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USE OF WORD OF MOUTH MARKETING METHOD IN CONSUMER BUYING BEHAVIOUR

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ABSTRACT

In the process of buying a product, consumers resort to various information sources around them. The major information sources for the customers are the positive or negative experiences of their trusted people like friends, colleagues, relatives, neighbors, social media and family. The word of mouth is such an interpersonal communication that can be quite effective on consumers' buying decision. The aim of this study is to determine the use of word of mouth marketing (WOMM) method in consumer buying behaviour. Survey study was conducted with a sample of 50 consumers in Palakkad District. In the survey study, the effect of word of mouth communication on consumer's product choices was determined. The findings of the study showed that word of mouth marketing is a most sort for marketing medium by consumers.

KEYWORDS

WOMM, social media, consumer buying decision, technical products.

INTRODUCTION

Communication has extended from verbal to non verbal ways. The world of marketing has also responded to the changing nature of environment. Consumers express opinions and experiences about specific brands or products to other consumers. This specific marketing tendency is known as "word of mouth communication". Word of mouth (WOM) has been recognized as one of the most influential means of information transmission (Jalilvand, 2010). Word of mouth is not a marketing strategy, where actors are hired by companies for creating a conversation process with consumers, without them having actually used the product. Word of mouth is not a forged online marketing, where individuals forward e-mails to persons who don't want them, or where any companies post fake ideas on social media. Word of mouth marketing method has a strong influence in human mind, which is done by every one every time. Word of mouth is the way of sharing ideas, believes and experiences among each other. Always share truthful idea, and also create word of mouth (Balter, 2004). Word of mouth is one of the fundamental means of distribution. Word of mouth can influence others' views, thoughts and their decision. If word of mouth power utilized correctly, it could market any product/services for the long time. It has the power to create strong image in the individual mind.

REVIEW OF LITERATURE

Cakir & Cetin (2013) in the study is to determine the importance of word of mouth in consumers' decision making process. The study included the public survey with consumers of at least 18 years old in Aydin provincial centre. In the survey study, the effect of word of mouth communication on consumer's travel agency choices was determined. Statistical analysis was performed with the survey data in accordance with the aim of study. Campbell (2013) develops a model of demand, pricing and advertising in the presence of social learning via word-of-mouth communication between friends. In the model consumers must receive information about a monopolist's product in order to consider purchasing it. The presence of word-of-mouth is not sufficient for demand to be more elastic and prices to be lower compared to an informed population. The author derives the comparative static results of connectivity, mean-preserving spread of friendships, and clustering of friends on prices. The optimal targets for advertising are not, generically, the individuals with the most friends. Lerrthairakul & Panjakajornsak, (2014) in their study developed a conceptual framework on the potential effects of electronic word-of-mouth (eWOM) communication on consumers' buying decision-making process in the low cost airline industry. The samples are Thai consumers, which surfed on the internet and social media for information about the low cost carriers. The study expects to make key contributions for low cost airline companies in setting their marketing plans and developing online relationships with customers as well as contributions for e-marketing management research. Loncaric, Ribaric & Farkas (2016) conducted empirical research was on a convenience sample of 129 Croatian citizens. The survey was conducted using a 22- item structured written questionnaire completed by the respondents. Descriptive and cluster analyses were used to obtain the goals of the research. Results of the study showed that the effects of e-WOM are the only real indicator of the value of products or services, taking into account their independence and objectivity, and the fact that they are not paid or purchased, fabricated or falsified.

NEED OF THE STUDY

Everywhere consumers rely on advices from friends, family and even from colleagues they work with. The advices they receive either can be positive or negative. This Word of mouth marketing influences the buying decision of consumers about daily products, technical products and even long term consumption goods. Word of mouth is understood as the bad experience of any product, place and environment could be the reason of many problems for the organization. This study is conducted to understand the influence of different groups on buying decision and types of products purchased on the basis of word of mouth marketing. This understanding will help the organization in rearranging their marketing strategies.

STATEMENT OF THE PROBLEM

This study is conducted to understand the use of word of mouth marketing method in consumer buying behaviour.

OBJECTIVES OF THE STUDY

1. To find out significant difference between buying products on advice
2. To find out significant difference between buying behavior on opinions from others
3. To find out significant difference between sharing the experiences of product or service

HYPOTHESIS OF THE STUDY

1. There is no significant difference between buying products on advice from others
2. There is no significant difference between buying new products on advice from others
3. There is no significant difference between relying on friend's opinion while buying expensive or technical products
4. There is no significant difference between reluctance to use the products and services that are negatively judged by family, friends and colleagues.
5. There is no significant difference between telling family and friends about negative experience of using a product or service.
6. There is no significant difference between to tell family and friends about positive experience of using a product or service.
7. There is no significant difference between getting satisfaction on buying products on advice from others.

METHODOLOGY

The present study is descriptive in nature; hence the survey method was adopted for investigation. Population for the present study was identified as working persons and college students in Palakkad district. From the population 50 were selected as sample. The tool used for measuring the extent of WOM on the purchase decision was questionnaire. For analyzing the data, percentage analysis was used.

ANALYSIS AND INTERPRETATION

H₀₁: There is no significant difference between buying products on advice from others

From Table 1, it is evident that 72% of the consumers 'sometimes', 10% 'always', 10% 'seldom' and 8% 'often' bought products on advice from others.

TABLE 1

Sl no	Item	Always	Often	Sometimes	Seldom	Never
1	I buy products on advice from others	10%	8%	72%	10%	0
2	I buy new products on advice from others	20%	26%	40%	10%	4%
3	I rely on my friends opinion while buying expensive or technical products	28%	40%	20%	8%	4%
4	I am reluctant to use the products and services that are negatively judged by my family, friends and colleagues	32%	26%	28%	4%	10%
5	I am likely to tell my family and friends about negative experience of using a product or service	46%	36%	14%	0	4%
6	I am likely to tell my family and friends about positive experience of using a product or service	68%	20%	8%	4%	0
7	I get satisfaction when I buy products on advice from others	18%	24%	54%	4%	0

H₀₂: There is no significant difference between buying new products on advice from others.

From Table 1, it is evident that 40% of the consumers 'sometimes', 20% 'always', 26% 'often', 10% 'seldom' and 4% 'never' bought new products on advice from others.

H₀₃: There is no significant difference between relying on friends opinion while buying expensive or technical products.

From table 1, it is evident that 40 % of the consumers 'often' bought expensive or technical products on friends opinion. While 28 % 'always', 20% 'often', 8% 'seldom' and 4% 'never' bought expensive or technical products on friends opinion

H₀₄: There is no significant difference between reluctance to use the products and services that are negatively judged by family, friends and colleagues

From table 1, it is evident that 32% of the consumers 'always' were reluctant to use the products and services that are negatively judged by family, friends and colleagues. At the same time 26% 'often', 28% 'Sometimes', 4% 'seldom and 10 % 'never' of the consumers were reluctant to buy the products and services that are negatively judged by family, friends and colleagues.

H₀₅: There is no significant difference between telling family and friends about negative experience of using a product or service.

From table 1 it is evident that 46 % of the consumers 'always' told family and friends about negative experience of using a product or service. At the same time 36 % 'often', 14 % 'sometimes' and 4 % never told family and friends about negative experience of using a product or service

H₀₆: There is no significant difference between to tell family and friends about positive experience of using a product or service.

From table 1 it is evident that 68 % of the consumers 'always' told to family and friends about positive experience of using a product or service. At the same time 20% of consumers 'often', 8% 'sometimes' and 4% 'seldom' told to family and friends about positive experience of using a product or service.

H₀₇: There is no significant difference between getting satisfaction on buying products on advice from others.

From table 1 it is evident that 54 % of the consumers 'sometimes' gets satisfaction on buying products on advice from others. At the same time, it is evident that 18% 'always', 24 % 'often', and 4% 'seldom' gets satisfaction on buying products on advice from others.

FINDINGS OF THE STUDY

While 72% of the consumers 'sometimes' bought products on advice from others, only 40% of the consumers 'sometimes' bought new products on advice from others. 40% of the consumers 'often' bought expensive or technical products on friends opinion. 32% of the consumers 'always' were reluctant to use the products and services that are negatively judged by family, friends and colleagues.

While 46 % of the consumers 'always' told family and friends about negative experience of using a product or service 68 % of the consumers 'always' told to family and friends about positive experience of using a product or service. 54 % of the consumers 'sometimes' gets satisfaction on buying products on advice from others.

CONCLUSION

Main objective of this study is to find the effects of word of mouth marketing on consumer buying decision. From the results it is evident that most of the consumers are influenced by word of mouth marketing. Bad impression of any product/service can be created by once bad experience proves that negative word of mouth could have undesirable effects, but positive word of mouth could create a long lasting impression or image about the products/services. Word of mouth marketing is more influential than many other marketing techniques because it is accurate, fast, and cheap.

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