

Analyzing Guerrilla Marketing Effects on Consumer Engagement within Social Media X: Evidence from ATEEZ Fans in Indonesia

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Abstract

Driven by contemporary social media advancements, firms and entertainment practitioners are increasingly required to deploy novel marketing schemes to cultivate consumer connection. This investigation examines how Consumer Engagement on the X platform among Indonesian ATEEZ fan community is affected by Guerrilla Marketing Effects, specifically encompassing the Surprise Effect, Diffusion Effect, and Low-cost Effect. Utilizing a quantitative method with a causal-associative framework, research data were gathered via digital questionnaires from 150 purposively sampled respondents, which were then processed through multiple linear regression analysis using IBM SPSS Statistics version 31. The statistical outputs confirm a simultaneous and significant effect of the Surprise, Diffusion, and Low-cost Effects on Consumer Engagement, marked by an F-statistic of 50.281 and a p-value of < 0.001. Partial analysis indicates that all three elements are significant, though the Diffusion Effect exhibits the highest dominance. Furthermore, the R² value of 0.508 establishes that these three predictors account for 50.8% of the variance observed in Consumer Engagement. These insights suggest that incorporating cost-efficient, unexpected, and easily transmissible promotional tactics can successfully augment audience interaction in virtual fandom communities.

Keywords: Guerrilla Marketing, Surprise Effect, Diffusion Effect, Low-cost Effect, Consumer Engagement, Social Media X, ATEEZ Fans

1748

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INTRODUCTION

The development of digital technology and globalization has altered the patterns of business competition, including the ways in which companies attract attention, build relationships, and maintain consumer engagement. Competition no longer relies solely on product quality, but also on a company's ability to create marketing strategies that are communicative, interactive, and relevant to consumer behavior in the digital space (Agazu et al., 2024). In the context of modern marketing, consumer engagement has become a crucial aspect as it reflects the involvement, interaction, and emotional attachment between a brand and its consumers. A high level of engagement indicates that consumers do not merely receive messages passively, but also actively participate in marketing communication through activities such as liking, commenting on, and sharing content on social media (Bowden & Mirzaei, 2021; Agra & Prakoso, 2022; Widiastuti, 2023).

The increasing volume of promotional content on social media presents new challenges for companies in the form of audience saturation and the declining effectiveness of conventional marketing approaches. Repetitive and highly competitive promotional strategies have the potential to reduce consumer attention and interaction toward marketing messages (Berger et al., 2023). This condition drives the need for alternative approaches that are more creative and capable of building memorable experiences, one of which is through guerrilla marketing. This strategy emphasizes the use of creativity, surprise, interaction, and cost efficiency to create a strong marketing impact and differentiate a brand from its competitors (Ay et al. in Soomro et al., 2021; Khare in Susilo, 2020). Hutter and Hoffmann explain that the effectiveness of guerrilla marketing can be observed through three main elements, namely the Surprise Effect, Diffusion Effect, and Low-cost Effect, which play a role in attracting attention, driving message dissemination, and generating a major impact at a relatively low cost (Hutter and Hoffmann in Wendland, 2016).

The application of guerrilla marketing is relevant to study within the creative and entertainment industries because this sector relies heavily on innovation, emotional experiences, and interaction between industry players and audiences. The entertainment industry, particularly K-Pop music, demonstrates strong digital marketing dynamics through the utilization of social media to build closeness with global fans. In Indonesia, K-Pop has become a rapidly growing popular culture phenomenon, making the Indonesian audience a potential market for South Korean entertainment agencies. ATEEZ, as a fourth-generation K-Pop group under KQ Entertainment, shows international growth through creative concepts, high-energy performances, and an active global fan base

1749

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(Sriautarawong & Wattanapanich, 2025). ATEEZ's promotional activities across social media, most notably on platform X (formerly recognized as Twitter), demonstrate elements of surprise, message dissemination by fans, and digital participation that can be understood within the framework of guerrilla marketing.

A number of previous studies indicate that guerrilla marketing influences consumer engagement. Jerab (2025) found that guerrilla marketing is more effective than traditional marketing in building memorable experiences, emotional connections, and consumer engagement. Wahyuningtiyas & Soetjipto (2025) also showed that guerrilla marketing and viral marketing are able to increase consumer engagement, while Widiastuti (2023) emphasized the importance of interaction, social influence, and active user participation in social media engagement. Additionally, Gündüzyeli (2025) found that integrating guerrilla marketing with social media can expand message reach and strengthen consumer engagement. However, previous research has not specifically examined how the effects of guerrilla marketing (comprising the Surprise, Diffusion, and Low-cost Effects) influence consumer engagement on platform X in the context of the K-Pop entertainment industry, particularly among the ATEEZ fan community based in Indonesia. The outcomes of this research are projected to offer a theoretical advancement to digital marketing communication studies, explicitly regarding the effectiveness of creative marketing paradigms to elevate customer engagement on social media. Furthermore, this research is also relevant to studies of the creative industries and popular culture, as it explains how non-conventional promotional strategies can drive organic audience participation within digital fan communities.

LITERATURE REVIEW

Marketing

According to Xia (2023), marketing is a system of business activities that includes the planning, pricing, promotion, and distribution of products tailored to the needs of both existing and potential consumers. Kotler and Keller (2021) state that marketing encompasses a series of activities, institutional arrangements, and processes involving the creation, delivery, communication, and exchange of offerings that hold value for consumers, partners, and society at large. According to Buchari Alma in (Devi & Azizah, 2022), the objectives of marketing include understanding the market and consumers, developing products that align with market needs, increasing product popularity, building and maintaining a positive product image, increasing sales, and achieving consumer satisfaction. Based on these various definitions, marketing is a process that focuses on

1750

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meeting consumer needs through value creation and the development of mutually beneficial and long-term sustainable relationships, which is not limited solely to promotional and sales activities.

Marketing Communication

Marketing communication represents the 'voice' of a company and the brand it carries. Its primary function is to serve as a medium for interactive dialogue between the company and consumers to build and strengthen sustainable relationships (Firmansyah, 2020). Present-day marketing communication strategies rely heavily on channels such as social media, email, websites, and mobile applications (Purwati & Ariyani, 2025). The interaction between brands and consumers is reinforced by the ability of digital media to provide borderless content, two-way communication, and consumer participation through user-generated content and online communities with higher engagement. By leveraging the opportunities offered by digital platforms and communication channels, companies can build strong relationships with consumers, enhance brand visibility, and support meaningful consumer engagement (Nesterenko et al., 2023).

Guerrilla Marketing

The paradigm of "Guerrilla Marketing" was originally coined by Jay Conrad Levinson in 1984 through his literary work titled "Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business." According to Levinson, this approach represents a marketing strategy that heavily prioritizes on creative, surprising, and low-cost approaches to promote products or services. According to Batles & Leibing in (Ouf, 2023), guerrilla marketing aims to influence consumer emotions on a deeper level by using engaging and unexpected methods designed to penetrate cognitive barriers, as well as utilizing unconventional methods and locations to reach the right audience at an unexpected moment in an authentic yet relevant way to generate a lasting and unforgettable impact. Guerrilla marketing has evolved into a marketing communication approach that is relevant to the demands of modern marketing because it is capable of delivering unique experiences and evoking audience curiosity as well as emotional responses. This generates an impact that is difficult to achieve through traditional marketing (Dimobi & Anyasor, 2022).



Guerrilla Marketing Effects

Surprise Effect

The basic principle of the guerrilla approach is to surprise consumers with unexpected activities, as surprise arises from a mismatch between stimuli and the expectations that have formed within an individual (Hutter & Hoffmann, 2011). When these expectations exceed a certain threshold and are disproved, individuals experience an emotional surprise reaction that causes them to halt their current activities and focus on the unexpected event (Fadhila, 2020). This reaction can be triggered by various techniques frequently used in guerrilla marketing, such as absurdity, humor, or shocking messages that create stimuli deviating from the consumer's normal expectations (Sajoy in Barbosa et al., 2022).

Diffusion Effect

The diffusion effect describes how a marketing message spreads through the people who receive it. Over time, this dissemination emerges as a continuation of the initial surprise generated by the guerrilla activity. This effect impacts two communication spectrums: directly, where the audience interacts directly with the company, and indirectly, where individuals spread the message to others through two-way communication (Parilti & Spahic, 2019). Diffusion effect helps to efficiently reach a larger target audience and draw the attention of many people to the surprising event or matter and the associated brand (Hutter & Hoffmann, 2011).

Low-cost Effect

The low-cost effect refers to how a guerrilla marketing campaign can outperform competitors by generating a significant amount of attention at a very low cost. It can be said that the ability to reach a large audience with limited or no cost is a hallmark of guerrilla marketing, which is supported by the natural dissemination of messages as well as unusual methods (Sajoy in Barbosa et al., 2022).

Consumer Engagement on Social Media

According to Barari et al. (2020), consumer engagement can be defined as voluntary behavior by consumers that contributes to the company. Brodie et al. in (Cao et al., 2021) expand the concept of consumer engagement and define it as a psychological state that is contextual and situational that exhibits diverse levels of intensity within an ongoing, iterative process of interaction. • This construct is delineated

1752

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as a multidimensional concept consisting of cognitive, emotional, and behavioral dimensions within relational exchange processes, notably inside virtual brand communities. In marketing, social media afford significant potential for brands to generate consumer interest and attention, interact with, retain, and inspire consumers, so that the concept of consumer engagement plays an increasingly significant role in shaping mutually beneficial relationships for both consumers and brands. The relevance of consumer engagement on social media is evident from its significant implications for brand reputation, purchasing decisions, and the success of marketing strategies (Widiastuti, 2023).

Drawing from the previously established background and literature review, the visual representation of this conceptual framework is displayed in Figure 1.

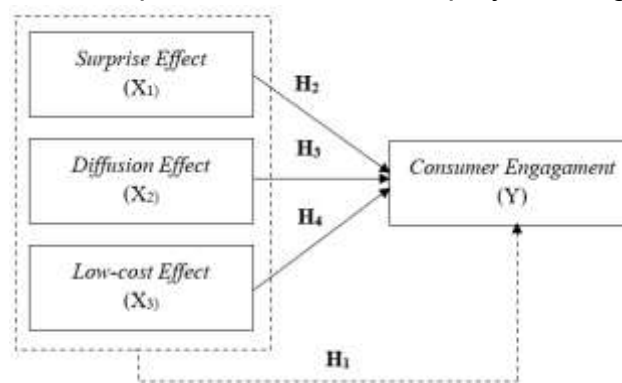


Figure 1: Conceptual Framework

The hypotheses formulated and tested within this research are articulated as follows:

H1: Surprise Effect, Diffusion Effect, and Low-cost Effect within Guerrilla Marketing Effects simultaneously exert an influence on Consumer Engagement on Social Media X.

H2: Surprise Effect within Guerrilla Marketing Effects partially exerts an influence on Consumer Engagement on Social Media X.

H3: Diffusion Effect within Guerrilla Marketing Effects partially exerts an influence on Consumer Engagement on Social Media X.

H4: Low-cost Effect within Guerrilla Marketing Effects partially exerts an influence on Consumer Engagement on Social Media X.

RESEARCH METHOD

Adopting a causal-associative quantitative design, this research aims to examine the influence of Guerrilla Marketing Effects (encompassing the Surprise Effect, Diffusion Effect, and Low-cost Effect) toward Consumer Engagement on the social's platform X. The object of this study is the guerrilla marketing effects in the promotional activities of the music group ATEEZ, while the subjects of the study are social media X users in Indonesia who know or follow ATEEZ, both as active fans within the ATINY community and individuals who have been exposed to ATEEZ's promotional content on social media X.

The research population refers to the followers of the fanbase account @ateezmfs on X, which totals 39,600 accounts. The determination of the minimum sample size relied on the Taro Yamane formulation utilizing a 10% precision level, producing a statistical requirement of 99.74 individuals that was rounded to a minimum of 100 respondents. In terms of data collection, a non-probability purposive sampling approach was implemented. Individuals qualified for the study if they met specific parameters: being 17 years old or older, an active user of the social media platform X, knowing or following the music group ATEEZ, and having known or been exposed to ATEEZ's promotional content on social media. Primary data collection was executed digitally using Google Forms, spanning the period of February 17 to 25, 2026, and gathered 175 responses. After screening the data for eligibility, 150 responses were used in the final analysis.

Both primary and secondary data sources comprise the empirical material for this research. The collection of primary data was executed via a questionnaire structured around a seven-point Likert measurement scale (anchored between "Strongly Disagree" and "Strongly Agree") whereas secondary information was compiled through comprehensive literature reviews and digital queries of academic journals, textbooks, scholarly articles, online media platforms, and pertinent websites. Within this analytical model, the Surprise Effect, Diffusion Effect, and Low-cost Effect operate as the independent variables, while consumer engagement serves as the single dependent variable.

Table 1: Operational Definition of a Variable

Variabel		Indicator
Surprise Effect	X1	Novelty Perception, Unexpectednes, Emotional Arousal, Cognitive Processing.
Diffusion Effect	X2	Social Transmission, Content Shareability, Electronic Word of Mouth (E-WOM) Intention.

1754



Low-cost Effect	X3	Creative Efficiency, Cost-effectiveness, Authenticity Perception.
Consumer Engagement	Y	Attention, Interest & Enjoyment, Participation.

Data processing operations were executed through the application of IBM SPSS Statistics version 31. The methodological sequence involved descriptive statistical analysis, validity and reliability verifications, followed by diagnostic tests for classical assumptions (covering normality, multicollinearity, and heteroskedasticity validation via the Glejser method) prior to modeling the multiple linear regression. To evaluate the proposed hypotheses, the F-test was utilized for simultaneous impact determination, the t-test was deployed to examine individual partial effects, and the coefficient of determination was calculated to assess the capacity of the independent predictors in explaining the variance of Consumer Engagement.

RESULTS

Descriptive statistics

To assess the mean values of the respondents' evaluations of both the independent variables comprising the Surprise Effect (X_1), Diffusion Effect (X_2), and Low-cost Effect (X_3) and the dependent variables, Consumer Engagement (Y), a descriptive analysis was executed:

Table 2: Descriptive Analysis of Variables

Variabel		Mean Value
Surprise Effect	X_1	6,18
Diffusion Effect	X_2	6,28
Low-cost Effect	X_3	6,27
Consumer Engagement	Y	6,22

The table above indicates that the collective perceptions of the respondents regarding all measured independent and dependent variables are classified under the "Very High" classification.

Validity Test

Through the degrees of freedom $df = n - 2$ (where $150 - 2 = 148$), an r-table value of 0.160 is obtained. The testing decision criterion stipulates that a questionnaire item is achieves statistical validity provided that its valid if the calculated r-value $>$ r-table.

1755



Table 3: Validity Test Results

Variable	Item(s)	R-count	R-table	Status
Surprise Effect	X1.1	.626	.160	Validi
	X1.2	.489	.160	Validi
	X1.3	.558	.160	Validi
	X1.4	.591	.160	Validi
	X1.5	.542	.160	Validi
	X1.6	.663	.160	Validi
	X1.7	.631	.160	Validi
	X1.8	.551	.160	Validi
	X1.9	.621	.160	Validi
	X1.10	.666	.160	Validi
Diffusion Effect	X2.1	.455	.160	Validi
	X2.2	.555	.160	Validi
	X2.3	.681	.160	Validi
	X2.4	.673	.160	Validi
	X2.5	.682	.160	Validi
	X2.6	.708	.160	Validi
	X2.7	.681	.160	Validi
Low-cost Effect	X3.1	.604	.160	Validi
	X3.2	.749	.160	Validi
	X3.3	.586	.160	Validi
	X3.4	.763	.160	Validi
	X3.5	.742	.160	Validi
	X3.6	.718	.160	Validi
	X3.7	.659	.160	Validi
Consumer Engagement	Y.1	.550	.160	Validi
	Y.2	.655	.160	Validi
	Y.3	.641	.160	Validi
	Y.4	.581	.160	Validi
	Y.5	.655	.160	Validi
	Y.6	.718	.160	Validi
	Y.7	.718	.160	Validi
	Y.8	.641	.160	Validi
	Y.9	.622	.160	Validi
	Y.10	.767	.160	Validi



Referring to Table 3. above, all items in the variables Surprise Effect (X_1), Diffusion Effect (X_2), dan Low-cost Effect (X_3), as well as Consumer Engagement (Y) show calculated r-values that exceed the r-table value.

Reliability Test

The criterion for variable reliability requires the computed Cronbach's Alpha value to be greater than 0.60. For a detailed breakdown of the reliability metrics across all independent and dependent factors, refer to the table below:

Table 4: Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Item (N)	Status
<i>Surprise Effect (X_1)</i>	0,787	0,60	10	Reliable
<i>Diffusion Effect (X_1)</i>	0,738	0,60	7	Reliable
<i>Low-cost Effect (X_1)</i>	0,813	0,60	7	Reliable
<i>Consumer Engagement (Y)</i>	0,837	0,60	10	Reliable

Referring to Table 4. above, The calculated Cronbach's Alpha coefficients for all items in the variables Surprise Effect (X_1), Diffusion Effect (X_2), dan Low-cost Effect (X_3), as well as Consumer Engagement (Y), successfully surpassed the 0.60 statistical threshold.

Normality Test

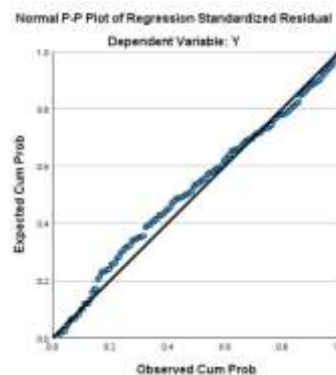


Figure 2: P-plot Test Results

As for the Normal P-Plot graph shown in Figure 2, it can be observed that the distribution of data points aligns with and approaches the diagonal line. This finding confirms that the normality assumption is met, the residuals generated by the regression model are normally distributed.

Multicollinearity Test

Multicollinearity is tested based on the Tolerance and VIF (Variance Inflation Factor) values. If the Tolerance value exceeds 0.10 and the VIF value is below 10,00 the regression model can be successfully verified as free from multicollinearity issues.

Table 5: Multicollinearity Test Results

Model		Collinearity Statistics	
	(Constant)	Tolerance	VIF
	<i>Surprise Effect</i> (X_1)	0,610	1.641
	<i>Diffusion Effect</i> (X_2)	0,684	1.462
	<i>Low-cost Effect</i> (X_3)	0,666	1.502

Table 5. shows that the Tolerance statistics for the three independent variables fall within the 0.6 range, accompanied by VIF metrics that do not exceed 10. Consequently, the resulting regression model is proven to be devoid of multicollinearity issues.

Heteroskedasticity Test

To evaluate heteroskedasticity, the Glejser method was operationalized, under which the empirical model is deemed homoscedastic provided that all independent variables yield demonstrate a p -value exceeding 0.05.

Table 6: Heteroskedasticity Test Results

Model		Unstandardized Coefficients ^t		Standardized Coefficients ^t	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.838	2.971		2.975	.003
	Surprise Effect (X_1)	-.056	.050	-.117	-1.121	.264
	Diffusion Effect (X_2)	-.096	.070	-.135	-1.373	.172
	Low-cost Effect (X_3)	.044	.064	.068	.684	.495
a. Dependent Variable: Abs_RES						

Table 6. shows that the significance parameters for each of the three independent variables do not fall below the 0.05 criterion. Therefore, this regression model shows no signs of heteroskedasticity, as it possesses a constant residual variance.

Multiple Linear Regression Analysis

Table 6: Glejser Test Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	5.944	4.631	
	Surprise Effect (X1)	.366	.078	.347
	Diffusion Effect (X2)	.542	.109	.351
	Low-cost Effect (X3)	.225	.100	.160
a. Dependent Variable: <i>Consumer Engagement</i> (Y)				

Drawing from the data processing outputs presented in the preceding table, the structure and interpretation of the multiple linear regression equation formulated for this research are articulated below:

$$Y = 5,944 + 0,366X_1 + 0,542X_2 + 0,225X_3$$

- A constant value of 5.944 indicates that if the Surprise Effect, Diffusion Effect, and Low-cost Effect are equal to zero, Consumer Engagement remains positive at 5.944.
- With a positive path coefficient of 0.366, the Surprise Effect implies that every increase in this variable enhances Consumer Engagement by 36,6% assuming all other independent factors are fixed.
- With a positive path coefficient of 0.542, the Diffusion Effect implies that every increase in this variable enhances Consumer Engagement by 54,2% assuming all other independent factors are fixed.
- With a positive path coefficient of 0.225, the Surprise Effect implies that every increase in this variable enhances Consumer Engagement by 22,5% assuming all other independent factors are fixed.

F-test

Through the F_{table} formula of $k-1$; $n-k-1$ (where $3-1$; $150-3-1 = 2$; 146), an F_{table} value of 3.06 is obtained at a significance level of 0.05.



Table 7: F-test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2564.284	3	854.761	50.281	<.001b
	Residual	2481.956	146	17.000		
	Total	5046.240	149			
a. Dependent Variable: Consumer Engagement (Y)						
b. Predictors: (Constant), Surprise Effect (X1), Diffusion Effect (X2), Low-cost Effect (X3)						

According to the reference Table 7. above, which significantly surpasses the critical F_{table} value of 3,06 ($50,281 \geq 3,06$). Concurrently, the observed probability score of <0.001 falls short of the 0.05 significance alpha, thus the null hypothesis is successfully rejected in favor of accepting the alternative hypothesis.

t-test

Through the t_{table} formula of α ; $n-k-1$ (where $0,05$; $150-3-1 = 146$), an t_{table} value of 1,976 is obtained at a significance level of 0.05.

Table 8: t-test Results

Model		t	t table	Sig.	Status
	(Constant)	1.283		.201	Significant
	Surprise Effect (X1)	4.673	1.976	<.001	Significant
	Diffusion Effect (X2)	4.996	1.976	<.001	Significant
	Low-cost Effect (X3)	2.250	1.976	.026	Significant

- Surprise Effect (X₁) significantly influences Consumer Engagement (Y), evidenced by a t_{count} of 4.673 exceeding the t_{table} of 1.976 and a p -value of <0.001 (which <0.05). Hence, H₂ is supported.
- Diffusion Effect (X₂) significantly influences Consumer Engagement (Y), evidenced by a t_{count} of 4.996 exceeding the t_{table} of 1.976 and a p -value of <0.001 (which <0.05). Thus, H₃ is accepted.



- c. Low-cost Effect (X_3) significantly influences Consumer Engagement (Y), evidenced by a t_{count} of 2.250 exceeding the t_{table} of 1.976 and a p -value of 0.026 (which < 0.05). Consequently, H4 is validated.

Coefficient of Determination

Table 9: Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713^a	.508	.498	4.123
a. Predictors: (Constant), <i>Surprise Effect</i> (X_1), <i>Diffusion Effect</i> (X_2), <i>Low-cost Effect</i> (X_3)				
b. Dependent Variable: <i>Consumer Engagement</i> (Y)				

Ranging between 0 and 1, a higher R^2 value denotes a stronger capacity to predict the dependent variable. In this model, the obtained R^2 score of 0.508 signifies that the Surprise Effect (X_1), Diffusion Effect (X_2), and Low-cost Effect (X_3) collectively explain 50.8% of the fluctuations in Consumer Engagement (Y), classifying it as moderate. Meanwhile, the other 49.2% is driven by variables outside this regression framework.

DISCUSSION

In influencing Consumer Engagement, the Diffusion Effect provides the largest contribution with a coefficient value of 0.542, followed by the Surprise Effect at 0.366 and the Low-Cost Effect at 0.225.

The Diffusion Effect demonstrates that fan engagement is primarily driven by a campaign's ability to create compelling, highly shareable content that encourages organic information dissemination within the digital community. The Surprise Effect, which ranks second, indicates that the element of surprise remains highly instrumental in arresting audience attention, generating unforgettable experiences, and prompting fans to interact further with the content, while reinforcing that emotional aspects are key contributing factors to the formation of Consumer Engagement. Meanwhile, although the Low-Cost Effect yields the lowest contribution, its influence remains positive and significant. This lower contribution is understandable because, in the context of K-Pop fan communities, fans tend to prioritize the appeal of the content and the experience provided over the campaign's resource efficiency, even though creativity in generating a large impact with efficient resources remains a supporting factor.

1761



Theoretically, these findings reinforce guerrilla marketing concepts that emphasize the importance of information diffusion, surprise elements, and creativity as drivers of Consumer Engagement on social media. Practically, the success of a guerrilla marketing campaign depends not only on the ability to generate attention, but also on the ability to encourage the audience to voluntarily disseminate and discuss content within digital communities. Consequently, efforts focused on enhancing content shareability have the potential to generate higher levels of Consumer Engagement.

CONCLUSION

This study concludes that Guerrilla Marketing Effects, consisting of Surprise Effect, Diffusion Effect, and Low-cost Effect, contribute to strengthening Consumer Engagement on social media X among ATEEZ fans in Indonesia. The findings indicate that campaigns capable of creating surprise, encouraging message dissemination, and using resources creatively tend to generate stronger audience involvement. Among these effects, Diffusion Effect appears as the most dominant aspect, showing that engagement in digital fan communities is strongly driven by content that is easy to share, discuss, and circulate organically. Surprise Effect also plays an important role by stimulating curiosity and emotional responses, while Low-cost Effect supports engagement through creative and efficient campaign execution.

This study is limited to respondents from the ATEEZ fan community in Indonesia who use social media X, so the findings may not fully represent other fan communities, industries, cultures, or digital platforms. Future research is recommended to involve broader and more diverse samples, examine other social media platforms, and consider additional mediating or moderating variables to better explain the relationship between guerrilla marketing and consumer engagement. For practitioners, especially entertainment agencies and digital marketers, campaigns should prioritize shareable content, maintain surprising and authentic elements, and monitor audience responses in real time to strengthen organic engagement.

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1762



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