*, 2010).

Credibility managed to become mediated between humor and WOM. The possibility occurs when consumers already know that the products advertised by certain companies have a reputation so that WOM activities can occur. The results can provide a new understanding that the better sense of humor slipped on advertising, automatically increase the credibility of its perception generation - Z, the next they will be increasing the activity of WOM to their colleagues. This is evidenced by advertising research with the concept of parody that is funny and credible. It has more opportunities to attract consumer attention with a brand and change behavior (Sabri, 2014). Others research conducted by Ayuningmas (2019) explains that the perceived humor, humor type, and humor style influences advertising effectiveness. Credibility can be a mediator between creativity and WOM. This finding is consistent with research by Munnukka, *et al.*, (2016) in his research on the credibility of the endorsement. The involvement of consumer emotions can increase the effectiveness of advertising and lead to high credibility, the greater the effect of these products on shaping consumer attitudes. Research another related credibility that the credibility of celebrities (consisting of charm, confidence, and expertise) and the credibility of the ad will positively affect the three traditional measures of advertising, namely effectivity - attention to the ad, attitude toward the brand, and purchase intention (Young, *et al.*, 2014). It can be interpreted that the better the surprise which is inserted in the ad and raises consumer emotions in per ad, the higher credibility of the ad which will further increase the credibility and automatically increasing positive WOM.

The last but not least, multiple stimuli (e.g., the credibility of sources, quality of arguments) can trigger people's perceptions (Fang, 2014). For example, e-WOM credibility perception represents the state of cognitive and reflects the extent to which one views the online reviews as a recommendation that is reliable, accurate, or factual (Cheung *et al.*, 2009; Wu and Wang, 2011). In the context of social networking sites, if the recipient



considers that information (WOM) was posted by the profile owner that is considered credible by the level of relevant expertise, they will tend to assume that the message it has a higher level of credibility (Cheung and Thadani, 2012). This suggests that the credibility of advertising is one of the factors that influence the WOM product formed in a generation Z. The better the credibility of the ad, the more positive the WOM product is formed.

## VI. CONCLUSION

Based on the results, several conclusions; (1) creativity, message clarity, humor, and surprise have a positive and significant influence on the advertising credibility, (2) message clarity and surprise directly has a positive and significant influence on WOM, while creativity and humor have positive but not significantly on WOM. (3) Ad credibility has a positive and significant influence on WOM and (4) credibility can fully mediate the effect of creativity, message clarity, humor and surprise on WOM.

## VII. LIMITATION AND IMPLICATION

The Covid-19 pandemic that occurred at the beginning of 2020 caused problems in the process of collecting respondents. The form of questionnaire used in this study is an online questionnaire which has limitations. Online questionnaires cause no further information exchange process as a form of support between respondents and researchers that can make it easier to understand the question points on the questionnaire. The limitation lays in the inability to interview respondents to confirm that the two variables that give not significant results and are used as a reference to support the basis of the results obtained.

Further research can be carried out by developing a model that has been examined in this study. This can be done by incorporating other variables guerrilla marketing as a factor against WOM, for example, aesthetics and emotional arousal. Also, this research still takes a fairly general object. Providing some examples of guerrilla marketing advertising in the questionnaire can lead to differences in the standardization and implementation concept of guerrilla marketing for each product advertised by the company. the products advertise in this study are not specific to certain types of products, so further research can also be carried out using more specific research objects such as taking samples on advertising carried out by several industries such as *IKEA*, *Adidas*, *McDonalds*, pharmaceutical companies, and others that tend to apply with guerrilla marketing as a guideline for advertising.

In the future, it is hoped that it can enrich the development of marketing management knowledge, especially in the field of advertising. This is an understanding for advertisers to pay attention to guerrilla marketing factors that can affect generation Z consumer perceptions. Each generation has different behaviors and also has different perceptions. The ads provider should be able to create more creative ads, clear messages, insert quality humor and provide an element of a surprise following attractive guerrilla marketing rules so that the ad credibility will increase and form of a positive WOM. Generation Z is a potential customer if we look at the results that have been obtained. As previously described, this generation Z tends to take the initiative to do WOM when seeing something that is considered new and unique.

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