
The Role of Buzz Marketing in Increasing Attention Towards Green Products, Moderating Role of 'Shockvertising'

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Abstract

Current study aimed at examining the influence of using buzz marketing on drawing attention of customers towards green products through the moderating influence of shockvertising. Study employed elements of buzz marketing (buzzing, seeding, and motivation). Depending on quantitative approach, a questionnaire was uploaded online through Google forms and (456) responses were collected. Utilizing SPSSV26 program, results of study indicated that buzz marketing can have the ability to draw customers' attention towards green products through the moderating influence of shockvertising; results also indicated that buzz marketing through shockvertising can motivate individuals towards getting the product in order to experience what others have based on WoM through social media. Study recommended that buzz marketing is all about presenting what is unusual, but tackling the forbidden within the society as an approach to buzz marketing won't be a good choice for the organization.

Key Words: Buzz Marketing, Shockvertising, Seeding, Green Products, Buzzing, Word of Mouth, Social Media, Influential Marketing, Buzz

Introduction

Many administrators, scholars and marketers have been interested in the latest marketing methods and trends that remain in constant renewal with the technological development and the modern business environment (Karczmarczyk et al, 2018). Among the modern marketing methods that have emerged and have been interested in many research and marketing agencies are electronic marketing through the Internet, network marketing, digital marketing, and marketing through social media (Goyal, 2018).

Today, a new term appears to us that has created a lot of "buzz" in the world of marketing, namely, buzz marketing which - despite the strangeness of the name - has proven effective in marketing products that have spread on the Internet like wildfire (Jankowski et al, 2018). Buzz marketing has been used as a marketing method to promote products that may be strange or not needed by the consumer or that they are new to the market and need to be promoted in order to reach individuals and begin to identify them (Gonçalves et al, 2018).

Green products are one of the products that marketing is still necessary today, as green products have been around for decades, but many consumers are still not convinced of the idea of green products or that they are dependent on their

preferences from traditional products (Agam, 2017). Organizations have used a lot of marketing methods in order to market green products and attract the attention of the consumer to them, but the prevailing customs and traditions of a society are still the majority, and the individual still prefers to buy the usual products rather than trying a new green product or an ecofriendly one.

Aim and Questions of Study

Current study aimed at examining the role of buzz marketing in directing the customers' attention towards green products through the moderating influence of shockvertising.

The study sought to answer the following questions:

- What is buzz marketing and how it is used to market for green products?
- How can buzz marketing attract the attention of customers towards green marketing?
- How does shockvertising mediates the relationship between buzz marketing and better attention towards green products?

Model and Hypotheses

Based on early mentioned aim and question, researcher was able to build the following model that describes the relationship between dependent, mediator and independent variables:

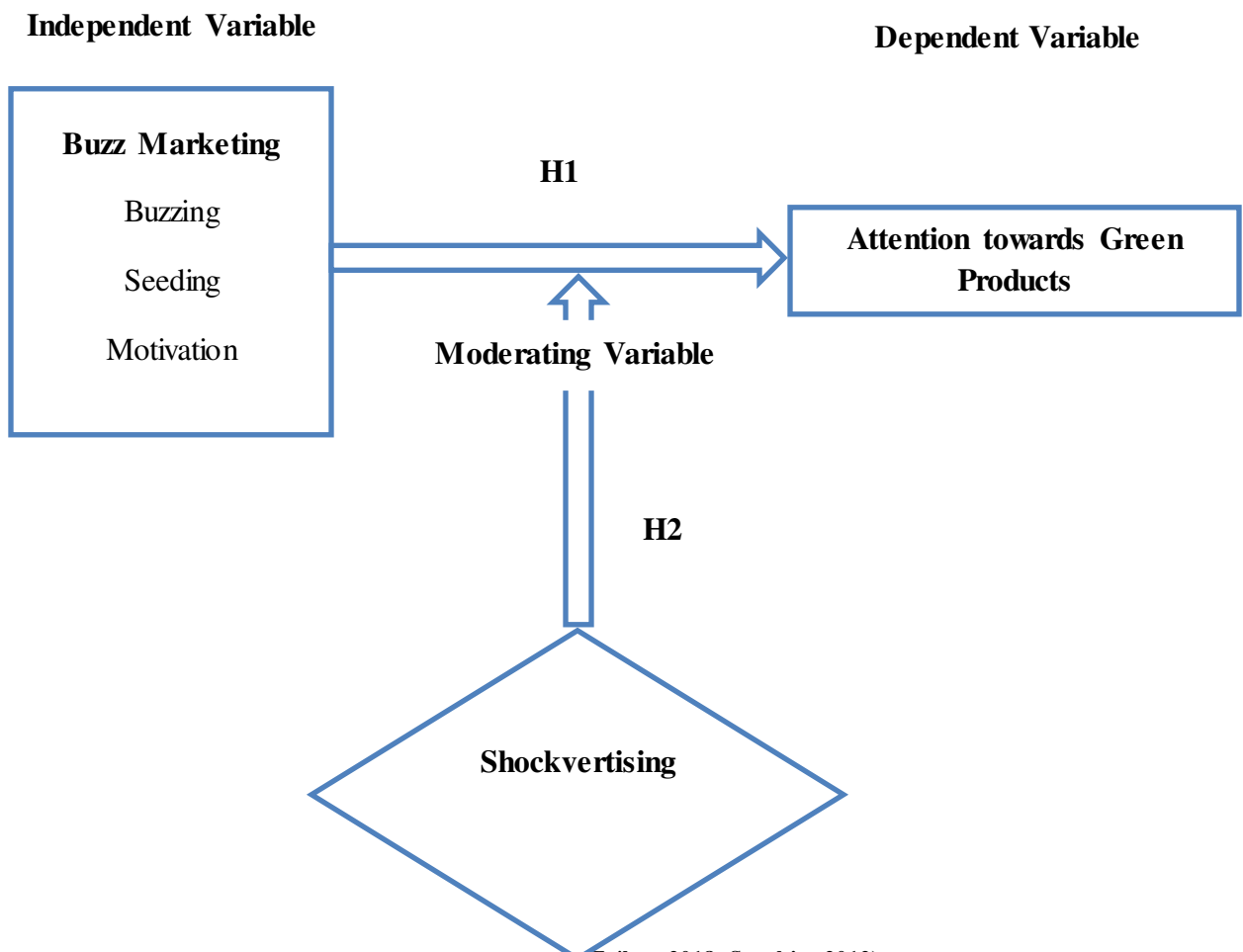


Figure 1. Study Model (Za'lan, 2018; Sorokin, 2012)

From above model, researcher presented the following set of hypotheses:

H1: Buzz marketing has the ability to increase the attention towards green products

H2: Buzz marketing has the ability to increase attention towards green products through the moderating effect of shockvertising

Literature Review

Buzz Marketing

According to Magomadov (2019), marketing is one of the most flexible fields, as when it comes to marketing a product, the marketer is faced with a large number of marketing options, such as strategies, tools, and plans to perform the task, but with different and varying results. With the spread of social media, marketing options have become more and more numerous, which has provided many opportunities for organizations to market their products and services in the best and least expensive way (Melrose, 2018).

One of these modern methods of marketing that has met with great acceptance among consumers and marketers is the method of buzzing marketing, and the idea of buzz marketing is that the organization adopts what is possible or available of means, methods, strategies and marketing tools in order to motivate people to speak about a product (Schiniotakis and Divini, 2018).

As for Mohr (2017) it was indicated that the idea of buzz marketing is taken from the word "buzzy", meaning the sound that attracts attention or is annoying to the point of drawing attention, and from here author defined buzz marketing as a marketing method aimed at causing a stir and clamor about a product or service that it pushes people to pay attention to it and talk about it either orally or through the transmission of pictures and videos on various social media.

With regard to Robertson et al (2018), buzz marketing is one of the types of viral marketing that aims to increase the transmission of the word among consumers, and the organization's aim of buzz marketing is to exploit traffic in order to increase brand awareness on the Internet.

Matejowsky et al (2020) indicated that many marketers believe that buzz marketing is exclusive for large organizations with high marketing and financial advantages. However, in reality, buzz marketing is not specific to the size of an organization without another, but rather it is based on the exploitation of any marketing resource in order to achieve wide spread for a specific product or service.

Westermann et al (2019) emphasized that among the methods of buzz marketing is the use of influencers for marketing on the grounds that they are famous personalities and have high social acceptance on social media, and thus the influencers use a product and talk about it to their audience, which is enough to cause clamor about this product.

The idea of buzz marketing is completely different from the recognized marketing methods, as traditional marketing methods seek behind the consumer and try to reach them, while buzz marketing aims to cause a certain noise about the product so that the consumer searches for this product to find out why people talk about it, i.e. Buzzy

marketing attracts the consumer to it rather than seeks it (O'Leary and Sheehan, 2018).

According to Farris et al (2017), in recent times marketing methods have differed greatly due to the increase in consumer complexity and the low level of response to traditional advertising methods. The ambition of many organizations was to reach the unparalleled success reached by the founder of the Red Bull energy drinks brand, as this brand achieved great success spanning more than 20 years until today, in which Red Bull constitutes to form 70% of energy drinks for many sports and influential personalities.

According to Alwana (2020), buzz marketing is an extension of interconnected marketing that aims to develop the principle of the spoken word WoM, thus ensuring that the product reaches the largest number of consumers without the need to seek them and try to attract them and provide marketing services to them in order to gain them in the organization's customer base.

Elements of Buzz Marketing

The elements of razor marketing are due to the method followed by the organization in adopting this type of marketing, and therefore, there are no specific elements of razor marketing as much as they are frequently used by organizations and are recognized as the basic structure of the buzz marketing method (Mohr, 2017). In general, it can be summed up that the elements of buzz marketing include the following:

Buzzing

Creating noise and commotion about the product is the Buzzing method, where the organization carries out marketing campaigns that may be strange of its kind for the sake of consumer attention, such as Red Bull and the free marketing method in the street, where the organization used young males and females in a car holding the Red Bull brand and distributed the drink for free among pedestrians on the streets. Winston Tobacco Company also carried out an advertising campaign aimed at promoting a specific type of its products through the presence of delegates in smoking places and youth cafes and offering them to exchange the tobacco they used for a new Winston tobacco pack in exchange for testing the product and for free.

Seeding

Seeding is the situation in which influencers are chosen in order to represent the product or service and try to reach the audience in a smooth and convincing way, and the influencers are chosen according to the product intended to be marketed and by reference to the influencers' interests and what the existing product is (Sorokin, 2012). For example, when a global cosmetics company chooses a female influencer, who is usually known among followers for her beauty, femininity, and use of the best existing beauty products, here the organization cooperates with female influencers in order to market the product to female followers on social networks. In another case, a sports food manufacturer may use a well-known and popular influencer that is an athlete and has a healthy body, and the influencer praises the product, recommends its use, and demonstrates its effectiveness to the audience on social media (Mohr, 2017).

Motivation

Motivation is here by encouraging consumers to use or buy the product, and there are many examples of that, such as free gifts, advertising campaigns, the use of product launches events, or even offering samples of products or exceptional and attractive offers in exchange for buying or trying the product (Mohr, 2017).

Connection between Buzz Marketing and Shockvertising

The relationship between buzz marketing and shockvertising is an extension of the idea of viral marketing, as both types of marketing are based on the principle of "catching attention" or trying to astonish the consumer in a way that pushes them to circulate the advertisement or send it to other individuals and share with other people (Pflaumbaum, 2011). From here it is possible to draw the relationship that buzz marketing and outbound marketing are both spreading as the virus does, where organizations use shocking, striking or funny methods in order to draw the attention of consumers and push them towards the experiment, and here lies the opportunity for the product to be liked by a certain percentage of consumers who begin to talk about it, this leads to the creation of WoM, where individuals transfer their experience of the product between supporters and opponents, and other individuals begin to move forward in order to use and access the product (Pflaumbaum, 2013).

Based on the above argument, and launching from previous studies, orientations, ideas and results of previous literature, current study hypothesized the following:

H1: Buzz marketing has the ability to increase the attention towards green products

H2: Buzz marketing has the ability to increase attention towards green products through the moderating effect of shockvertising

Methods

In order to realize aim of study and answer its questions, quantitative approach was used through depending on a questionnaire as a tool. The questionnaire was built by researcher depending on previous studies including (Za'lan, 2018 and Sorokin, 2012) the questionnaire consisted of two main sections, the first took into perspective demographics of study sample (gender, age, qualification and income) while the other section presented statements related to study variable (buzz marketing dimensions, attention towards green products and shockvertising). Overall, after arbitration from specialists in the field of marketing and e-marketing, questionnaire in its final copy consisted of 25 statements on likert 5 scale (5 strongly agree, 4 agree, 3 neutral, 2 disagree, and 1 strongly disagree).

Population of study consisted of all Jordanian customers who are aware of green products based on social media pages of supermarkets and centers that sell green products. A sample of (600) customer was chosen to represent population. For COVID19 precautions; questionnaire was uploaded online through Google forms, and the link was set to different individuals through social media. After application process, researcher was able to collect (456) properly filled questionnaires which indicated a ratio of 76% as statistically acceptable.

SPSS was employed in order to screen and analyze gathered data, Cronbach alpha was used to test the reliability of the scale, it was found that alpha value for each

variable was greater than accepted percent 0.60, that reflected the reliability of the scale (Sekaran & Bougie, 2016).

Table 1. Reliability Test

	Cronbach alpha
Buzzing	0.913
Seeding	0.891
Motivation	0.85
Attention towards Green products	0.901
Shockvertising	0.821

Multicollinearity Test

The Multicollinearity Test was used to ensure that there was no problem of multiple linear correlation between variables using VIF, tolerance, taking into account a VIF value greater than 10 and tolerance value greater than 0.10, (Hair et al, 2012)

Table 2. Collinearity Statistics

	Tolerance	VIF
Buzzing	.570	1.754
Seeding	.352	2.842
Motivation	.539	1.857

Above table 2 showed that VIF value were less than 10 whereas tolerance value was greater than 0.10 that means there was no multicolleniariry.

Analysis and Discussion

Demographics

Table 3. Sample Statistics according to Demographics

Gender		
	<i>f.</i>	<i>%</i>
Male	345	75.7
Female	111	24.3
Age		
18-24	36	7.9
25-31	116	25.4
32-38	157	34.4
+39	147	32.2
Educational Level		
Diploma/high school	232	50.9
BA	170	37.3
Postgraduate	54	11.8
Income		
Less than \$500	30	6.6
\$501-\$749	67	14.7

\$750-\$999	170	37.3
+\$1000	189	41.4
Total	456	100.0

As it can be seen from table 3 above, respondents who participated in the study reached (456) individuals as according to how properly questionnaires were filled. It can be read from table above that majority of respondents was males forming 75.7% of total sample compared to females who only appeared to form 24.3% of the sample. Age ranges of respondents appeared to score the highest for the benefit of individuals within age range of 32-38 years old forming 34.4% of total sample, compared to least age participating and formed 18-24 years old with a percentage of 7.3%. Majority of respondents appeared to have a diploma or high school forming 50.9% with an income of more than \$1000 forming 41.4% of total sample.

Questionnaire Statements Analysis

Table 4. Descriptive Statistics of Questionnaire Statements

	Mean	Std. Deviation
Buzz Marketing		
Buzzing		
Social media advertisements attract me all the time	3.81	1.092
I always come across green products ads that present many information about the ingredients and sources of the product	3.94	1.097
I buy a green product just to see what all the "buzz" is about	3.73	1.108
A product ad with many reviews and comments attracts my attention	3.99	1.073
I became a user of green products due to the unending ads and posts about it on social media	3.81	1.088
Seeding		
Many of friends are happy with using green products	4.24	.796
I think all the ads explains that green products worth trying	3.97	.984
I see that green products accomplish what I want for my children	4.18	.735
From the ads I noticed that green products are the best for elderly people and children	4.14	.909
Green products advertisements are all over social media all the time	4.04	.752
Motivation		

Many of my friends were awarded gifts for buying green products	4.32	.688
I tried a loyalty program with a green brand and I am happy about it	4.34	.702
I get gifts all the time when I buy green products either food or detergents	4.21	.661
My kids love the nicely decorated green cups and plates that I usually buy	4.34	.751
I always share a green product ad on social media to get the reward of sharing and posting	3.88	.984
Attention towards Green Products		
I noticed that green products are affordable and worth buying	4.24	.862
Actually ads are the reason that I use green products	3.97	.994
I was introduced to green products through the pop ads on social media	3.92	1.026
I saw many people are starting to use green products so I started emerging them in my life	3.90	.849
I think there is too much marketing propaganda on green products	4.29	.686
Shockvertising		
I was surprised with the amount of chemicals we consume after using green products	3.91	.747
What shocked me is that green products are good but very expensive	4.11	.840
I was surprised knowing that green products aren't the same as organic products	4.19	.888
Many ads of green products shocked me on how healthy they are	4.21	.740
I was introduced to green product through a shocking ad on social media	3.84	1.111

Table 2 indicated that respondents had positive attitudes towards statements of questionnaire as all means were above mean of scale 3.00 which was seen as statistically positive. The most positively answered statement was articulated "I tried a loyalty program with a green brand and I am happy about it" scoring a mean of (4.34/5.00) while the least positively answered statement was articulated "I buy a green product just to see what the entire "buzz" is about" scoring a mean of (3.73/5.00).

Following table 3 presented means and standard deviation of responses as per variable. As it appeared below, all variables scored higher than mean of scale and

indicating a positive attitude from respondents towards study variables. It can be seen from table 3 that the most positively answered variable was "Motivation" as it scored a mean of (4.11/5.00) referring to positive attitudes from respondents towards this particular variable, compared to the least positively answered variables which appeared to be "Buzzing" scoring a mean of (3.85/5.00).

Table 5. Mean and Standard Deviation of Variables

	Mean	Std. Deviation
Buzzing	3.8548	.93999
Seeding	4.1158	.70184
Motivation	4.2193	.60574
Attention towards Green Products	4.0654	.75490
Shockvertising	4.0548	.66806

Hypothesis testing

H1: Buzz marketing has the ability to increase the attention towards green products

**Table 6. Testing H1
 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.815	.814	.32571

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.342	3	70.447	664.065	.000 ^b
	Residual	47.950	452	.106		
	Total	259.293	455			

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.663	.114		-5.795	.000
	Buzzing	.356	.022	.443	16.539	.000
	Seeding	.298	.037	.277	8.119	.000
	Motivation	.505	.034	.405	14.709	.000

Multiple regression was used to test first hypothesis, $r = 0.903$ reflected high and positive relationship between the independent variables and the dependent variable. Also, it was found that the independent variables explained **81.5%** in the variance of the dependent variable. Also it was found that F value was significant at 0.05 level, that meant "Buzz marketing has the ability to increase the attention towards green

products". Also it was found that t value for each independent variable was significant at 0.05 level that meant:

- Buzzing has the ability to increase the attention towards green products
- Seeding has the ability to increase the attention towards green products
- Motivation has the ability to increase the attention towards green products

H2: Buzz marketing has the ability to increase attention towards green products through the moderating effect of shockvertising

Table 7. Testing H2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
Buzzing	.903 ^a	.815	.814	.32571	.815	664.065	3	452	.000
Seeding	.912 ^b	.832	.831	.31048	.017	46.436	1	451	.000
Motivation	.913 ^c	.834	.833	.30896	.002	5.450	1	450	.020

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.342	3	70.447	664.065	.000
	Residual	47.950	452	.106		
	Total	259.293	455			
2	Regression	215.818	4	53.955	559.723	.000
	Residual	43.474	451	.096		
	Total	259.293	455			
3	Regression	216.339	5	43.268	453.286	.000
	Residual	42.954	450	.095		
	Total	259.293	455			

The Hierarchal regression test was used to test the second hypothesis and we notice from Table (7), the existence of a statistically significant effect of the Buzz marketing has the ability to increase attention towards green products, as the value of ($R^2 = 0.814$, $p \leq 0.5$). The shockvertising variable was added in the second step, and it was found that it added $\Delta R^2 = 1.7\%$ of the total interpretation factor and it is significant value. The interaction between Buzz marketing and shockvertising variable was added in the third step, and it was found that it added $\Delta R^2 = 0.2\%$ of the total interpretation factor and it is significant value. That means Buzz marketing has the ability to increase attention towards green products through the moderating effect of shockvertising.

Discussion

Current study aimed at examining the influence of buzz marketing (buzzing, seeding, and motivation) on increasing customers' attention towards green products through the moderating influence of shockvertising.

Depending on quantitative approach, a questionnaire was uploaded online through Google forms and (456) customers responded to the questionnaire which was built on likert 5 scale. Results of study included the following:

- Respondents seemed to have a high level of awareness regarding buzz marketing as their attitudes towards statements of questionnaire were all positive.
- Hypotheses of study were both accepted as there appeared that Buzz marketing has the ability to increase the attention towards green products and Buzz marketing has the ability to increase attention towards green products through the moderating effect of shockvertising as it explained 81.5% in the variance of the dependent variable.
- Among the elements of buzz marketing, there appeared that motivation was the most influential of all scoring an R value of .834 followed by an R value of .832 and .815 for both seeding and buzzing respectively.

The study has proven that combining buzz marketing with a shockvertising method has an effective effect in drawing consumers' attention towards the product in one way or another and in a more effective manner than traditional marketing methods, which seemed to have agreed with Pflaumbaum (2011/2013) who noted to the fact that buzz marketing depends on shocking customers in a new idea, approach or product, and that is why buzz marketing and shockvertising get along very well.

The study also demonstrated that the adoption of buzz marketing has an effect on the level of WOM through the high level of "chaos Advertising" and increasing the transmission of the idea between individuals through individuals sharing the advertising material between each other and making consumers talk about the product or service that is being advertised up to the stage of individuals' desire to abandon the products they used in the past in exchange for trying the new product and obtaining the same experience of others who spread the news is a complete proof of the importance of buzz marketing in promoting WOM.

Likewise, buzz marketing is one of the ways that helps promote the idea of "giving people a story to tell" and this is by creating uproar and forming a clear direction for individuals to judge the advertising idea that caused a stir by tagging it with a clear description such as being funny, unusual, fashionable, nice or even forbidden. That is, consumers will not repeat a story or transmit a piece of news unless it contains what is sufficient to attract attention which was also agreed on by Machova et al (2015).

Mohr (2017) argued that the success of the idea of buzz marketing stems from the ability of this method to create a chain effect of events, information and experiences that can be easily transmitted between consumers, current study added that this would add value to the commodity or product and thus increase the demand for it. In

addition, buzz marketing contributes to the speed of information dissemination, the acceleration of the spread of the product and the ability to pass product information through the virtual world, as a person from his home can demonstrate the use of a product for thousands of potential consumers without the need to change their location or even spend any effort on it, Robertson et al (2018) also presented the same idea in their study.

Likewise, buzz marketing stems from the idea of its reliance on social media, even if the advertising campaign is local and not electronic, but the strangeness, ridiculous or traumatic elements in it may push individuals to use social media in order to promote the idea, whether it is funny, shocking, or offensive or even socially unacceptable, as according to also Matejowsky et al (2020) Westermann et al (2019) O'Leary and Sheehan, (2018).

Conclusion

The principle of buzz marketing is not a stroke of luck, but the organization must have sufficient awareness to have a buzz marketing style capable of drawing attention without harming social, religious and cultural norms and thus generating a wave of anger and negative emotion among consumers. In addition, this awareness that needs to be present in the buzz marketing method within the organization must include a mechanism for generating real participation and not just fake posts that are not based on the actual presence of consumers, such as cases of fake social media accounts that are widespread today among organizations as a way to increase pressure on the participation and the transfer of information between individuals.

Based on previously discussed results and above conclusion, current study reached managerial implications that emphasized the fact that it is not necessarily the most frequent consumers of WOM that they are actually the best consumers of the organization, in addition to that, buzzing marketing method can cause an uproar, but excessive use of this method may prevent the desired profitability from being reached by the organization.

Study recommends the following:

- Targeted audience buzz marketing can make wonders, organizations should focus on creating trends for targeted customers in order to gain profit from buzz marketing
- Buzz marketing is all about presenting what is unusual, but tackling the forbidden within the society as an approach to buzz marketing won't be a good choice for the organization

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