

Word of Mouth and Its Impact on Marketing

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Abstract : In view of growing of the internet users for e-commerce and taking into account, the emergent impact of word of mouth phenomenon this research has different aims. The aims of this study were built following dissimilar discussion with teachers and colleagues enlightening that word of mouth information for online purchasing do not have the same effect for everybody. Then they were born following dissimilar researchers together with what was already done in previous researches and what was completed. As a result different aims were drawn; the initial aim of this research is to study the attention of the customers in the word of mouth to power their online purchasing activities. The next aim is to analyze the people influenced by the interest of word of mouth. The following aim is to examine the marketing behavior bearing in mind the internet progress and word of mouth, their consideration for word of mouth marketing. In the form of research questions the aims of the study are: 1) How community utilizes and multiplies word of mouth information about online purchasing experience? 2) How communities perceive the word of mouth marketing? 3) How marketers take the word of mouth phenomenon and how they handle it?

Keywords : belief, power, inspiration, self-expression, positive attitude to online marketing, forwarding of contents, purchasing decision, standard marketing

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