

The Impact of Word of Mouth on Selling

Oza Megha S.

(M.com,M.Phil, GSET, NET), Research Scholar
Saurashtra University, Rajkot

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ABSTRACT: *Marketing includes many activities like production, manufacturing, pricing, promotion, purchasing, selling and many more. But selling is most important from all of the activity because through selling marketer easily earn profit. In case of selling of product provide the information to the end user and it is done by various activities of promotion. In all activities of promotion for selling word of mouth play important part. The basic aim of research is to know how the impact word of mouth on purchase and selling.*

To know how consumer believed on mouth marketing by sellers.

Key Words: *Word- of-mouth (WOM), Communication, selling, purchasing, market, attitude, perception, belief, motivation.*

1. Introduction

Communication or word of mouth is base of expressing or sharing thoughts, views by persons with providing words to its expression and connect to other persons. By the communication process it is really easy to express the emotions to other. In case of communication for expressing views of persons two type of forms are useful, First is written and another is oral. Written communication is time consuming as well for written communication there is need of literacy level to read the words, in case of India it is not more useful. But oral promotions are work with help of word- of- mouth.

Word-of-mouth is defined by Hnning-et.al in 2004 as “any positive or negative statement made by the customers experiences or responses about a product or company which is made available to a mass of people and intuitions by the internet. Or word -of -mouth is communication between two or more non commercial people without benefit of business.”

As from above definition it is not necessary or compulsory that word-of -mouth is only done by internet. Internet is taken as one of tool of it. In real sense word -of-mouth in some old concepts only consider the communication between two persons with face to face only. But due to technological revaluation this concept becomes broader. As new change not only consider the face to face communication but also include telephonic talks as well as e-word of mouth trend also.

2. Literature reviews:

Online word- of -mouth is very useful tools to communicate with Facebook, Instagram ,Twitter or MySpace. Today communication devices such like phones, mobile ,e-mail, You-Tube are best source of it. (J.Y Ho., & Dempsey(2010),WOM is also known as E-WOM today because due to technological changes it is consider as effective to communicate with communities : consumer reviews, personal or public blogs or social net working sites based on communal norms or opinions are affect the effectiveness of e-WOM. WOM is one of the oldest as well as fastest view of communicating the information (Dellarocas,2003), and also beneficial in many ways. As per the Katz and Lazarsfled (1966) WOM is playing important role in forwarding the information to the customers which is helpful to shaping the behaviour as well as change the attitude of consumer towards the product. Another suggestion (given by Arndt, 1967) that WOM is a tool of communication between person to person where communicator or sender and receiver present, to perceived the information about the products as non-commercial base. Also WOM has been considering the commercial influence of product, services, or company. (Litvin et al., 2008) Research Methodology: impact of WOM on selling and purchasing behaviour will be seen by this research .And for that researcher choose the descriptive method to study it. The WOM and its effect are measured by the shopping behaviour of consumer as well as advertisement given by the marketers.

3. Research Methodology:

- **Hypotheses of Study:**

H1: Consumer belief system is associated with WOM.

H2: The messages convey by WOM is always provide positive impact.

H3: The WOM is affected by the media.

- **Population of study:**

For population of the study researcher use convince sampling method for these researcher select 100 consumers.

- **Data collection:**

Data collected by researcher on the basis of primary as well as secondary method .In primary method researcher collected data view qualitative method of interviews. Interviews providing excellent result due to experience of consumers, while in secondary data collection method researcher collected data by articles, research papers, and blogs.

- **Procedure and measures of data:**

The interview questions asked by researcher to respondent on the basis of marketing behaviour of company, WOM and its impact awareness towards selling and purchasing behaviour. How consumer are satisfied from purchasing by WOM. The question asked by the how belief system affect WOM, asked that effect of WOM on respondedent is always positive and WOM is affected by media or not.

4. Findings & Conclusion:

From the research work researcher founded that on the basis of hypothesis that consumer belief system is extremely associated with WOM. Because from the research work it is founded that belief system is based on behaviour, attitude, perception, motivation, learning, past experiences also. If all things will be positive so a response of WOM is positive to other neither consumer give negative response to other. The response provided by WOM to consumer is based on time period or a situation so it is not true that messages convey or delivered by WOM has positive response.

It is extremely right that WOM is affected by media, like T.V, various sites like whatsapp, facebook, instagram, blogs or news channels, and radio channels too. It affects decision of consumer related to purchase and this is directly affected the selling of products and services.

Also impact of WOM on selling by various ratings given by experts on various sits as well as consumers. Which is extremely affected the shopping and volume of selling shopping from such places. From the above research it is said that, now a day major role of WOM affect the selling

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