

Examining the Effects of Word of Mouth marketing on Consumer Buying Behavior: A Case Study of electrical appliance industry in Iran

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Abstract: The purpose of this study was to evaluate different aspects of marketing, word of mouth and its impact on consumer buying behavior. Research Applied practical purpose, the method of data collection, descriptive - survey and the primary means of Data were collected using a questionnaire which is designed based on the Likert scale is at 7 times. Number Sample with 200 people per brand (400 samples of each) which the students were randomly Simply choose. In order to test hypotheses of correlation and linear regression methods were used. All Been conducted. Calculations and statistical analysis software SPSS. Among the 5 assumptions of the study indicated that the relationship between size and improved model of buying behavior Sernovitz Customers about the brand in Iran Broadcasting assumptions about the relationship between activity participation, tools Marketing by mouth and spread issues and improve the consumer buying behavior and only confirmed the hypothesis about the relationship International track and improve consumer buying behavior was rejected. Even in other countries of similar studies have been carried out under the following aspects purchasing and its impact is investigated. Even the same models were used to investigate the importance of cooperative behavior and follow-up is less pointed. Perhaps this is because it is usually by word of mouth marketing activities prior to collection buy more attention, and even in many of the definitions of these activities is limited. In this study, the behavior of the purchase was also taken into consideration.

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1. Introduction

Simplifying the process and increasing production to the more intense competitive environment, the market leading and this led to the development of sales practices is provided. Especially in the electrical appliance industry is relatively the growth has been higher in recent years as the number of manufacturers and importers of such goods greatly increased. This has led to a more competitive atmosphere in the market so that practices Traditional marketing, such as the introduction of the program, offering free stands and posters offering free product to test, Capillary marketing, personal selling and granting agencies to facilitate the conditions necessary marketing programs become That is not enough. In such circumstances, manufacturers and organizations trying to distribute and sell the resort to practice other marketing to differentiate themselves from competitors and at the same time not imposing costly to the organization.

Marketing Mouth of a relatively new way of marketing that has a lot of advantages to less Manufacturers have been systematically addressed. The main focus of this approach is based on the

capacity Potential customers in the operation of the communication exchanges between institutionalized. Particularly with regard to in situations where the degree of social interaction and a stronger family orientation. The role of word of mouth marketing can be very important because previous studies have emphasized that many consumers, especially in Iran Buy expensive goods such as electrical appliance consultation with friends, family and acquaintances, enjoy and behavior Largely influenced by the opinions of others works. Also, using this method will not cost too much that would lead to an increase in product cost. The questions are all over the Include:

- Is the investment activities of-mouth marketing can provide results justified?
- How about purchasing behavior of consumers affected by the proposals and recommendations of other electrical appliances It? Impact of word of mouth advertising in the positive or negative aspect is how?

2. Research question

This is a relatively young field of consumer behavior. Although in 1960, the book is written in this area (Entered. However, was less systematically

addressed these areas (Saad Aslam and Ahtysham Jadvn, 2011).

Perception and understanding of consumers and their buying process, has several advantages that include:

- Opportunities for better decision making by managers, particularly managers Marketing.
- Identify the social, cultural, economic and psychological impact on the consumer buying process and they are planning on.
- The optimal policy and strategic marketing.
- (Information on how to introduce a product (Foksal and Goldsmith, 1994 Berkman and Gylsum (1978) argue that the concept of consumer behavior is an attempt to answer these types of questions:
 - Why certain decisions are made to purchase?
 - How to buy products and services?
 - Where to buy goods and services?
 - How are they used?
 - (Purchasing motivation of people? (Saad Aslam and Ahtysham Jadvn, 2011)

But without a doubt, the most important question that arises in the context of consumer behavior is that consumers are influenced by what Factors, the decision to buy?

The answer to this question is to understand how and what constitutes channels, introduce their products to consumers. (Let (Solomon, 1996).

One of the most effective channels and product introduction in recent years several studies have been done about it and consider Word of mouth marketing experts and scholars have been introduced or influence other consumers. Introduction 1 mouth as one of the main and most important distribution channels in marketing are two of the same has had positive effects and negative effects on consumer buying behavior. If this marketing channel correctly be used as a tool for improving the long-term can be considered subjective and consumption of goods or services. (Suppliers to properly use the product form (Solomon, 1996 In this research we have tried to study different aspects of marketing, word of mouth and its impact on consumer Behavior Electronics industry is discussed and the relevant channels, manufacturers can make better use of their own products Identification must be presented.

3. The research model

In this study, we have five independent variables and a dependent variable which can be divided into any number of factors and components.

According to the classification (WOM Marketing) independent variables include various aspects of word of mouth marketing Bernoitz include:

1. Broadcast
2. Open Thread
3. Word of mouth marketing tools
4. Partnership
5. Followed

The dependent variable is the consumer buying behavior which consumer behavior is part of the topic.

4. Materials and Methods

The main tool for gathering.

Data is questionnaire based on a Liker scale of 7 times is prepared. In order to assess the reliability and validity Questionnaire, the team of experts in the field of home appliance industry samples for the questionnaire Approval was given to him when he ran confirmed and the necessary corrections were applied.

1.4. Population and Sample

The study population consists of all consumer appliances in Tehran. The sample consists of 196 subjects from consumer appliances are often selected from among individuals residing in Tehran. Kokran formula based on the number of sample with 7% error level selected.

2.4. Reliability and validity of research

In order to determine the validity of the questions and answers, a sample of the questionnaire given to four experts from industry, household appliances and 3 Participants were university professors in the field of marketing to potential shortcomings of the questionnaire, which could obscure questions, Inappropriate questions so long ... and questionnaire Should be avoided. After receiving corrective feedback and rewrite The validity of the questionnaire was approved them. Also, in order to assess the reliability of a pre-test with a sample size of 30 was performed. They completed questionnaires and data processing Cronbach's alpha was calculated for the results presented in Table1

Table 1. Calculation of parameters research using Cronbach's alpha reliability

Cronbach's alpha	Variable
0/785	Activity Broadcasting
0/741	Threads
0/713	Tools
0/869	Partnership
0/788	Followed

5. Result

The study analyzed data from descriptive and inferential methods are used. Thus, the findings described in the following table to check the status of each one of the respondents And their related information (such as gender, age, educational level, occupation, etc.) and to analyze the table and Chart

will be displayed. The analytical results of the analysis method we used in this study correlated Will do. SPSS and regression analysis, statistical calculations, and all software.

1.5. Test hypotheses

First hypothesis: Broadcasting activity correlates Significant the buying behavior of consumers is improving.

Table 2: significant correlation between broadcast and consumer buying behavior

Level Significant	Rate Solidarity	Dad	The dependent variable	Independent variable	
0.000	0.299"	196	Consumer buying behavior	Broadcast	Pearson correlation coefficient

The results show a positive and significant relationship between broadcast and consumer buying behavior there. The correlation coefficient Is 0, which indicates a moderate to weak correlation between the level of 99 percent, significantly / Pearson 299 times Is. Thus, the first research hypothesis is confirmed.

Table 3: Correlation between the broadcast and consumer buying behavior

Payoff	Coefficient Determination	Coefficient Solidarity Pearson	Degree Freedom	The dependent variable	Independent variable
Relatively weak correlation between the variables * 161 There is a 9% change in the independent and dependent Variables can be affected by variables Be independent.	0.09	0.299"	161	Buying behavior Consumer	Broadcast

The overall results suggest that the relationship between consumer buying behavior is changing Broadcasting Activity But this relationship is not as strong and only 9% of the variability can be attributed to the Independent variable.

Second hypothesis: the spread of topics related directly and significantly enhance and •improve consumer purchasing behavior.

Table 4: Correlation between the development and the significant issues and consumer buying behavior

Level Significant	Rate Solidarity	Dad	The dependent variable	Independent variable	
0.000	0.554"	196	Consumer buying behavior	Open Thread	Pearson correlation coefficient

The results show a positive and significant relationship between consumer buying behavior and development issues there. Coefficient Is 0, which indicates a moderate and moderate to strong correlation between the level / Pearson correlation equals 554. And 99 percent is significant. Thus, the second hypothesis is confirmed.

Table 5: Status of relationship issues and buying behavior

Payoff	Coefficient Determination	Coefficient Solidarity Pearson	Degree Freedom	The dependent variable	Independent variable
Relatively modest relationship between the variables / 29 0/544 161 buying behavior There is a 29% change in the independent and dependent Variables can be affected by variables Be independent	0.29	0.544	161	Buying behavior	Threads

The overall results show that there is a significant relationship between the subject and buying behavior. In other words, how the expansion Find more are expected to improve consumer buying behavior.

Third hypothesis: word of mouth marketing tools directly and significantly increase and improve Behavior Consumers are buying.

Table 6: significant correlation between measures of word of mouth Marketing and purchasing behavior

Level Significant	Rate Solidarity	Dad	The dependent variable	Independent variable	
0.005	0.222"	196	Buying behavior	Word of mouth marketing tools	Pearson correlation coefficient

The results show a positive and significant relationship between measures of mouth marketing and consumer buying behavior there Is 0, which indicates a weak correlation between the level of 99%, / Pearson correlation coefficient equal to 222 Is significant. The third hypothesis is confirmed by research.

Table 7: Status of relationship marketing tool, and word of mouth and purchase behavior

Payoff	Coefficient Determination	Coefficient Solidarity Pearson	Degree Freedom	dependent variable	Independent variable
Relatively weak correlation between the variables There is a 5% change in the independent and dependent Variables can be affected by variables Be independent.	0.05	0.225	161	Buying behavior Consumer	Marketing Tools Word of mouth

The overall results suggest that the relationship between marketing tool is word of mouth and consumer buying behavior But this relationship was not as strong and only 5% of the variability can be attributed to the independent variable.

- Assumption IV participation directly and significantly increase and improve the purchasing behavior of consumers.

Table 8: significant correlation between involvement and buying behavior

Level Significant	Rate Solidarity	Dad	The dependent variable	Independent variable	
0.001	0.256"	196	Buying behavior	Partnership	Pearson correlation coefficient

The results show a significant positive relationship between participation and consumer buying behavior there. The correlation coefficient is 0, which indicates a weak correlation between the levels of 99%, is significant. / Pearson with 256 Thus, the fourth hypothesis of the study is approved.

Table 9: Status of relationship between involvement and buying behavior

Payoff	Coefficient Determination	Coefficient Solidarity Pearson	Degree Freedom	dependent variable	Independent variable
Weak relation between the independent variable and the / 06 0/256 161 Purchase of Partnership Dependent and 6% of the variability Can be influenced by the independent variable.	0.06	0.256	161	Buying behavior	Partnership

The overall results show that although there is a significant relationship between involvement and buying behavior, but the relationship was weak and only 6% of the variability can be attributed to the independent variable.

Hypothesis V: Tracking and significantly correlated with increased consumer purchasing behavior has improved.

Table 10: Correlation and significant correlation between the track and buying behavior

Level Significant	Rate Solidarity	Dad	The dependent variable	Independent variable	
0.107	0.127	196	Buying behavior	Followed	Pearson correlation coefficient

The results show a positive and significant relationship between the tracks and there is no consumer buying behavior. The correlation coefficient is 0 and the error is equal to 0.107, which is higher than the 0.05 significance level is set. / Pearson with 127 the fifth research hypothesis is not confirmed.

Table 11: Correlation between status and track consumer buying behavior

Payoff	Coefficient Determination	Coefficient Solidarity Pearson	Degree Freedom	The dependent variable	Independent variable
Significant correlation between the independent variable / Tracking buying behavior does not depend	-	0.127	161	Buying behavior	Followed

The overall results indicate that the track does not have a significant impact on consumer buying behavior. Correlation between the level significant relationships, it is perfectly OK.

1.1.5. Regression tests

In the previous section we saw that the correlation coefficient to measure the relationship between two quantitative variables used in Was computed.

But there is a set of methods that predict the value of a relationship between two variables Variable on another variable is used. The regression is one such method that can help us Measures of the dependent variable to the independent variables, to predict.

-Broadcasting consumer buying behavior

Table 12: Anova Analysis

Sum of Squares	df	Mean Square	F	Sig.	
3.994	1	3.994	15.59	0.000	Regression
4.738	159	0.256			Remaining
44.732	160				Total

Set linearity assumption is highly significant and can be Sig =. Significant levels above 000 and F = 15/590 of Linear regression confirmed. In order to find the equation of linear regression constant and regression coefficients are calculated.

Table 13: Calculation of Broadcasting coefficients and significance buying behavior

	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	B Std. Error	Beta		
Constant factor	2.328	0.48		4.848	0.000
1 Buying behavior	0.444	0.112	0.299	3.948	0.000

The above constant coefficients Regression as Shown, Thus, the equation regression coefficient is equal to 444/328 with constant coefficients in the above table Regression is: $E(y / \chi) = 2/328 + 0/444 \chi$
Open Thread - consumer buying behavior .

Table 14: ANOVA Analysis

Sum of Squares	Df	Mean Square	F	Sig.	
24.307	1	24.307	70.288	0.000	Regression
54.985	159	0.346			Remaining
79.292	160				Total

Sig = . Significant levels above 000 F = 70/2 level , It is very significant and is assumed to be linear and linear regression can be confirmed.

In order to find the equation of linear regression constant and regression coefficients are calculated. The constant coefficients above 367 / - and the regression coefficient is equal to 094 Regression is:

Table 15: Calculation of regression coefficients and significant issues - The buying behavior

		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	B Std. Error	Beta		
Constant factor		-0.367	0.558		-0.658	0.000
1	Buying behavior	1.094	0.131	0.554	8.384	0.000

Std .error test statistic The variable "t 0 is the buying behavior indicates that / is because its value is less than 05 t value for test Consumer "is significant at the 95% level.

$$E(y/\chi) = -367 + 1/094 \chi$$

sig p-value for testing the regression coefficient and t is the standard error of regression.

Table 16: Anova Analysis Tools of mouth - Shopping Behavior

Sum of Squares	df	Mean Square	F	Sig.	
1.899	1	1.899	8.204	0.005	Regression
36.576	158	0.231			Remaining
38.475	159				Total

Is assumed to be linear and linear regression confirmed the Sig. = 000 Significant levels above F = 8/204 of a significant

Word of mouth marketing tools - buying behavior

In order to find a linear regression equation to calculate the regression coefficients are constant.

Table 17: Calculation of regression coefficients and significant oral Mouth devices - the buying behavior

		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	B Std. Error	Beta		
Constant factor		2.948	0.457		6.457	0.000
1	Buying behavior	0.306	0.107	0.222	2.864	0.005

According to the table, so the equation, 2/ 948 and the regression coefficient is equal to 0.306 is a constant coefficient Regression is in table18.

Table 18: ANOVA Analysis

Sum of Squares	df	Mean Square	F	Sig.	
3.462	1	3.462	11.183	0.001	Regression
49.216	159	0.310			Remaining
52.678	160				Total

Set linearity Sig = 000 and F = 11.183 significant with significance level above 000 is true and the assumption of linearity is maintained.

$$E(y/\chi) = 2/948 + 0/306 \chi$$

Set linearity Sig = 000 and F = 11.183 significant with significance level above 000 is true and the assumption of linearity is maintained

In order to find the equation of linear regression constant and regression coefficients are calculated.

Table 19: Calculation of regression coefficients and meaningful participation - The buying behavior

		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	B Std. Error	Beta		
Constant factor		2.464	0.528		4.667	0.000
1	Buying Behavior	0.413	0.123	0.256	3.344	0.001

sig p-value for testing the regression coefficient and t is the standard error of regression. Std. error test statistic The variable "t 0 is the buying behavior indicates that / is because its value is less than 05 t value for test Consumer "is significant at the 95% level.

According to the above table, the constant is equal to 2.464 and regression coefficients equal to 0.413 Thus, the regression equation is equal to

$$E(y/\chi) = 2/464 + 0/413$$

sig p-value for testing the regression coefficient and t is the standard error of regression. Std. error test statistic the variable "t 0 is the buying behavior indicates that / is because its value is less than 05 t value for test Consumer "is significant at the 95% level.

6. Discussion and conclusions

The results show that the improved activity Broadcasting closely related to consumer behavior based on repetition Are buying. As previously mentioned, the group consists of people who are willing Broadcasting about our products and services Like to talk to fans, volunteers, clients, and try to influence public behavior of market participants.

The Group Broadcasting is one of the main channels of mouth marketing are that much greater range of their activity, Potential consumers are more likely to become actual buyers.

Thus, a significant proportion of buyers willing to purchase Samsung products with the information of Broadcasting Received as relevant. Reports suggest that word of mouth marketing can be used in the following ways Active Channel Broadcasting, work is:

- The friends and acquaintances that can affect the purchasing behavior of buyers.
- Query and the questions around your buyer about the quality and characteristics of pre-selection Product will be. Review
- Information that is received from the sellers and buyers can be effective Customers
- Previous customers who have bought Samsung products can have an impact on future
- And general fans and shoppers can sample on a customer's decision to buy will work.

Therefore, organizations and companies that are willing to use word of mouth marketing channel to try this Tract data to identify buyers and publishing company decided to transfer data.

The Canal Transport information and control over their organizations would be extremely

difficult because most of the sources of information intermediary's Different information in order to complete and submit their data use.

Development issues can also be effective in improving the behavior of buyers. Although this type of relationship is not strong, but the Changed and improved since it is often difficult for organizations can be viewed as one of the main channels of mouth marketing The mouth is concerned organizations. This topic is often talked about topics such as Special offers excellent service, great product, new features and effective advertising. The results suggest that the occurrence of events and issues presented by the company can purchase behavior of customers Be. The events and issues, a wide range of events including the most important ones are:

- Special Sales News
- Auction News
- Extending warranties for products
- Holding sweepstakes and contests
- Special Investigations offers and special gifts

Restored to its business customers in mind. Especially where it matters most aspects of the methods for attracting customers there will also. For example, news of special sales or discounts offered by a large percentage of which are primarily provided through A new report, which can be useful for clients that have been with the brand, more talk between Customers occur. Customers also make this opportunity as a golden opportunity to buy Sales promotion is required to use the feature.

Tools are tools to spread and disseminate news and information to help them promote and develop such a desire, advertising and web development and digital media. Our results indicate that a significant relationship between Using these tools, and improved consumer purchasing behavior there. These tools are also used for other organizations and Companies and it is important that these tools are all available companies. Other hand tools Unlike Broadcasting mouth marketing activities, the company did not have much control over them completely at the disposal of the organizations to increase the level of comfort it. This is usually done in several ways that most important ones are accepted.

- The news about the brand
- Internet Advertising
- Held in proprietary chat rooms to talk about related brands on the market Products
- programs in order.

Participation generally includes programs that are trying to provide a facility where the company's employees Could have a role in distributing information and react to the news, to publish news about your comment.

For example, activities like answering emails, responding to feedback, and participate in community programs and improved communication with the Customer. Overall customer communication programs largely aimed at improving communication with customers and Organizations Increased interactions with them will be picked this way we can improve our products and their mentality And current customers as a channel to be used by new customers. Accordingly, certain communication channels with customers. Companies try to design and implementation. Channels as a Mail, phone and papers satisfaction Use these channels to transfer data from customers is the However, knowledge transfer and enterprise customers will also be given. The information coming from the same customer Is transmitted to other clients. In fact, using participatory channels, allowing customers to communicate with the Customers can provide their own.

7. Suggestions for Future Research

1. Divided into main groups that carry data about the product and brand marketing programs Mouth. For each group, especially the mouth. These groups are:
 - Vendors
 - Former Clients
 - Popular groups
 - Specialized groups such as repair works
 - Etc.

2. Knowledge and introduce more services and usage of services
3. Greater emphasis on the social benefits of products and services
4. Provide comments and discuss the possibility of launching products on the website.
5. Monthly distribution and publication of brochures to introduce a product, especially among target groups
6. News event modeling and simulation as an auction or lottery or draw
7. Strengthening systems for enhancing public participation

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