

“An Analysis on Sustainable Word of Mouth Advertisement in Business”

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ABSTRACT: -

In the research of Word of Mouth Advertisement, WOMA is more important and sustainable. Two main objectives of this research, one is to understand the sustainability of Word of Mouth Advertisement in business and second objective is to evaluate the importance of Word of Mouth Advertisement. Some hypothesis is there first hypothesis of this research is Word of Mouth Advertisement has more important in business; second hypothesis is Word of Mouth Advertisement is the sustainable medium of advertisement, and proof this hypothesis adopted some research methodology that is primary and secondary data collection. Primary data collected from survey and personal interview and secondary data collected from News Paper, catalogues, Magazines, Journals, Articles, etc. in this research convenience sampling method is used, and research design is descriptive study. Some respondents considered as a sample size only from Nagpur City. After that reached some conclusions.

Keywords: -Word of Mouth Advertisement, Sustainability, Advertisement, Business.

Objectives: - To understand the sustainability of Word of Mouth Advertisement in business.
To evaluate the importance of Word of Mouth Advertisement.

Hypothesis:- H1- Word of Mouth Advertising has more important in business.
H2- Word of Mouth Advertisement is the sustainable medium of advertisement.

RESEARCH METHODOLOGY:-

Source of data collection: -Primary Data- This study is based on primary source like personal interview, questionnaires, etc. Some data collected from secondary source like catalogues, journals, news paper, magazines, televisions, etc.

Sampling process- convenience sampling method is adopted in this study, research design- descriptive study, and sample size- 100 respondents from Nagpur city.

INTRODUCTION:-

In the research of Word of Mouth Advertisement author found that Word of Mouth has more influence on consumers than any other media's of advertisement. The effect of Word of Mouth becomes more significant and Word of Mouth advertising is easy to reach the audience without any influence (Romaniuk & Hartnett). In the research of Word of Mouth Advertisement author found some important things. Rapid development in technology is shown in transportation sector. Word of Mouth is an important communication media. Consumers affect both positive and negative things and also advices of the people (Cakir & Cetin, 2013).

In the research of Word of Mouth Advertising media author suggest that impact of Word of Mouth on marketing arises due to social media. Marketers become aware of the people choices and they try to improve or produce better quality and customer's loyalty (Naz, 2014). In the research of Word of Mouth Advertisement author found that there is a strong correlation between mobile phone opinion, opinion leaders identified in the survey which significantly higher compared to non-opinion leaders (Kumar, Kumar, Sridharan, & Narasimham).

In these research objectives to determine the social media marketing affected organizational brand, it influenced consumer behavior, to determined increase organizational efficiency. Author found that social media marketing is effective even if it's relatively new in the market. Social media advertisement provides base for customer to speak and conveyed their message form one person to another. Advantages of social media advertisement are the two way communication means respond and communicate with consumers (Oyza & Edwin, 2015). In the research of Word of Mouth Communication author found that Word of Mouth Communication is significantly effect on consumer purchasing decision. Organization should be creative and innovative through Word of Mouth Marketing (JOHN, JUSTIE, & BIOBELE, 2014)

In the research of Word of Mouth Communication author suggested the importance of Word of Mouth Communication is an influencing factor. This forms of communication media is on high degree of experience and qualities (Dhillon, 2013)

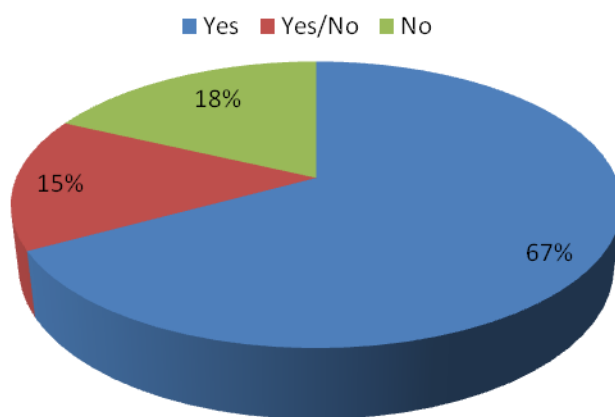
TABLES, GRAPHS & INTERPRETATION:-

Customers are aware of all the media's of advertisement.

Table & Graph 1

Parameters	Respondents	Percentage %
Yes	67	67%
Yes/No	15	15%
No	18	18%
Total	100	100%

Awareness of advertising media



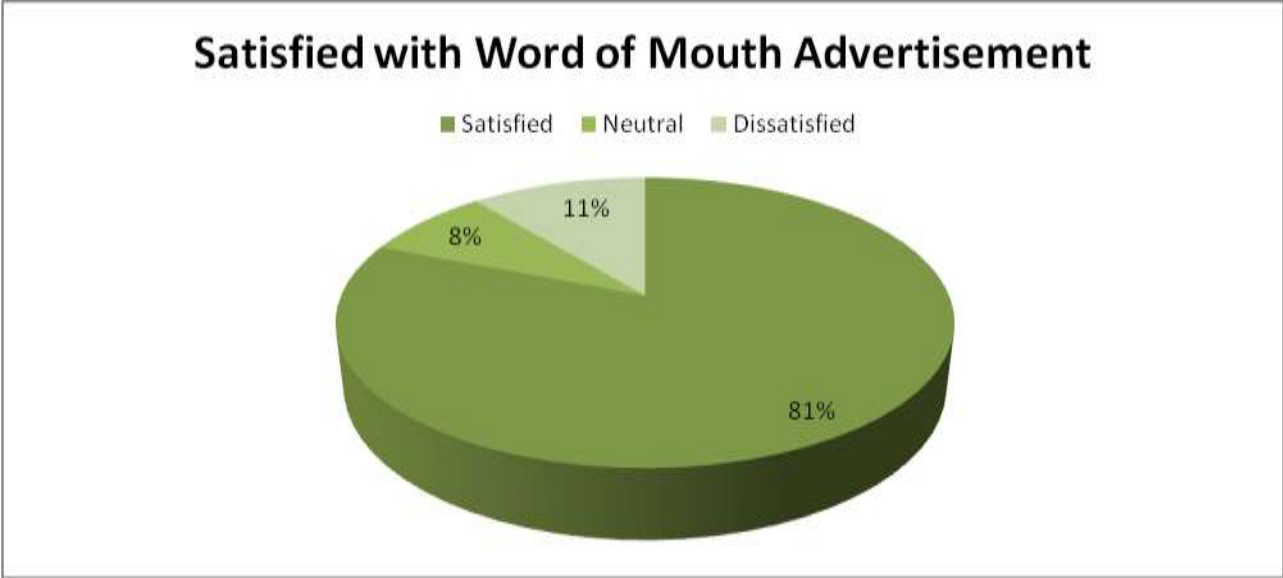
Primary data:-

The above table represents that customers are aware about all the media's of advertisement which are as given in the above table. The above table and graph represents that, 67% respondents are aware of all the medium of advertisement, 18% respondents are not aware of all the medium of advertisement and remaining 15% respondents are not define they aware or not.

Customers are satisfied with Word of Mouth Advertisement.

Table & Graph 2

Parameters	Respondents	Percentage %
Satisfied	81	81%
Neutral	8	8%
Dissatisfied	11	11%
Total	100	100%



Primary data:-

The above table represents that customers are satisfied with Word of Mouth Advertisement other than any other types of advertisement. The above table and graph represents that, 81% respondents are Satisfied with Word of Mouth Advertisement other than any other medium of advertisement, 8% respondents are neutral and remaining 11% respondents are not satisfied with Word of Mouth Advertisement they prefer other medium of advertisement.

Customers prefer new products even if its price is more of less because they are satisfied with Word of Mouth Advertisement.

Table & Graph 3

Parameters	Respondents	Percentage %
Agree	78	78%
Neutral	12	12%
Disagree	10	10%
Total	100	100%



Primary data:-

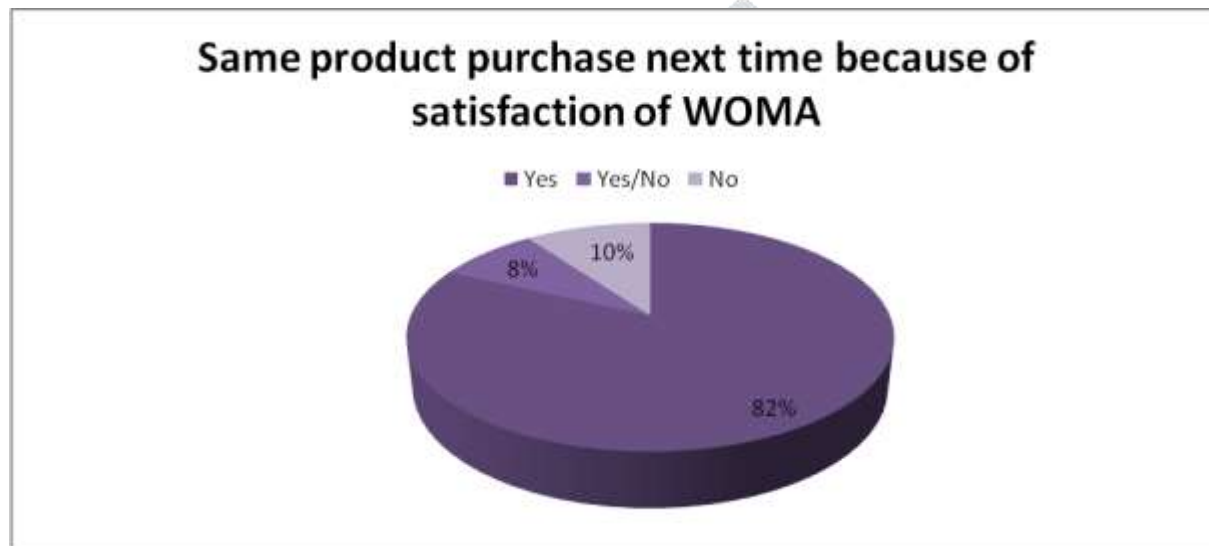
The above table represents that Customers prefer new products even if its price is more of less because they are satisfied with Word of Mouth Advertisement.

The above table and graph represents that, 78% respondents are agree with the statement prefer new products even if its price is more of less because satisfaction of Word of Mouth Advertisement, 12% respondents are neutral and remaining 10% respondents are not agree with the statement of prefer new products even if its price is more of less because they are not satisfied with Word of Mouth Advertisement.

Purchase a same product next time because of satisfaction of Word of Mouth Advertisement.

Table & Graph 4

Parameters	Respondents	Percentage %
Yes	82	82%
Yes/No	8	8%
No	10	10%
Total	100	100%



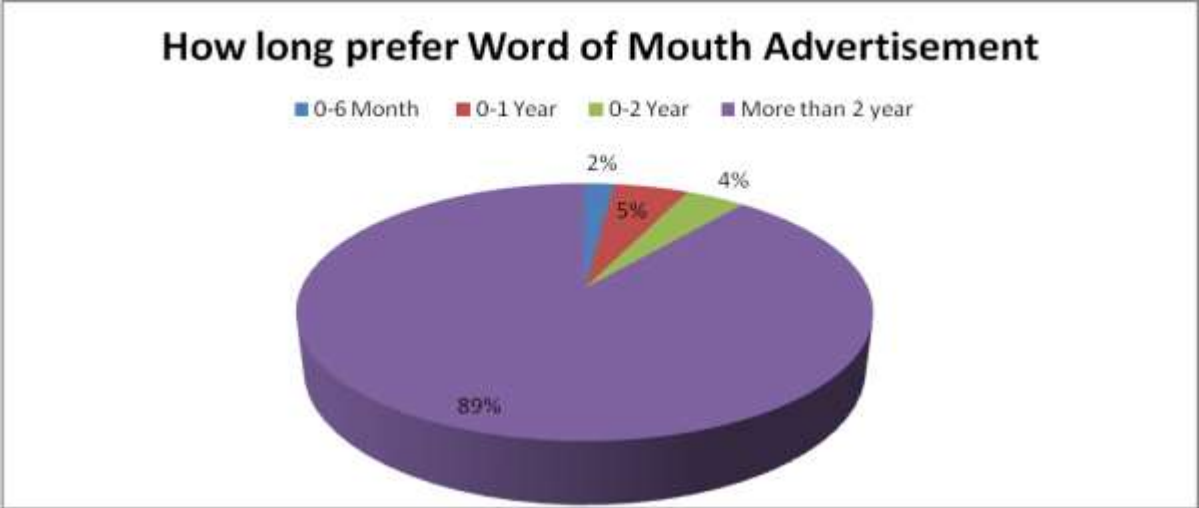
Primary data:-

The above table represents that customers purchase a same product next time because of satisfaction of Word of Mouth Advertisement. The above table and graph represents that, 82% respondents purchase a same product next time because of satisfaction of Word of Mouth Advertisement, 8% respondents are not define Yes or No and remaining 10% respondents are not purchase a same product next time because they are not satisfaction of Word of Mouth Advertisement.

From how long are you prefer WOMA

Table & Graph 5

Parameters	Respondents	Percentage %
0-6 Month	2	2%
0-1 Year	5	5%
0-2 Year	4	4%
More than 2 Year	89	89%
Total	100	100%



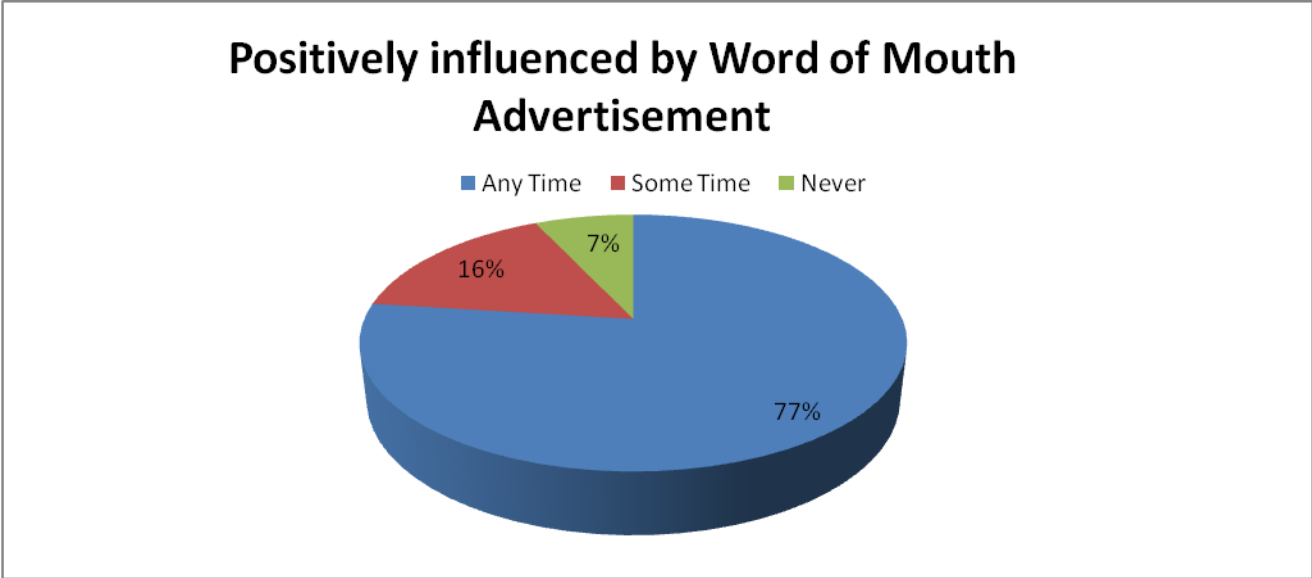
Primary data:-

The above table represents that customers prefer Word of Mouth Advertisement from how long are as under. The above table and graph represents that, 89% respondents prefer Word of Mouth Advertisement from more than 2 years, 5% respondents prefer Word of Mouth Advertisement from 0-1%, 4% respondents prefer Word of Mouth Advertisement from 0-2 year and remaining 2% respondents prefer Word of Mouth Advertisement from 0-6 months.

Customers are positively influenced by Word of Mouth Advertisement

Table & Graph 6

Parameters	Respondents	Percentage %
Any Time	77	77%
Some Time	16	16%
Never	7	7%
Total	100	100%



Primary data:-

The above table represents that customers are positively influenced by Word of Mouth Advertisement.

The above table and graph represents that, 77% respondents are positively influenced by Word of Mouth Advertisement any time, 16% respondents are positively influenced by Word of Mouth Advertisement some time, and remaining 7% respondents are never influenced by Word of Mouth Advertisement.

FINDINGS:-

In this research found some information that is 67% respondents are aware of all the media's of advertisement. 81% respondents are satisfied with Word-of-Mouth Advertisement, 78% respondents are prefer Word of Mouth Advertisement to purchase new products even if its price is more or less, 82% respondents purchase same product next time because they are satisfied with Word of Mouth Advertisement, 89% respondents influenced by Word of Mouth Advertisement form more than two years and 77% respondents are positively influenced by Word of Mouth Advertisement.

CONCLUSIONS:-

Word of Mouth Advertisement is more important and attractive ways of advertisement, and this kind of advertisement is cost reducing advertisement. Human being is influenced by others views and things, experienced people share their views and influenced all the time. Word of Mouth Advertisement is the two way communication media, and this activity starts from birth of human being and now is running and used all the times, and that is the reason Word of Mouth Advertisement is sustainable.

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