

# Word of Mouth:-A important source of communication: Review

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**Abstract-** My research is about some better things, to learn from your past experiences, if communication skill, word of mouth is not working or getting failed again and again. So let's see how it works and what all consequences we get. An objective of this research is to determine the word of mouth effects on consumers buying decision negative or positive. My study shows the effect of negative word of mouth and the ways to correct it. I personally took the privilege to go through all different research papers to get an idea of my study clearly and to understand too. More result shows two things can be the reason to create difficulties for the company such as a bitter experience of any product/service and any comments (word of mouth especially negative) because negative word of mouth or any negative comments about anything influence strongly than any other marketing strategy.

**Keywords-** WOM, negative word of mouth, learn by word of mouth

## I. INTRODUCTION

**WORD-OF-MOUTH “ a important source of communication ”.**

Word-of-mouth is one of the oldest and most successful important forms of promotion in marketing. This is as consumers talk to each other and share their views and opinions with each other which give or generates a matter of trust for the product or brand. But what exactly is word-of-mouth marketing, and why is it so important? Just to clarify, word-of-mouth marketing is the type of marketing that takes place in your mind, whenever a friend tells you about a new brand of shoes they like or a great phone they just purchased. A word-of-mouth marketing scheme basically takes place anytime anyone talks about your brand, states your brand, or even evaluates your product.

Word-of-mouth marketing can be great for companies looking to promote their products and services, and it is often more active than old-style advertising or social media marketing for a diversity motives. In fact, word-of-mouth marketing has even been regarded as the most respected form of marketing total. Why? Well, according to Nielsen, 92 percent of customers have faith in references they

obtain from friends and family over the ads seen on TV or in a magazine. Within a high-speed stirring globe and in our up-to-date client society, where all is changing rapidly, where products and services are fast becoming out of date, and where firms suggest to the customers an ever more diverse collection of products and services, customers need to face the brutal competition that engages companies to magnetize customers. Consumer buying behavior is becoming more observant what they buy. 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. Word of mouth could be beneficial as well as harsh. Local market influencers, Trendsetters and Tastemakers are supported by word of mouth marketing process also by which advertising messaging campaign releases. Although many business professionals agree that word-of-mouth marketing is by far a more effective form of promotion than other types of marketing, very few marketing professionals can actually say that they've utilized this tool effectively. Companies should constantly strive to provide their customers with top-notch service, and word-of-mouth marketing will come on its own.

However, in order to help push this process forward, it is important to have a trustworthy spokesperson for your brand. If customers trust the referral given to them by your spokesperson, they are more likely to believe that your products are decent and worth purchasing. Keeping your Most loyal customers close could also potentially benefit your company's word-of-mouth marketing. This can be as easy as an anniversary card commemorating the day they became a customer, or a thank you card after every purchase and every referral. One other issue of the utmost importance is to make sure you don't ignore your other marketing strategies in the process outside of word-of-mouth marketing. For example, using social media to interact with customers is a great way to build relationships with them. If your customers think that you are relatable and trustworthy through their online communication with your company, they will refer others to your page or even send them.

## II. CONCLUSION

My study is all about the effects of wrong or negative word of mouth. And what are the consequences and how we can clarify it. As I have shown the measures also, after going to many research papers .So I found the best possible way to correct it. As my review shows the way of word of mouth in correct form because it is the important source of communication in marketing strategy.

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