

**T.C.**

**ISTANBUL AYDIN UNIVERSITY**

**INSTITUTE OF SOCIAL SCIENCE**



**THE EFFECT OF WORD OF MOUTH MARKETING FEMALE  
CONSUMERS' DECISION MAKING PROCESS IN AFGHAN FOOD  
BRANDS**

**M.SC. THESIS**

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## YEMİN METNİ

Yüksek Lisans tezi olarak sunduğum “The effect of word of mouth marketing on female consumers’ decision making process in afghan food industry brands” adlı çalışmanın, tezin proje safhasından sonuçlanmasına kadarki bütün süreçlerde bilimsel ahlak ve geleneklere aykırı düşecek bir yardıma başvurulmaksızın yazıldığını ve yararlandığım eserlerin Bibliyografya’da gösterilenlerden oluştuğunu, bunlara atıf yapılarak yararlanılmış olduğunu belirtir ve onurumla beyan ederim. (.../.../2017)

Khaled Naseri/ İmza

*Dedication*

*To my Parents  
The reason of what I become today.  
Thanks for your support and continuous care.*



## **FOREWORD**

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## **ABBREVIATIONS**

<b>WOM</b>	: Word Of Mouth
<b>WOMM</b>	: Word Of Mouth Marketing
<b>NWOM</b>	: Negative Word of Mouth
<b>SPSS</b>	: Statistical Package for the Social Science
<b>CDMP</b>	: Consumer Decision Making Process
<b>BZ</b>	: Buzz
<b>H</b>	: Hypothesis

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## AFGAN GIDA ENDÜSTRİSİ MARKALARINDA KADIN TÜKETİCİLERİN KARAR VERME SÜRECİNDE WOMM ETKİSİ

### ÖZET

Pazarlama iletişiminin ve reklamın kritik ve ana misyonu, tüketicinin satın alma davranışını etkileme iletişimidir. Kulaktan kulağa pazarlama müşterinin satın alma davranışını etkileyen önemli pazarlama yollarından biridir. Kulaktan kulağa pazarlama dünya genelindeki pazarlamaların en ucuz ve etkili yollarındandır. Ayrıca (WOMM) şirketlere reklam vermeyerek ve sponsor olmayarak doğal yollarla yapılan bir pazarlamadır. Afganistanda 384 şehirli kadın müşteri üzerinde kulaktan kulağa pazarlama (WOMM) yönteminin araştırması yapılmıştır. Bu araştırmanın amacı, kulaktan kulağa pazarlamanın (WOMM) şehirli kadınların yiyecek ürünlerinin satın almasındaki kararlarını nasıl etkilediğini, yeni müşterileri nasıl kazanabileceğimizi ve mevcut müşterileri elimizde tutmanın en ucuz ve etkili yöntemlerinden biri olduğunu göstermektir (veya kanıtlamaktır). Bu araştırma 5 ana başlıkta; giriş, kaynak taraması, araştırma metodoloji, analiz ve sonuç bölümden oluşmaktadır. Bu araştırma modeli Pratik bilgilerden esinlenmiş, çalışma alanındaki deneyimlerden ve (WOMM) yöntemleri göz önünde tutularak geliştirilmiştir. Bu araştırma sonucunda elde edilen veriler SPSS programı kullanılarak tabloda ayrıntılı gösterilmiştir. Araştırmaya göre, (WOMM) etkisi kadınların yaşına, medeni haline, davranışsal bağımlılık özelliklerine ve eğitim durumlarına göre farklılık gösteriyor Afganistan'daki kadınların satın alma kararları üzerindeki meslek durumu dışında.

**Anahtar Kelimeler:** *Kulaktan Kulağa Pazarlama, Kadınların Karar Verme Süreci*

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**ABSTRACT**

The critical and main mission of marketing communication and advertisement is to affect the consumer's purchasing behavior and word of mouth marketing communication goal is as well. Word of mouth marketing communication seems to be one of the cheapest ways of marketing communication activities across the world. WOMM is defined as any publicity and advertisement which is not sponsored by the company, but rather it is advertised by organic methods via customers.

In this study, the effectiveness of word of mouth marketing on female consumers' buying decision making process is investigated in Afghanistan by taken 384 urban women as the sample of empirical study. The purpose is to explore how WOM can affect the females' buying decision making process and how it can be managed by commercial advertisement to gain new consumers for food products and how it can manage organization's existing customers with WOM communication as a significant and cheap method of marketing communication. This paper study contains five parts such as introduction, literature review, conceptual framework, research methodology including analysis and findings, and last one which is conclusion and recommendations. A research model which inspired by practical knowledge, experience in the field of study, and review of WOMM methods was developed for this study. After completion of the research, achieved data is tested by SPSS and finding are subsequently presented and the result is shown by tables with description and the last chapter is dedicated to the further studies and the conclusion of the research. According to the research, the WOMM impact differs among females depending on their age, marital status, behavioral interdependence characteristic and education except for occupation on females' buying decision making regarding buying products from the specific brand in Afghanistan.

**Keywords:** *Word of Mouth, Females' buying Decision Making Process*

## 1. INTRODUCTION

Have you ever guessed why Apple, Starbucks, and Dettol Companies become famous? Their buzzes get spread and become so famous that all people around the world are familiar with these famous brands.

In fact, this is the power of word of mouth that these companies' customers recommend others to buy Apple, Starbucks, or Dettol products according to their satisfaction of having these companies' products which made them famous.

Word of mouth marketing, which viral marketing communication is another form of it, is one of the most important and cheapest ways of marketing communication to make brand positioning in mind of people and attracting new consumer attention (Kotler and Keller, 2012). Therefore, firms and organizations should promote their goods and services awareness to present their products to potential customers and clients through word of mouth marketing methods to save their money and cut their advertising costs. Sales promotion has been growing as a vital promotional and critical tool, which is used to gain consumer purchase attention by most industry firms across the world. Therefore, its well and proper design enhances the effect of WOMM on consumer purchase persuasion. WOMM has gained popularity in flowing information about the products to mass customers all around the world without spending a lot of money or low cost.

Word of mouth communication is described as an "oral communication which is person to person or between a particular receiver and a particular communicator from whom the receiver perceives as non-commercial regarding brands, goods and services" (Berger, 2014).

In fact, WOMM is defined as any publicity and advertisement which is not sponsored by the company, but rather it is advertised by organic methods via customers and social media fans. It's a kind of publicity for which companies do not pay any amount, but rather it is carried out by recommendations from other parties, who are satisfied with the company's product, without any cost.

The research intends to find and present effective design of WOMM that can catch urban women purchase attention and purchase decision. This research is going to find out whether spending substantial amount of money on word of mouth marketing campaign is worth to affect females' buying decision making or not.

However, in Afghanistan as a developing country, new methods of marketing have been putting in practice by different companies for some years. Women, who form a great percentage of the market in some businesses, are a favorite target for these companies. Furthermore, WOMM is the most common method of marketing among women, who follow their friends, family, or colleague recommendations more than media or any other kind of advertisements.

In meantime, current word of mouth marketing communication between food industry female consumers research, as an apart of the overall research program, provides insides in WOMM effects according to age, occupation, education level, marital status and Behavioral interdependence characteristics on female consumers' buying decision making in Afghan food industry brands.

Therefore, as a master degree student who has an affiliation with marketing, it is decided to conduct a research on the effect of word of mouth marketing on female consumers' decision making process in Afghan food industry brands.

In this study, it is tried to assess the respondents' education level, age, occupation, marital status and Behavioral interdependence characteristics that seems to have different impact on word of mouth acceptance between Afghan female consumers of Afghan food industry products and also assessing the effective designing of word of mouth marketing campaign as one of the earned media parts effectiveness on female purchase persuasion for food manufacturing companies. This research is important and helpful to any organization that engaged in the manufacturing and for MBA students who want to work in related field. The finding of this article will reveal the importance of good designing of food industry advertising campaign in order to help word of mouth marketing communication as earned media advertising and cost-effective marketing communication to be more effective on female consumers of Afghan food industry brands and also it is hoped to enhance better viral marketing activities for Afghan manufacturing companies. The study is significant to students

and researchers since it will enlarge the existing literature on the areas of effective marketing activities and sell. This study tells us the effects of many kinds of word of mouth Advertisement that affect consumer purchase attentions to make the purchase decision.

It is Important to any organizations that engaged in the manufacturing process to examine an empirical test of searching a good advertisement method for selling their products.

In this study, it is tried to investigate the extent of WOMM as a good and cost-effective method of marketing communication by the help of good designing of ads campaign effectiveness for a good and longer attraction of prospects in food industry brands in Afghanistan with focus on finding better way of brand image making on mind of people, special Afghan women. Therefore, this study is limited to Afghanistan manufacturing companies' women consumers and the sample had been collected from Herat and Kabul two important cities of Afghanistan from different districts. By multi stage sampling method, the sample are chosen randomly at first from the all provinces of Afghanistan, and at second stage the sample as districts have been chosen from Herat/Afghanistan that has 15 districts and Kabul/Afghanistan that has 22 districts and thus from the stage two of multistage sampling the study actually chosen randomly 5 districts from Herat/ Afghanistan and 5 districts from Kabul/Afghanistan. The samples of 192 Afghans' female consumers of food industry brands have been chosen randomly from Herat/Afghanistan different districts that are actually chosen randomly from the districts of 10, 5, 6, 2 and 4 and the samples of 192 Afghans' female consumers of food industry brands have been chosen randomly from Kabul/Afghanistan different districts that are actually chosen randomly from the districts of 3, 6, 7, 20 and 5 and thus the sample of 384 is chosen randomly from each randomly chosen districts and the questionnaires will apply more and specially on female consumers of Afghan brands that are students of Universities specially Herat university, Kabul University and urban women in order to easily collect information. The data sources had been divided into two parts that literature review and framework were used from second sources data like books, previous researches in the field and for practical and empirical part. The primary data which is observed and collected from the

questionnaires and by interviewing has been used to illustrate the relationship between variables.

In fact, as it indicated, this study has been made of five chapters. Chapter one has been made by the review and introduction to all chapters of the study and it also likewise included a short review of the all research study paper that actually consists of information regarding to the chapter two. Chapter two consists of two individual section that the first section is word of mouth marketing communication concepts and related issues and the second section of chapter one is female decision making concepts and related issues with different aspect of comparing female decision making with male decision making process which includes literature review. The literature review basically indicates the significant of the study and the relationship between word of mouth marketing communication as independent variable and female consumers' decision making process as dependent variable of the study and some important and related topics according to the research study. Furthermore, chapter two is indicated the scholars ideas in regards to the variables of research study word of mouth as marketing communication cost-effective and female consumers' decision making process and thus chapter two is the theoretical framework.

Furthermore, this research study also consists of three remaining chapters in sequential the chapter three which includes the conceptual framework concepts and the conceptual relationships between word of mouth marketing variables such as education level, age, occupation, marital status and Behavioral interdependence characteristics variables which it has been shown by shapes that education level, age, occupation, marital status and Behavioral interdependence characteristics of respondents have effects on word of mouth marketing communication between females consumers of food industry products. It can be said that effects of word of mouth marketing communication differ according to variables of education level, age, occupation, marital status and Behavioral interdependence characteristics on females' consumers decision making process in food industry products.

Moreover, chapter four has consisted of research methodology, findings and analyzes which research population, research sampling technique, research sample, research instruments, research area and the methods of research data collection and analysis

were mentioned in research methodology. Furthermore, the reliability test of word of mouth between female consumers of Afghan food industry brands has been tested with the result of upper accepted (7), which it can be concluded as accepted related to questions, demographic characteristic of respondents has been described, descriptive statistics description of word of mouth between female consumer variables and hypothesis testing with interpretation were discussed in finding and analysis section.

In fact, in hypothesis testing section which is mentioned before, all research hypotheses were tested by Kruskal-Wallis H test with SPSS version 21. It determined that word of mouth marketing communication has influenced on females' buying decision making. It is also determined that word of mouth differs according to respondents' education status, age, marital status and Behavioral interdependence characteristics except for respondents' occupation on females' consumers buying decision making in Afghan food industry brands.

## **2 LITERATURE REVIEW**

### **2.1 Word Of Mouth Marketing (WOMM) Concepts**

Marketers are interested in delivering brand-related content that consumers share with one another as a way of extending the reach for a message and to add an implicit consumer endorsement of the brand associated with the content. This is the important question related to word of mouth in shape of, what thing can force you to try a particular new entertainment place, see a particular movie, or read a specific book. indeed the answer will be; because you saw an advertisement clip, or because a friend—someone you trust and believe on him or her recommended it for you and thus There is no more powerful communication method than the simple act of one person that actually talking to another one such as a friend or colleagues . It is not surprising that desirable words of mouth increase the probability of purchase, while negative words of mouth have also the opposite results. Kelly (1995) found that word of mouth can be effective in the evaluation of a product. Therefore, exchanging information of the product by word of mouth makes the consumer more powerful and decreases the asymmetry in the information exchanged between the consumer and the producer and finally, increases the speed of accepting the product. With all the up to date technology out there, the commercial and civilization world is turning and shifting to word-of-mouth marketing (WOMM) as the cheapest and most powerful form of marketing communication and advertising and actually this is great news for reference libraries because word of mouth marketing is truly powerful, cheap and because it can be afforded (Barber &Wallace, 2010).

In fact, word of mouth marketing communication is mischievously nicknamed free advertising. If the phenomena of advertising can be defined as ‘any paid form of non-personal apparently presentation of ideas, goods or services by an identified sponsor’ (Alexander cited in L. Tracey, 1989), then most of word of mouth marketing communication forms are not. Originally advertising, by this definition actually is

paid, non-personal, transparently sponsored communication activity. These kinds of distinguishing characteristics of WOM are being wearied away. Basically some word of mouth is incentivized and pleased, while other word of mouth is definitely produced electronically and by internet and software and WOM also can be actually characterized by timing, focus, valence and intervention.

As stated by O'Leary and Sheehan (2008), in the book of word of mouth marketing for small business "Word-of-mouth marketing communication is the process of specific information and data exchange, especial recommendations, concerning goods and services among two or more people that as they talk and buzz during their dialogues in an informal way. In the past, WOM was a spoken phenomenon among specific people, but other types and forms of dialogue and communications (such as email and Web postings) are nowadays included in the definition of this famous phenomenon. Actually it differs from other types of marketing communication in which the source credibility and trustworthiness are high. WOM spreader, who provides the credible information, is generally seen as more credible and also reliable source by the people or by a person who receives certain data and information. Such kind of dialogue and communication is true when one knows the person who is giving him or her certain data and information and it can be more trustworthy if the information provider is known as honest and person of integrity without exaggerating and bounce.

Hasangholipour, Ghassemi & Rahrovv (2012), found that there is a significant relationship between customer satisfaction, trust, service quality, loyalty and perceived value which can totally affect word of mouth marketing communication and through WOMM the organization can have reference intention. WOMM has been around since the human first pointed to a cavern painting to give out and share the location of a good hunting ground with his or her family. As you have probably heard that a happy customer, who is satisfied from his or her buying, probably tell another person about a positive experience that he or she has been experienced from buying specific good or service, but an unhappy customer who is unsatisfied from his or her buying will tell ten potential customer about a negative experience that he or she has been experienced from purchasing specific good or service. Nowadays recent marketing and customer relationship management practices and researches boost these numbers to ten person for a good, positive and satisfying experience and also

around 15 for a bad, negative and unsatisfied experience and That is probably due to people's willingness to share what they experienced are increasing day by day. Indeed, the communication through the Internet facilitates that information exchange. Nowadays People like to talk about their shopping experience and specifically females are more likely to honor and be proud of the satisfied shopping that they experience and basically people differ according to their cultures regarding talking and buzzing about their buying experience that a recent study by the Keller Fay Group found that Americans and their neighbors that basically have the same culture. The average American discusses about specific brand in ordinary discussion is about eight times and approximately more than 60 percent of these specific brands talk about feature of products in a positive way because of their satisfaction and almost half of these conversations and chats refer to something special that the individual has seen in an advertisement campaign or somewhere else in the media and around. People and exactly consumers share information most often with family members and friends that are close to them, less often with colleagues and other people that are nearly close to them. Since shoppers with specific characteristics are already eager to talk about specific things that they buy, it is common that marketers would reach out to subjugate that power and as a result in nowadays, some researchers and marketing specialists say targeted word of mouth (that is positive WOM, not negative) is used approximately by as many as 70 percent of different companies around the world (O'Leary and Sheehan, 2008). Word-of-mouth is the informal communication by particular consumers regarding their evaluations of goods and services in general to other consumers and potential customers (Anderson 1998), can have a strong and significant impact on consumers' purchase decisions that they make for a purpose.

### **2.1.1 Persuading others**

Persuading someone's attention to buy something especially in a planned situation usually happens when someone offers something special to them in a persuasive manner for purpose of showing his or her loyalty. Persuading others certainly occurs in a sales context, it also certainly seems to occur in all and on a more interpersonal level. Couples may talk positively about a specific restaurant that they are interested or they have seen in television to persuade their spouse to go there on purpose or one of them may talk negatively about a particular cinema movie because they don't want to watch it and one of them want to watch a different one (Petty, Wheeler, Tor

Mala, 2003 for a recent review). Tremendous researches and topics have been examined the effects and consequences of persuasive communications among particular goods and services around the world, but unfortunately there have been less attention especially to the sharer and message spreading side, when it is needed to share, why it needs to be shared among people and specially targeted groups from different aspects that they have been chosen from different clusters, and finally lack of attention on how consumers or at all the people share word of mouth communication to persuade others by specific purpose. This seems to involve joint consumption or often instances where one consumer's choice affected by another potential customers' satisfaction, incidents where someone wants others to provide them something special, completely agree with them, or do something they actually want it, is consistent with the belief that basically persons use interpersonal communication to influence each other in some condition which is basically trustworthy. People wish to change their relationship partner's attitudes thus, they affect by relationship whether they use relationship referencing and influence strategies such as; we and during an argument (Wood & Simpson cited in Price Dillard & Shen, 2013).

### **2.1.2 Word of mouth makes advertising work better**

Nowadays this is a critical challenge to the organizations and marketers in regards to know, does word of mouth marketing communication can make advertising work better or not?. And does it significant for advertising models? In fact, market-mix models find that both advertising and word of mouth marketing communication are significant to increasing sales volume independently and apparently the authors' research both empirically and observably indicated that 20 % of WOM discussions refer to paid advertising in different media (Keller and Fay, 2012). Moreover analysis has pointed out that to be avoiding from exaggerating, the role of advertising in word of mouth marketing communication is even stronger, with 25 % of all potential consumer conversations about all brands involving discussion about advertising. In bellow, the table shows the percentage of WOM influenced by advertising.

**Table 2-1** One-Fourth of Brand WOM References Ads

<b>Industry</b>	<b>% of WOM Influenced By Advertising</b>
Media/ Entertainment	31
Telecommunications	29
Personal Care/ Beauty	28
Technology	27
Automotive	27
The Home	27
Household Products	26
Retail/ Apparel	25
All Category Average	25
Travel Services	25
Food/ Dining	24
Children's Products	23
Beverages	22
Hobbies	21
Financial Services	19
Health Care	18

**Source:** Keller fay group's talk track June 2012

### **2.1.3 Viral Marketing**

According to the Kotler and Keller (2012): Viral marketing communication is any marketing method which induces and stimulates users and people to pass on a marketing message to other users and specific people, making a potential growth in the message's visibility. Viral marketing communication is another form and structure of word of mouth, or "word of mouse," which encourages and induces consumers and exactly people to pass along company-developed Goods and Services, video, teaser, or written information to others.

According to British dictionary (cited in dictionary.com, 2017): viral marketing is a marketing strategy in which conventional media are kept away and shunned in favor and advocate of various techniques which designed to create word-of-mouth publicity, in the hope of generating a fad or craze.

According to dictionary.com (2017): viral marketing communication is a marketing strategy that focuses on spreading specific data and information and opinions about a product or certain person from person to person, especially by using unconventional means such as the Internet.

The key information that can be derived according to the term viral marketing communication is its relationship example to a virus as resemble. The similarities and resemblances with real-life viruses that come from the reality that marketing data and information gets spread look like a virus from a person infected with it that can be assumed of commercial content who decides to spread it to the members of his or her social network. In this case, consumers willingly want to make decisions in order to send the message to others that basically can be a potential consumer, no matter if it is a special e-mail, advertisement, blog, video, commercial newsletters, or specific web links with specific or various marketing content.

Therefore, marketers have to understand and know factors which result in boomed acceptance of viral marketing communications messages by consumers and thus Viral marketing communication is an inexpensive way and the most effective method which can have a tremendous impact on audience and potential consumers and their purchase behavior and attention for their decision making process (R.Moses cited in Schwartz 2009).

Viral marketing tries to make and create a splash in the specific marketplace to set up a specific brand and its noteworthy characteristics and features. Some believe these impacts are driven by the rules of entertainment more than rules of making the sell. Consider these examples: Johnson & Johnson and Pampers both radically have popular Web sites and specific videos in YouTube with parenting advice for babies and their mothers for better care their babies; Wal-Mart that basically doing business in financial market radically places special videos with money-saving tips on specific websites and social media and specially in YouTube in this purpose that people basically take a look on You Tube every day; Mountain Dew that is existed in beverage industry for internationally has a record label. Ultimately, however, the success and making money of any viral or buzz campaign actually depends on the willingness and demand of consumers to talk to other consumers or potential consumers (Kotler & Keller, 2012).

According to Wolpponen et al that cited in Huynh (2016), Viral marketing communication can be considered as part of WOM when the opinion leader shares a specific message within the specific group. Ferguson cited in Petrescu (2014), states that “successful viral marketing communication strategies can be joined and combined with loyalty marketing efforts to gain and identify prospects at the top of the funnel and build support and favor with high-value”. In addition, viral advertising communication is attempted to bring three main advantages for an organization. First, the expenditure and in large amount cost is much less expensive than other different media such as TV, radio, and magazine. The second reason is that it is more persuasive than other methods such as billboards, digital ads, posters and bus benches advertising methods and the last one which is too important is that it generates a more effective targeting method. Therefore, it is absolutely necessary to know how to build a successful viral marketing communication campaign.

Basically, the key characteristics of messages with viral prospective include innovation, creative ideas which can obtain unique ways to present a specific brand or a specific product to target groups and particular consumers.

Nowadays modern marketing messages need to have some characteristics of modernization and to be funny, exciting, provocative, and even shocking characteristics and forms in order to attract audience’s attention and viral marketing

messages need to have a certain something which can make them special and controversial and can raise and strengthen the level of communication to the targeted people and consumers. Thus it is so important for the organization that makes the message in such kind of affordable and feasible to be able to penetrate consumers' minds and hearts for positioning purpose of specific product, to make them like the watched advertisement and forward it to their relatives and friends.

#### **2.1.4 Word of mouth marketing (WOMM) process**

Mourdoukoutas J. Siomkos in their books by the name of (The Seven Principles of WOM and Buzz Marketing; Crossing the Tipping Point) state that there are 7 steps in word of mouth marketing and briefly it has been explained in the below.

##### **2.1.4.1 Begin with the consumer**

Most of the people love music and a lot of them have an intense interest in music. Some people cannot have enough of it, particularly teenagers which enjoy listening to music on the way to a destination. Samsung's blockbuster product and iPod, offer them just according to their needs. Music on the go from a simple device, just half the size of a pack of cigarettes with low weight, which can download interesting songs from Apple's i-tune music store through the internet connection. For some people in another side of want and need, the I-pod offers more than just music on the go with more apparel because the Apple and Samsung Company could understand their needs. This actually fills in a gap in their lives, making up for particular things they are missing and already missed in their life; it lets them overtake with their peers, be part of an "entertainment" community (Henninger cited Silverman, 2011).

Providing a product and the product usually can be good or service that fills genuine and actual consumer needs and desires that can be changed in demand for a specific product. Offer a product that stirs up consumer emotions and feels of need and want. Meet, engage, employ, and even act as a consumer and take a partner with the consumer. Recently the marketing experts at analytics corporation carry out a particular research that actually sought after to observe and eventually document the relationship and also the apparent orientation between the impact of word of mouth ,buzz and marketing investment or more specifically, "to highlight apparently the significance social voice in the critical consumer decision journey, and particularly to

get a glance and to provide marketers and organizations with specific guidance on effective management of specific publicity like Social Voice to deep optimize of marketing investments” (Fay and Baran cited in Mourdoukoutas & Siomkos 2009). Treat consumers as communities that surround your business as Japan’s companies thinking that consumers are like a god that whenever they don’t buy their products their companies especially their firms can’t be surviving in business and will get bankruptcy rather than as individual units to be surrounded by your business.

#### **2.1.4.2 Be innovative**

Actually, I-Pod isn’t the only product that lets people enjoy different kinds of music on the go, there is many companies that producing such kinds of product like i-pod. Yet, i-Pod is an innovative product that has a lot of distinct characteristics and separate advantages over a traditional tablet manufacturing companies across the world. It is a pocket size slick and glossy machine, the match of engineering craftsmanship, expertise and art design which can upload scores of tunes and songs rather than the songs of a single CD or DVD; and it is compatible with an emerging trend, users loaded with glossy high-tech gadgets that let them listen to different kinds of music on the go (Berger, 2014). Indeed LCD, DVD and CD are innovative products that have a numerous number of advantages over Radio and they are “cool” and “hot,” and they make people feel different and better; they make them stand out from the congestion.

#### **2.1.4.3 Target the right group**

Complying with this principle is the most effective way of conducting the WOMM communication for instance; in the late 2000s, Sara was a young professional lady, very careful about the things that she consumed especially specific drinks. She always searched for non-carbonated health beverages, she examining carefully the beverage’s label on the bottle, looking for natural and harmless ingredients of beverages. The problem, however, the most health beverage drinks did not fit and consistent her taste. One day, she came across a new different drink, a naturally and radically brewed tea, Snapple, immunes from different hazards, Kosher-certified and a great taste. From and since that time, Snapple became the best and habitually drink of her choice and the choice of her friends, family, co-workers and nearby neighbors after she talked to them in order to try it. After that an endorsement from stimulant

TV-host made her to feel better, decisive and to be honored for her best choice that she undertaken it. However, she became after all, a smart consumer who found better and an alternative way to carbonated products that somehow tasted delicious, good and was healthy at the same time (Mourdoukoutas & J. Siomkos, 2009). The above example that has been explained to describe a sample for better understanding of the making a fateful decision for an organization to benefit from targeting the right group for selling and producing its products for them and the consequences and for the firm or specific organization it is needed to understand psychologically, economically and others aspect of its target groups whether the people in that groups will fit with its products or not before launching its products to those specific groups. Thus if it can't target the right group for its products, it will face to failure, despair, losses, downsizing, bankruptcy, losing market share and a lot of bad consequences. The fact behind the principle of targeting the right group is related to the exact and right potential customer that there will be a chance of product selling for the organization thus the organization should realize and determine the exact potential customer to sell its products to them. It is needed for the organization that it can accurately realize the exact and the right need of people that can be change in want and the potential customers can demand to the particular product which organization planned to produce it as well As plan to trade it. Be careful that before launching this principle you should care about consumer inertia that means the most efficient and better way when people believe that they can confidently rely on a specific source of existing information and data to acquire objectives in a special , stable and reliable environment (Gulati cited in Berger, 2014). Actually consumer inertia refers to a constant and fixed consumption model that basically consumers unconsciously support and use the same store that they already joined with or buying from the same brand of products that actually based on past consumption experience without satisfaction consideration (Solomon, 2004). Some scholars pointed out that the logical reasons for consumers inertia shopping are as follows:

first of all, decreased shopping and consumption time: consumers are do not willing to spend extra and more than needed time to get used to a new store, market, and website, or generally to compare products price or providing service between particular stores.

Secondly, familiarity: To avoid uncertainty in order to make deals with other particular or unknown stores and to dealing with the risks of switching to other unknown stores without knowing their backgrounds, basically consumers prefer to maintain and keep dealing with their existing transaction relationship with the current and their familiar stores that they know and familiarity is a condition which consumers frequently re-patronize from a specific store that they know and it is basically shown that the more frequently consumers re-use a particular store, actually the more familiar they are with that particular store.

Thirdly, basically perceived the difference from different aspects between the current, known store and alternatives is a few and minimal (Silvera, Lavack & Kropp, (2008).

The above discussion apparently indicates that after consumers are developed inertia to actually purchasing products from a particular and current store, apparently they will have more and decisive intention to re-patronize from the current and known store.

#### **2.1.4.4 Create the right message**

Creating the right message and actually right message regarding particular purpose is the hot topic of nowadays marketing researches. Thus, it is too critical in order to better targeting the right consumers and exact customers in different characteristics. As Vranica (cited in Mourdoukoutas & J. Siomkos, 2009) states that In 2005, 1.3 million people watched actually a short online video for Budweiser that presented the brewer's famous advertising characters Frankie and Louie as lizards and a 2005 Super Bowl advertisement clip for McDonald's showcased a French fry formed like Abraham Lincoln one of the United States president, and after the showcase and actual game, thousands of people mostly American and the people that they had known Abraham Lincoln that was one of the united states presidents, went online to find out more about it and certainly about the case. The site that was by the name of ([www.lincolnfry.com](http://www.lincolnfry.com)) had become fake blogs and a real-life Yahoo! Auction for the Lincoln Fry has been started, with proceeds going to the boss of McDonald (Ronald McDonald) House charity. First of all, in common base, they are humorous and at the same time comedy and even people forward the clips to their friends. Secondly, they have a direct, comprehended and clear message about the product that they promote it. Thirdly, they use familiar and famous characters to deliver the message such as

actress, football players and so on for audiences they watch the ad. Making the WOMM message simple and easier for consumers to remember and recall it in their minds when they find themselves into a situation to make decision whether to purchase the particular product or not (Berger, 2014).

#### **2.1.4.5 Find the right context**

This means that the things that are used by word of mouth marketing communication strategies and ad campaign should be out of mistake. It is mandatory for WOMM to be right in all aspects such as choosing slogans, color, text format, language, intonation, delivery agent and message spreading groups between people as Mourdoukoutas (2009) states that in *My Greek Fat Wedding* – a low budget movie which wasn't expected to be a winner amongst New Yorkers. But in reality, it was! People were lined up outside and nearby theaters and cinemas to see it. What actually made this movie a successful movie? Actually, the movie was certainly entertaining and had an awesome message, that “love exceeds cultural and racial boundaries in a base.” But so did another movie, *Brides*, introduced a few years later. But *Brides* did not succeed. This would be a question that, what made the difference between two of them? Actually, the answer is, somewhat the social context that they placed in movies context where the two movies were released. It can be thought that the first movie was released in the right time for the right place where the people exactly need it. The right time was the aftermath of September 11 and the place was New York City. At that point, New York citizens were turned off by violent movies; they actually were searching and looking for simple, comedy and entertaining movies. *My Greek Fat Wedding* movie offered just that, which people keen to watch and much more.

#### **2.1.4.6 Launch a WOM campaign**

This is the time to launch the word of mouth campaign that the company is in charge of it and actually the message spreader groups that voluntary or by pay they delivering the WOM message to the people and actually to the potential customers to encourage them to buy or to be a part of advertising campaign as Mourdoukoutas and J. Siomkos(2009), in the book of “The Seven Principles of WOM and Buzz Marketing” explained this principle. They state that the third person advocate from particular product at that time the company is in charge of creating a good motto and

slogan by mentioning the specific characteristic of products it produces or the differences that they made in opposite side of their competitors in the specific business that the company doing business such as “do you ever hear about the Samsung specials this week, Maryam?” Ahmad said. “Samsung screen cleaners are 50 percent off! Samsung is a good brand name over the world especially in Asia, you know. I got mine one year ago, and I never had a single problem with it. Kenmore. . .” “I will go have a look,” Ahmad interrupted Maryam who is ready to go over the details of the specific offer. “Ah, I forget to tell you more about a new Samsung cell phone model, called ‘galaxy S 7’,” Ahmad continued. “Every middle-class female must have it.” “How much is it?” “It is listed for \$700, but Khalid got one for Sara for \$650 two weeks ago from Sharper Image. Still, I don’t think that it is a beneficial deal.” Maryam said “Did you find a better and cheaper price somewhere else? Ahmad answer, I got one from one of my friends that he bought it from South Korea for \$450. Indeed that’s certainly the best deal you can do too (Anderson, 1998).

#### **2.1.4.7 Turn WOM into buzz**

In this step and principle, the firm begins its practical job that means forming buzz from word of mouth and makes WOMM and buzz effectively thus, it needs to bring an example that it has been implemented in the research paper. Suppose Ahmad was the first 20<sup>th</sup> student to purchase an IPHONE and bring it to his class. His father had to wait for hours outside of an Apple Buy store to get IPHONE. Suppose Moslem and Mahmoud were next and their fathers had to travel to another city to get the mobile (Mourdoukoutas & J. Siomkos, 2009). As other students stared and gazed at this new slick machine that could download and listen to thousands of songs on the go, these practices make WOM to be expanse like wild fire throughout the particular school that Ahmad and his friends doing study and on the cyberspace, creating publicity among schoolmates rushing to imitate one another and whereas some had to wait a couple of weeks, some hesitated first and finally willing to buy with raising and magnifying the form of hype and the IPHONE shortage is planned by the firm selling and producing strategy and the people like Ahmad and his friends are looking for next version of IPHONE. Such kind of herd-like behavior that combination and speeds word of mouth, turning and making it into buzz, accelerating the total expected specific benefits while lowering the expected specific costs, and the consequences are indicating by helping the product reach its tipping point earlier as

soon as possible than later. This step can be undertaken by Persuading someone's attention to buy something special in a planned situation and it usually happens when someone offers something special to others in a persuasive manner on purpose of showing his or her loyalty with word of mouth communication and this persuading others certainly occur in a sales context, it also certainly seems to occur in all and on a more interpersonal level. Couples may talk positively about a specific restaurant that they are interested or they have seen in television its ad to persuade their spouse to go there on purpose or one of them may talk negatively about a particular cinema movie due to they don't want to watch it and one of them want to watch a different one. tremendous literature and researches have been examined the effects and consequences of persuasive communications among particular goods and services around the world (Petty, Wheeler, Tor Mala, 2003 for a recent review), but unfortunately there have been less attention especially to the sharer and message spreading side, when it is needed to share, why it needs to be shared among people and specially targeted groups from different aspects that they have been chosen from different clusters, and finally lack of attention on how consumers or at all the people share word of mouth communication to persuade others by specific purpose and this usually seems to involve joint consumption or often instances where one consumer's choice affected by another potential customers' satisfaction, incidents where someone special wants others to provide them something special, completely agree with them, or do something they actually want it, is consistent with the belief that basically persons use interpersonal communication to influence each other in some condition which is basically they are trustworthy (Price Dillard & Shen, 2013).

#### **2.1.4.7.1 Carefully select the target(s)**

To turn WOM into buzz, first of all, the company or specific organization should choose carefully the target or targets that include the potential customers of specific products, the consumers most receptive to adopt the particular product and the passionate innovators. Monitoring their communications and interactions with their interested brand and company and with each other in chat rooms; join in their conversations which will help them to develop and create better products and in another hand cost-effective marketing communication campaigns ( Mourdoukoutas & J. Siomkos, 2009). If you choose to join the conversation and care about the innovative ideas that are spoken by the companies and consumers, your company

will perform better and your customers and consumers will be happier and more satisfy and this will help you to have more and more customer and consumer loyalty thus, the more of them you will save, the more of money you will gain. Consider carefully selecting the exact target and more and more dedicating the service for selected target and it will be helpful for your organization reputation and more and more benefits and making fateful decisions for it to benefit from targeting the right group for selling and producing its products for them and the consequences. For the firms or specific organization it is needed to understand psychologically, economically and others aspect of its target groups whether the people in that groups will fit with its products or not before launching its products to those specific groups. If you can't target the right group for your products, you will face to failure, losses, downsizing, bankruptcy, declining market share and a lot of bad consequences and if you ignore to penetrate in consumers and generally people communication and do not join to their conversations you will not know what people are saying about you and what they want actually from you and somewhat you will not access to innovative idea, adjusting your organization to the technology, benefit from producing with economy of scale, knowing what product characteristics do costumers want, overcoming with product technical defect, increasing market share and all other problems”.

#### **2.1.4.7.2 Stir up interest into the product**

To turn WOM into buzz secondly the organization should consider the Stirring up interest in the product by capturing consumers' imagination regarding to innovative idea about products and the way of overcoming with them in reality, slowly and consciously detaching and separating them from their preserves. let their minds to be swamped with thoughts about your product, the difference and changes which it can make deeply in their lives especially in the daily lives of innovator consumers and people who are keener and open to trying new things and ways, through pre-announces, broadcast media, and artificial shortages that create passions which stimulate emotions that can enhance and particular desires (Anderson, 1998).

#### **2.1.4.7.3 Transform product interest into desire and passion**

To turn WOM into buzz you actually need to think about how to transform specific product interest into the potential consumer desire and passion. The product interest

needs to be transformed into something stronger, desire, by instilling, encouraging and cultivating feelings of missing something inside and emptiness of targeted consumers that apparently needs to be fulfilled. Actually, make exact consumers and potential customers aware of the particular things such as excitement and adventure, understood them the difference which can product make in their lives via existing products in society and access.

In fact, that's where the "power of the context," that indicate the conditions and circumstances which is portrayed by product actually needed in cases comes into play. Indeed, to turn interest into desire and passion, Red Bull Company that is famous around the world, for instance, supports extreme sports like rally, formula one and snow-boarding which are covered by mass media.

### **2.1.5 How to build a buzz**

Indeed building the buzz is actually all about being part of the conversation between people of targeted groups thus, it's not just talking about nonsense speaking and listening. There are actually endless conversations between people that going on out there, apparently in business for shopping and selling purposes. Buzz is talking about the products in homes, schools, at the beach, employee cafeterias and university cafeteria. In fact, it is up to the organization and specifically up to word of mouth or buzz agent that can be voluntary or by paid to start the conversation, especially to give people something special about the organization to talk about. If the organization and specifically the organization agent do it right and without any mistake regarding negative buzz, others will buzz positively for an organization to make its name as a strong brand (Turpin that cited in O'Leary& Sheehan, 2008).

#### **2.1.5.1 Buzzing campaign contents**

People like to say that buzzing is easy, but it is not and it up to the organization, marketers and buzz agent to spread the message positively about the produced products. In fact, to better exploring on reaching to effective WOM as a cost-effective marketing communication for organizations in this research, it is tried to bring effective word-of-mouth marketing (WOMM) characteristics and content (O'Leary & Sheehan, 2008). Thus, effective word-of-mouth marketing (WOMM) must have these five things to can do buzz as follow:

1. A good product and great customer service
2. A complete and flexible plan
3. A consistent, clear, conscious ads message
4. A specialist, experienced, prepared and committed sales force
5. Force People for willing to testify

#### **2.1.5.2 When and where to buzz**

People don't willing to talk about what they take for gifting it, thus our challenge which is too important is to get their attention and in a polite manner make them want to tell others. In other word, something specific needs to be delivered by the organization to people to talk about and also make it easy to talk about, even entertainment and fun for them. If publicities are going to be part of the conversation, we are needed to be there, where the conversations are actually happening or going to be happening (Barber & Wallace, 2010).

In fact, for doing the publicity of buzz, actually it is needed to know where should it be buzzed and apparently it refers to the people susceptible feeling whether accepting the buzz content or not. The characteristics of our buzz target groups regarding to their culture and interests and the critical point is the time that when the specific organization should launch it for better and more influences to the target groups. For instance as the Omaha (Nebraska) which is a Public Library, it has an outreach program that actually offered in partnership with the Chamber of Commerce that they offered particular teams (Aswal,2014). Teams do take the library's message that has a valuable content from spiritual aspect with an exact message of "We can save your time and money as well" to the purpose of meetings of professional groups and also all interested on-site to businesses large and small. Indeed Real-estate agencies are actually a specific focus for their role in dealing with residents in the area and this is a kind of making the library relevant to the program's success and for deep impact Presentations are tailored to each team, groups and address both of interests personal and professional and for details the strength was that databases and other online services are generally demonstrated for particular purposes. The library cards are issued on the spot and the dean of library apparently discovered the power of

WOMM in the time when she made the rounds of local car-repair shops (actually a modified version to read a book), that actually appeared on particular posters and stickers which created as part of a statewide advertising or it can be said certainly a campaign to introduce the newest and also newly available Chilton Auto Repair database (Entrepreneur, 2017).

### **2.1.6 Negative word of mouth (NWOM)**

Nowadays negative word of mouth is an interesting topic in marketing research circles. Negative WOM which typically resulting from a dissatisfactory consumption and negative consequences of experience that has been occurred, is particularly vital for all types of organizations, as consumers are twice as willing to engage in negative as positive word of mouth spreading and because, most customer experiences are in intensely competitive markets are positive, any negative WOM can be crucial in the battle for organization market share and revenue at all (Anderson 1998). A recent study by the Verde group (cited in Aswal, 2014), found that half of Americans experience a negative satisfaction and problem while shopping, and identified these as the top problems:

- The specific store that people did shopping, did not have a good and enough space parking.
- It took too long for customers (potential and non-potential customers) to get in and out of the specific store.
- Customers sometimes found it hard to find wanted products.
- The specific store layout and displays were confusing and no one could distinguish the staffs.

In this regard approximately about a third of these people specially the customers that they see this disorganized condition tell one or more friends about the specific problem that they actually experienced, and on average, they tell five people about watched problem and thus, among those five people who are told about the specific problem that references see, three of them will never step foot in that store that their friend or someone else told them about. In addition, it is proved that these three

friends that have been heard about store will tell other friends about the problem that they heard (Keller & Fay, 2012).

#### **2.1.6.1 Negative WOM transmit likelihood: differences between males and females**

At the beginning, researchers suggest that men and females, due to apparent differences in the field of socialization, may show absolute different patterns of assessments and behaviors. Winterich et al (cited in Zhang & Feick, 2014), stated that women are willing to include outsiders into their in-group when they actually make donation related decisions at the general. Petty, Wheeler, & Tor mala (2003) found that basically women are more likely than men to handle experimental processing when they actually engage in shopping communication processing that actually most of these reports are conceptually rooted in theory of agency communication that has been stated by Feick (2014) which it states that basically women are characterized by communal goals which Communal goals suggest and induce a concern for others in society and basically associated with a concern for the welfare, caring and fostering of particular people in a society during emergency condition, but men are characterized by individualistic goals, individualistic goals which associated with men, induce a significant concern for self and they are basically associated with competition groups, focus on the self, control, competitiveness, and great feel of achievement. Barletta (2003) found that “women are basically socialized to place greater and superior priority on relationships” and generally they are willing to focus on others during social interactions, whereas men have a greater self-focus and they don’t care about others. Thus, while women are willing to have a bigger relative concern for others in specific society that they surrounded by, men generally have a higher relative concern for their self. The question will be that, How will this differentially influence the linked role of tie strength and relative concern for self which is opposite of others in NWOM marketing communication transmission likelihood?

Hence as we come through the fact for females, basically from evidence it is expected that other-focused considerations which come from the nature of females should dominate for the reason of females’ greater relative concern and merciful for other people in a society (Batson cited in Bakewell, C. & Mitchell, 2003) and their

countless awareness of others' perceptions. Thus, females should be more likely and have the willingness to engage in a feeling of empathetic thinking for helping people in all over the world without discrimination, get going receiver- referent motivations and also the critical points which are the consideration and empathetic feeling (Eisenberg et al cited in Feick, 2014). With respect to their inherent nature, when females have a close relationship to the receiver that it can be known the receiver as the potential customer or specific product word of mouth advertisement message recipient's delivery and thus they are more likely to make their negative word of mouth related decisions based on how much and how useful the NWOM marketing communication can be to the receiver. Thus, in this time the inherent nature of females, communal orientation toward strong ties are generally willing to dominate image-impairment concern in forming likelihood of negative word of mouth communication whether it is conductible or not. by respect to the inherent nature of males that is considered to be on the other hand versus females, we expect a different pattern that In general, a relative concern for self tends to be associated with image goals, As far as the research concern this effect is more likely for males, because of their egocentric orientation, they are basically more self-focused and whereas a relative concern for others is connected with compassion goals.

Typically, individuals that they have a greater relative concern for their self are basically more self-centered and egocentric that actually they are likely to activate self-referent considerations (Moore cited in Berger, 2014). When a strong and heightened concern for self is mixed with a concern for the image-impairment, on that time it will be observed as reduced NWOM, even for ties which is strong enough and even the joint impact of image-impairment concern and tie strength on negative word of mouth marketing communication transmission likelihood can be different for men and women. Thus, it is expected for females that the impact of image-impairment concern on negative word of mouth transmission likelihood must be stronger enough for weak ties than for strong enough ties, therefore in contrast, for men basically it is expected with no significant interaction and relationship between image-impairment concern and tie strength on negative word of mouth communication practices transmission likelihood (Zhang & Feick, 2014).

## 2.2 The Female's Decision Making Process Concepts

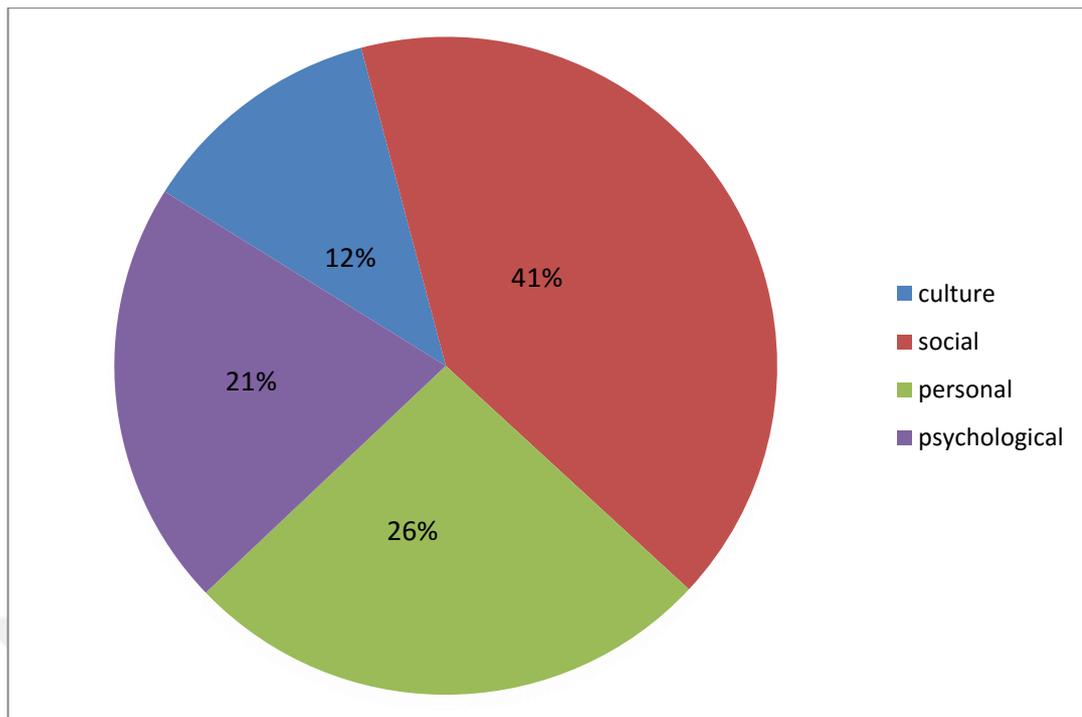
Consumers are face usually with daily decision making process under uncertainty. They must choose between various options in order to fulfill the various requirements of everyday living. According to Narayan (cited in Barlleta,2003), who defined the decision making as one of the most complicated consumers reasoning processes that is “a series of cognitive operations performed on purpose, which it includes the elements from the environment in a particular time and place”. Noel (cited in Silverman, 2011), explains it in five stages which the first stage is need/problem recognition and second is information searching and the other stages are the evaluation of alternatives, post purchase evaluation and finally result in purchase. Lizarraga (2007), tries to summaries these meaningful definitions “as the interaction of particular consumers to adjust new styles and new trends that remains a debate.

Beevi (2014), states the factors that can affect women buying behavior that has been questioned from 130 respondents. In her research social influences indicates the most proportionate of influence on women's buying behavior with 41%, personal by 26%, psychological by 21% and cultural with 12% from 100%.

**Table 2-2** Factors affecting the Buying behavior of women

<b>Factors</b>	<b>No :</b> <b>Respondents</b>	<b>Percentage</b>
<b>Cultural</b>	16	12
<b>Social</b>	53	41
<b>Personal</b>	34	26
<b>Psychological</b>	27	21

**Source:** Beevi, (2014)



**Figure 2-1** Factors affecting the buying behavior

**Source:** Beevi (2014) PSMO College, matched from data analysis of empirical research result.

### **2.2.1 Gender differences in decision making process**

Literature studies have been identified that gender differences apparently exist within fashion issues and the issues related to fashion and similar to it. Furthermore, gender similarities and differences are actually important factors to consideration as they affect individuals' decision making process (Lizarraga, 2007). Researchers agree with the state of "females are more involved with fashion subjects than males" (Blakewell and Mitchell 2003). Actually, they identify that women are more fashion related issues concerned, they worry more about their bodies and related issues regarding to beauty and actually they use fancy clothes to express and show themselves to a greater extent than males. Females also consider themselves to be more innovative and update when it comes to fashion and related, behavior, and position in society that can be different from males in relation to fashion activities and females are also more concerned in how they experience while making fashion related decisions.

Blakewell and Mitchell (2003), among others have found that females are enjoying to spend more time for shopping purposes than males who are generally and commonly more concerned on getting shopping faster and done with possibility of as soon as possible. Somewhat For males, shopping is a kind of task that needs to be solved as soon as possible and psychologically males are impatient regarding to shopping purposes but for females it is leisure and occasion time that they can enjoy as much as possible. However, some differences in data collection are existed such as handling the information and monitoring of the data do not seem to be an obvious difference between females and males.

By respect to their inherent nature, Females are generally believed to be more susceptible to WOM marketing communication than men are. But actually the problem is affected by common weakness and with reliability of reports finding and researches in the real life that when it is being put in action. When it is asked from females in real life, they are more likely to say yes and their buying behavior is actually, influenced by word of mouth information that they take from others than men, regardless of the actual influence and the level of it.

In fact, Females apparently differ from men regarding to buying aspect specifically in real life. It actually refers to the predictors that one critical predictor of interpersonal influence is apparently as it is clear the degree of similarity that actually exists between the communicator and the product consumer, specifically known as co-orientation (Hass cited in Lizarraga, 2007). Although, the degree of similarity and the similarity base may exist on actually a task-relevant dimension, apparently may be in product preferences, or basically on personal characteristics, such as lifestyle, age, and gender (Miller, 2010). To defining the communicators, basically they are a kind of things or people that can be most influential when they are apparently similar to the consumer on some particular dimension that is generally relevant to the task or product category at hand, and also the exact product in all kinds are high in preference heterogeneity (Price, 2013). Nevertheless, some studies have been shown that task-related characteristics can be generalized even on task-unrelated outstanding characteristics (Zander & Natsoulas cited in Lizarraga, 2007). Several studies have shown that apparently, communicators can be strengthening the interpersonal influence of word-of-mouth by communicator himself. When it

happens that the WOM communicator is actually posing the same idea as a consumer and perceived as similar to the recipient, trustworthy, realistic and credible.

From the descriptions of above, it might be evident that some pretty significant differences have been mentioned above about females and males decision making process differences. Sure, to a certain extent, everyone believes in being individualistic, and also everyone believes in being extremely communal, but to remarkably different degrees and somewhat the degree correlates to gender.

Consumption of leisure services also can be placed with durable staffs that require conscious and accurate decision making. Consumers are obligated to choose between various offerings; they should make decisions regarding the allocation of resources and lack of resources. When doing so, they will sometimes negotiate with parallel participants. Such kind of behavior rarely occurs without some influence power from the external environment or can be from personal predispositions. “No individual decision making process is can be completely independent of the community or communal framework in which it eventually takes place” (Zeleny cited in Atik Firat, 2012).

### **2.2.2 The four points of the gender trend stars**

As Barletta (2003) states the gender trend model which is four points for gender trend stars in order to distinguish some different characteristics of females regarding to WOMM as follow:

- 1- Social Values: Different beliefs and attitudes indicated about how people should relate to each other's in society.
- 2- Life/Time Factors: Indicate and determining of implications of the ways in which females' roles differ from men's in society.
- 3- Synthesizer Dynamics: Indicate consistent differences in how females perceive and process.
- 4- Communication Keys: Basically indicate different patterns and rituals of expression.

The research actually tried to explain the two points of gender trend star because the lack of time and priority of these two factors.

### **2.2.2.1 Social influences on female's decision making**

As it explained in beginning of section two, social issues actually has a deep impact on women decision making. According to Beevi (2014), who conducted an empirical research for fulfilling her master degree in India, states the factors that can affect women buying behavior, which social influences women's decision making process which has been indicated by 41% from 100% in a great proportionate beside other critical factors. In this part, the purpose is to explore how modern society, especially social influencers, apparently affects female consumers' decision making in fashion industry. Basically fashion clothing plays critical role and definitely it is not only the role of covering up and keeping warm but indeed it is used to express and define actually ones identity. Fashion clothing apparently influence how other people actually will perceive you in different ways. Therefore fashion clothing in all societies play an important role. Generally female's decision making regarding to fashion criteria and issues is actually influenced by the available information which can be from many different sources in society such as celebrities, advertising, magazines, reference groups, online, friends and family. Further, a purchase like fashion purchase is actually a devoted task which requires and need more detailed involvement from particular consumers than a routine purchase by consumers like buying breakfast from stores (Bettman et al 1980).

Social values according to gender trends star ideas of Barletta (2003), is the different beliefs and also different attitudes about how people should relate to each other.

There are so many perspectives which accepted that, there is an obvious difference between females and males regarding to social values that both gender have it and thus they will differ from each other in marketing practices consideration in most cases. People personally always say "Women are all about relationships," somewhat Relationship is such a sensational word, don't you think? On one level, it's mushy and sensational word that it sounds as if females go around desperately looking around for somebody to be handsome and nice to them. On next level, it's mushy-ambiguous: this can be like to be a part of society and spending time sensationally in order to overcome with lonely sensation and to find best friend for their self during the day or work time such as a work acquaintance, or a sales clerk in the department store.

While people are not willing to get married in the relationship swamp, it is thought that it's fair to say that females are actually more likely than males to think that humans are the most valuable and interesting things in life and men, on the other hand, are definitely more likely to hold the viewpoint of, people are valuable and important, but not more valuable or interesting than new ideas in computer simulation, or something more material like cars or equivalent.

In fact, the similarity may be generally on a task-relevant dimension with considering many aspects, such as specific product preferences, or on personal characteristics, such as age, gender, and lifestyle (Miller cited in Bae & Miller, 2010)

In the pages that follow, the research paper going to expand on this different outlook which men and women differ from each other in regards to social values:

1. Whereas women are ensemble players, men are soloists.
2. Whereas men aspire to be “winners,” women prefer to be “warmer.”
3. Whereas women occupy a peer group, men occupy a pyramid.

#### **2.2.2.1.1 Men are soloists, women are ensemble players**

Generally women see themselves as ensemble of a body, actually as part of an ensemble company in dreaming; it's actually the interaction and the chemistry which creates apparently the electricity more than any individual's outstanding scoring of performance. Basically the way men see things is different, men are actually look at the world from the perspective of the individual and they are keen to act as individual (Barletta, cited in Paul, 2005).

In fact, one of women's highest values is actually the feeling of closeness and connection with another person. As far as women are concerned, when two people are really close, they want to know everything about each other.

#### **2.2.2.1.2 Men aspire to be “winners”, women prefer to be “warmer”**

Psychologically men are interested to be honor for being the winner and in other side, there is females that they are interested in being warmer and friendlier than men. Thus, if females are programmed to be people oriented and fostering, men are evolutionarily predetermined to be competitive and placing themselves on contrary

teams (Zhang & Feick, 2014). Somewhat it comes actually with the hormones. Whereas Men think competition is entertainment and fun. It's radically built into how men work, how men play, and how men communicate to each other.

#### **2.2.2.1.3 Men occupy a pyramid, women occupy a peer group**

By respect to their inherent nature, Men are generally thought that it's obvious that the natural social order and criteria is hierarchical and they actually prefer it. Women recognize that status differences and the concepts of hierarchy are involved actually in facts of life and thus it may even make apparently sense from a "law and order" point of view and perspective (Myers, Anderson, & Risman, 1998). Nevertheless, in a social context, women prefer and likely to minimize and as can they can decrease the hierarchical distinctions and do it for expressions of rank among society and especially among themselves and apparently seeing hierarchy as undesirable, uncomfortable and thus not to being emphasized. In fact, in a man's viewpoint, he organizes the relation to other people by comparative terms such as bigger/ smaller, lower/ higher, more/ less and many scales that he know about.

#### **2.2.2.2 Life/Time factors influences on female's decision making**

Basically by respect to their inherent nature, females are allocate their time differently than men do, because they have actually different roles and duties in daily life such as cooking, feeding others in family, controlling, outside work and so on and partly because generally they have a different style of getting things done (Barletta, 2003). By respect to their inherent nature, partly because they usually have more time in their mature years that these aspects can hold critical and apparent important opportunities in general for marketers who can recognize the underlying incentives and need that will or has been resulting from the sensitive inherent nature of females can affect females purchase decision making process in a good result.

##### **2.2.2.2.1 Daily life: women and the double day**

The people would dispute that females' roles have been changed substantially in this decade from babysitting and cooking to working outside the home — this not only happen in the societies which grounded in Western European culture, but apparently all over much of the rest of the countries across the world as well. Marketer (Bartos, 1994), on her book by the name of Marketing to Women Around the World, has

pointed out that in most of countries around the world, nowadays basically the majority of females work outside the home and also apparently the majority of them work inside the home is still done by females in most cases which actually it shows the double day.

Nowadays, working women that they can be called as workforce women, they are more the norm than an abnormality that actually their labor force participation rate is apparently fast which is approaching men's. In fact, whether or not females are originally entered actually the workplace for different reasons such as economic reasons and the related reasons, now this is important that by now they're staying because they like it. Grey Advertising's report (cited in Barletta, 2003), pointed that above 78 percent of females actually say having a specific job in outside of the home makes them feel good about themselves that basically 76 percent of them want successful careers in future if it possible; and a definitive 62 percent of females say they would work without economic reason and even if they didn't need the money. In fact, by the end of their childbearing years that actually indicated 40-44 ages, generally the great majority of females have had kids in different ranges: 81 percent, actually including above 64 percent who have two or more children and also 11 percent after their maternity leave, almost all of them return to work. Whereas, ten years ago by respect to their inherent nature, almost large amount of them said they felt guilty about getting pregnancy that has been interrupted their work life, today only 26 percent say they do.

### **2.2.3 Women's values**

There are some differences between females and males from different aspects. Female value to the thing differently than men do and that is apparently can be indicated. This will be the question that how does gender culture connect to products that has been produced by the firms around the world? It may be true, that females value warm relationships more than men do, or less independence females' value can be said. In fact, the exact question is, what do we have to do as a producer with the price of tea or with selling insurance policies? Actually the answer is simple and it is not too complicated (Zhang & Feick, 2014). According to (Bartos cited in Lizarraga, 2007), at general point of view to motivate and persuade people, it is better and if it is not to be exaggerated, it is the best way to talk them about particular and special things that they apparently care about, actually in terms that matter to them, what

they really cherish in real life, what they're proud of, what they actually enjoy from, what they're actually hoping to accomplish and so on.

There are some things and conditions that apparently females cherish in and the closer, the better for them such as close, warm relationship (Bartos, 1998). Generally for females, personalities are special and it is a good thing that can be said as the best thing. Without exaggerating it can be said that also freedom is not nearly as important as friendship for them. This is the base of emotion sense that actually females has in terms of, Who cares if they can do anything they want; that it means if nobody likes them, what's the point for them? Girlfriends and Boyfriends can be said for it. Basically to respect to their inherent nature women's relationships from different aspects with their close females friends are actually cherished the most in their lives and in fact, most marketing experts have barely feel and understand the concept and significance of this possibilities to tap apparently this insight for marketing activities and advertising issues as well.

Indeed, there are so many things that females don't want and they don't do and eventually don't care about such as; Isolation and loneliness which nobody wants isolation and loneliness. As Barletta (2003), pointed out that point of calling out these factors like isolation and loneliness for women is twofold as follow: First, basically many psychologists believe and pointed out that feelings of isolation and loneliness are actually at the top and part of women's aversion list; even with respect to the inherent nature of men, if men don't like loneliness and isolation, females apparently don't like it more or it can be said that even more than men do. Second, for women, basically to respect to their inherent nature, freedom almost always takes a back seat to friendship.

#### **2.2.4 How women make purchase decisions**

Gender culture apparently affects a woman during every moment of her life. According to the spiral path hypothesis of Barletta (2003), the things that show what you care about, what you don't care and thus, these are the moments when a female is apparently thinking about your goods and services or your competitor's product, because those are the exact moments that you're trying to pressure. The Spiral path basically captures the way in which females purchase decision process actually

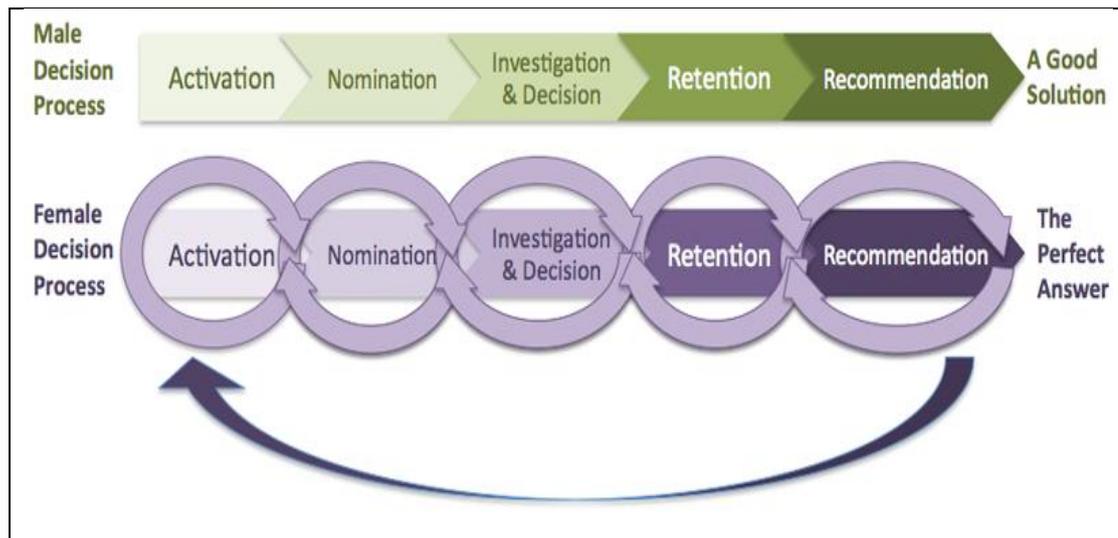
differs from men in opposite side with respect to their inherent nature. To start with, let's illustrate four stages of the consumer's purchase path:

1. Activation: The stage that consumer apparently enters the market, no matter physical or nonphysical market for the kind of good or service that you sell.
2. Nomination: The stage that women actually form an idea regarding the brands which is planned to check out during searching or exploring.
3. Investigation and Decision: The stage that women check out the particular brands by visiting Web sites, scanning ads, reading articles, going to the store, kicking the tires, talking to the salespersons.
4. Succession: The stage where and when a happy customer, returns to specific brand for subsequent purchases, and in the meantime, recommends specific product to everyone she or he knows.

Basically there are 4 key gaps and differences in actually how women and men advance through their purchase path:

1. Women begin the process of decision making differently—asking around.
2. Women are pursuing a definitely different outcome by buying—the Perfect Answer.
3. Generally women are seeking more information in regards to buying purpose and investigate more options— the Spiral Path.
4. Women's influence on organization sales volume success doesn't end with her purchase—the Repetition stage.

The Spiral Path, represent actually the more complex and detailed decision-making process women go through before making a purchase.



**Figure 2-2** Decision making process of women and men in spiral path

**Source:** Barletta, (2003)

#### **2.2.4.1 Asking around: women start the purchase decision process differently**

One key gender difference is the way and the technique that basically men and women feel differently regarding to ask for help and from their inherent nature that women have, women are generally fine with not knowing and completely familiar with everything, whereas men in other hand they feel that this unconsciousness and lack of knowing puts them at awfully unpleasant and an uncomfortable disadvantage and put their place in risk of do not dealing with “rankings.” Consequently, when females begin a seek for a car or services related to car problem solving, instead of deploying themselves as men actually do with plenty of knowledge such as web site reading and searching, special ads, ratings and more specific thing before talking to any-one else about the specific issue, basically they ask a lot of people that they know them for better input instead. They do not actually do this only with purpose of getting the benefit of others’ experience and specific opinions, but they actually see more in order to better understanding of inquiry as a relationship-building gesture that it is basically better instead of what says “you matter to me” for actually asking someone for their wisdom and insight? Generally women are looking for opinions and insights from sales staff without any feel of worry about trustworthy of sales staff as well as from people they know. In line with females greater orientation toward people that they know, females are usually more interested in achieving their needed information from people in order to buy something, whereas men prefer to

acquire information for purchasing purpose from impersonal sources such as instruction sites and videos from different sources like YouTube and another sites, written material, computer and mobile screens, and the like (Underhill, 2009).

#### **2.2.4.2 When men are looking for good solution during buying, women pursue a different outcome (The perfect answer)**

According to Tomlinson (2008) that states when embarking on a new purchase, basically there is some differences between men and women to start and launch buying process and apparently as observed men are actually go looking for a good solution, whereas to respect to their inherent nature, women set out to find the Perfect Answer in regards to find the best product. Men basically define the product which they want in terms of the certain features that are certainly the most important from their perspective and to them, formulating a short listing of actually key decision criteria and then finally finding a particular solution that can meet wanted criteria and at that time when they find the solution, they buy and then actually they're done. On the other hand, women basically begin with actually more generalized aspects with particular situations and criteria that they actually search for and with addressing the specific factors additionally and in additional considerations from different aspect and preservation as they move through the decision making process in regards to purchase or deciding to purchase, and keep exploring options until they are satisfied from the option that they find and for they have found not just a workable solution, thus in the terms and the condition of finding actually the best possible answer. Basically in shorthand we can say: Men are buyers, whereas women are shoppers that they are actually, searching for perfect answer. It will be clear that bring an example for better understanding the subject although suppose a man that he feel a need for a silver cell phone. He'll define his goal up front for buying the cell phone in terms of a specific short list of concrete key criteria: slick, fashionable, costs less than \$500. Usually he goes to wherever he usually purchases his cell phones from, and he usually makes a beeline for the cell phone section in particular store. Indeed, maybe he will find what he wants right away that's great: he'll quickly buy it from that store, and as soon as possible he will turn around and go home, and watch the football game as usual. Or, unfortunately maybe he will find that the specific store actually doesn't carry exactly what he wants and maybe the cell phones are slick and he can find the silver one but not fashionable one. Indeed

nine times out of ten, he'll decide that fashionable isn't all that so important apparently when in real life weighed against actually having to go another store for buying purpose. So, maybe he'll buy the un-fashionable cell phone and go home and get relax with finally watch the football game and in fact every guy have a priority and it is common and normal. In compared with men, a woman has a different story. When she wants a cell phone with silver color, she definitely thinks context: thinking about she want silver cell phone to pose in front of her classmates .In other words, she actually doesn't define completely her goal by product apparent features but by end use. Thus, when she gets to the particular mobile store, she looks at the silver cell phones and gauges how they measure up to that use.

#### **2.2.3.3 Women seek more information and investigate more options**

generally females are continue to get more information and particular evidence from their research and their look into by purchasing purpose, and they are really appreciate to welcome additional input that can be helpful and useful from others throughout the decision making process, they usually loops back to specific previous stages in the purchase path to make sure that they will or did right decision (Barletta, 2003). Suppose Sara is a girl that she thought she actually wanted to purchase a nice, slick and economy car with general features, but now she realizes a family car like minivan would be suit her better for her needs and her family. Perhaps she will pick up two brands of minivan that she was interested more about and she know them or she has already heard about them from her friends or colleagues; then a neighbor raves and extremely have positive review with enthusiastic appraisal about her new minivan and she decides to add as extra or substitute that brand that her neighbor has enthusiastic appraisal about and in Nomination step or she might make it all the way to Investigation and Decision, and she might walk into a car exhibition store with three or more specific minivan models in mind and suddenly she see a brand that she's never heard of before. In opposite side, as long as the inherent nature of Men they are looking to eliminate options and as soon as possible they want to conclude, not add them (Solomon cited in Silvera, Lavack & Kropp, 2008).

#### **2.2.3.4 Age Differences in decision making process**

In fact, age is an important parameter in order to be considered for selling products for society and for more specific it is too important for targeting the particular target

grout for product selling. Thus, it actually needs so many consideration and more and more consideration for fashion industry for accurate penetrate on female's decision making process and by committing without mistakes in that beneficial industry.

According to the child development theory, age apparently does matter in decision making process of men and women. As children develop and boost their consumer behavior early in their lives, they are influenced especially by their family purchasing behaviors as well as brand preference "the process of decision making and its skills emerge throughout childhood and further, with the complexity of methods and also strategies which developing in tandem with age" (Atik that cited in Bakewell & Mitchell 2003).

A study by Barbara et al (cited in Bae & Miller,2000) shows that many factors like quality, durability, lifestyle, price, brand and body shapes from different aspects are seem to have crucial impact and relation with age and interests and need to be considered in designing clothes for both young women and men consumers and personal style and look is more important specially for young female consumers because they are more involved in fashion clothing and the related compared to the elders and men to respect for their inherent nature. Therefore, it is important for the organizations that they work actually with the females targeting markets and consumers to be innovative and offer them with the things that they enjoy in their free time and buying time at all the time. Indeed, the identity, taste, like mood, color interests and personal style do not seems to be changed with age during life.

### **3. CONCEPTUAL FRAMEWORK and HYPOTHESES**

#### **3.1 Conceptual Framework**

Ahmad, Ahmad, R., & Vveinhardt (2014), state that there is a significant relationship between word of mouth marketing communication and consumer buying decision making. The research which had been done in Karachi, one of the major provinces of Pakistan with sample size of 100 persons, investigates the positive relationship between two mentioned variables. By conducting and exploring from primary data, they discover a significant and positive relationship between word of mouth marketing communication and consumer buying decision making with perspective of impact of negative word of mouth on consumer decision making regarding to use and buying products. Actually their research proposes that there is a strong relationship between better and modern designing of word of mouth marketing campaign to specific target groups as a better and cost-effective way of advertising and consumer repurchase decision making. Indeed in their investigation when the respondents asked to choose the more effective way to overcome with consumer behavior between; advertising through WOM and leader opinions, actually most of the respondents reply advertising through WOM. When the surveyed people asked about would they use the thing that someone actually had a bad experience about it and he or she eventually has been told you regarding their bad buying experience, apparently 59 percent of respondents were respond it with no answers. According to their research model which is shown with relationships of consumer buying decision making and word of mouth as marketing communication, there is a relation between the impact of individual and environmental influences and buying decision-making process.

According to Erkan & Evans (2014), in their Doctoral research paper they explained an integrated model with impact of elements and distinguished relationships of blogs, media, friends communications in base of all types of communications and

relationships, persuasiveness in all kinds of incentives that can convince the people and relatives in close relationships or the close friends can be said , word of mouth marketing(WOM) content as a cost-effective and cheap advertising and marketing communication, informational influences in all types of receiving and sending to other people and friends with consideration of closeness of relationships in all possible aspects, opinion seeking in details that actually we can say that people and organizations are seeking for innovative ideas that comes and generated from students, ordinary people and extraordinary people in big societies that are useful and feasible to launch, review credibility and online communities on WOM and eventually on consumer decision making in Prague that they explained and proposes the importance word of mouth as cost-effective, better, cheap and stable in all aspects of gaining the market share and gaining the benefits and also for final goal of study that is actually the specification of significant relationship between above named elements as blogs, media, friends communications in base of all types of communications and relationships, persuasiveness in all kinds of incentives that can convince the people and relatives in close relationships or the close friends can be said for this purpose, word of mouth marketing(WOM) content as a cost-effective and cheap advertising and marketing communication, informational influences in all types of receiving and sending to other people and friends with consideration of closeness of relationships in all possible aspects and WOM and their effects on consumer buying decision making.

Buttle (1998) reveals the necessity of considering the word of mouth as a referral marketing communication strategy for purchasing the products in organizations in the United Kingdom. In his study he developed a WOM model with considering extra personal which can be such as (cultural, social networks, incentives and business climate) and interpersonal environmental elements that influence word of mouth and eventually the above-named elements impact on consumer buying decision as a good method of managing the referral marketing. In fact, in Buttle word of mouth model extra-personal environment which can be known as extra personal variables actually, these variables are contextual conditions that actually influence the seeking of resources by WOM in output and output.

As Herold (2015) described the impact of word of mouth on consumer decision making in her PhD thesis with empirical analysis which affects marketing outcomes

such as consumer choices and attitudes in all aspects of purchasing products to them. Indeed she developed a brief conceptual framework of her study for WOM process in form of WOM as an input variable and the focus of the study, information diagnostic as a contingent role to better influence on the better outcome and the outcome estimated as a brand attitude in her research. Furthermore she explained WOM forms in actually two kinds of forms that the first form is Normative WOM which it comes from social influence that it implies actually the confirmation and also with considering the expectation of a social source and apparently it is actually responsive to the source's values and preference that it made from or originated from and the second form is informational WOM that influence actually the acceptance of information that has been received apparently from a known resource that based on evidence, facts and also argument and thus these two forms of WOM that originated from social influences affect the brand attitude in negative and also positive condition.

Furthermore Anwar Khan, Ramzan, Shoaib and Mohyuddin (2015), they done a significant research on impact of WOM on consumer purchase intention that they actually examined the WOM and its factors that can affect the clothing industry of Pakistan consumers purchase intention in a quantitative study with 213 respondent from different areas of Pakistan that they apparently involved. Indeed they found actually the word of mouth significant factors such as trustworthiness, source attractiveness, source similarity, source expertise, social tie strength and information usefulness that can actually affect the consumer purchase intention in a positive way and eventually the result showed that there is a positive impact of WOM as a marketing communication strategy and method on consumer purchase intention. Hence their research model for illustrating the word of mouth as marketing communication is a simple model that actually illustrating the important and significant of word of mouth marketing communication factors and their significant impact on actually increasing the positive consumer purchase intention in all criteria and aspects of Pakistan clothing industry and actually it can be generalized in all developing clothing industry countries around the world and hence they collect the data from questionnaires that actually the sample size and the population is all Pakistani citizens which it can be originated by our research from it because Afghanistan and Pakistan people and actually statistical society is nearly the same

from many aspects of preferences, daily life, cultural characteristic, economic conditions, females role in life and also many social roles of females.

In (2012) Kuo, Hu & Yang all together conducted a research that actually examined the word of mouth as marketing communication way to affect the female's online repeat purchase intention in Taiwan country and their research model examines actually the moderation role of WOM as alternative attraction to affect the repeat purchase intention of potential consumers and hence consumer satisfaction is used by word of mouth agent or word of mouth spreader with a positive and satisfied shopping experience it has been used to overcome on purchase intention. They explained and made a simple model that indicate the conceptual framework of the research with showing the significant relationship between four specific variables by the name of consumer satisfaction as a moderate variable, consumer inertia as also a contingent and moderate variable, word of mouth marketing communication as independent variable and also the last and the important one is repeated purchase intention that actually, will commit by consumer as the dependent variable of the research study.

In fact, there are a lot of scholars and also student that they investigate the this thesis research subject and the related and most of them agree about the positive and the significant relationship of word of mouth and female's consumers buying decision making and also the moderators that their impact actually contingent for their mediating and hence the research mentioned actually in the previous section by the name of literature review, Sweeney & Mazzarol (2008) explained and states the word of mouth effective factors that can affect the female's buying decision making process in actually receiver perspectives and the factors are namely as follow: personal issues such as sender and receiver characteristics in all aspects of life and psychological issues, interpersonal that actually define the social tie strength and the social tie strength is actually the word of mouth marketing communication which take place apparently in a significant social relationship and actually it can be categorized and characterized by the tie of strength among the word of mouth communication sender about specific product and receiver the word of mouth communication information that basically indicated by closeness in some aspects, support in all aspects of helping, intimacy at all and association and hence a social tie can be weak or strong that a weak social tie indicate a specific relation with strangers and farthest folks around as that they can't be trusted easily in the forms that the

closest people around us such as family can be trusted. Furthermore, the strong social tie include friendship and family relationship that people can trust their speech easier than strangers around of us and as general this relation and tie is more readily available, message content or we can say it the message characteristics which indicate the vividness and the vividness actually means quality of the message liveliness and the message content actually related on the message information and data about strength of message delivery and also non-verbal aspects of the message content such as spoken language, literature, sense of emotion and many things that there is no time to discuss, situational characteristics which can be low complexity of service that WOM message and motto produce and deliver it, multiple separate sources and the low risk that can be affected by product or situation of producing the products.

As Sweeney & Mazzarol (2008) shown in their research model, basically the combination of interpersonal and personal characteristics with the message content and the situation surrounding the communication is actually associated with the combination that actually the key factors that generally more likely to influence the receiver's propensity that it can be said and use by them to act on WOM and their study found that word of mouth can act as a significant factor that affects the personal and interpersonal characteristic of people and eventually can affect the consumer behavior toward the repurchasing.

Furthermore, they indicated that generally it seems as a receiver's image of a specific brand that can be talked or a particular organization (Rather than a particular and indicated product evaluation) in general form and shape actually can be improved by positive word of mouth marketing communication and campaign message and in general way a receiver's discontent and anger with specific brand and image of an organization actually can be increased and boomed by negative word of mouth campaign and marketing communication that marketers and organizations should actually care about them and they should make particular planes to avoid negative word of mouth in regards to their products and brand over the market and specially in competitive markets of nowadays and it is needed for them to know that how consumers and potential customers that are in place and the position of receiver react in regards to hearing word of mouth message about particular products and what can be the outcome for the organizations and actually the entire specific products in

particular markets and thus they should be conscious about everything that can influence the consumer and his or her needs and wants that they actually made demand for it and understanding the concept and the core of their products that they actually supply or offer to the consumers and also the final consumer that may consume their products that this kinds of consideration actually increase the chance of success launching new products and also chance of attainment of existent products in market and to prevent from failure of launching new and existent products and further, to avoiding from negative word of mouth that can be effective to defame in a strong form the brand and the organization name and the products can be said at all. It is needed for the organizations that produce their products in a quality form and they should care about the social influences which WOM agent in a positive form can be included in influencers that can influence the specific brand or product and furthermore, Sweeney & Mazzarol (2008) they indicated in their observation that the organizations and the WOM spreader agent needed to use some promotional incentives to boom the sense of enthusiastic for the consumers that they actually use or already used the organization's products to be the organization advocacy and organization and its products positive word of mouth spreader agent to help the organization and its products to be success and increase its market share by word of mouth positive campaign and without any large and plenty amount of spending money for advertising and they actually indicated the psychological aspects of word of mouth marketing communication from the actually receiver's viewpoint in their research observation.

Further, Bruce Money, Gilly, & Graham (1998) states that there is an important relationship between industrial purchases and word of mouth marketing communication as referral and also the national culture as intermediate role that actually the national culture can be contingent role to affect the word of mouth as referral and the word of mouth can affect the industrial purchase at large amount of change in positive way in the United States and also Japan countries and they basically examine the national culture that actually, advertising for industrial services which referral behavior can be effectively affected by different national culture from different aspects can be concluded by this examination. Thus how can organizations run or launch an advertisement campaign by respecting to the different culture of all countries across the world to influence the United States and Japan citizens' referral behavior, can be the asked question. Furthermore, they provide the basis and the

literature review for future researches by their empirical research and also at same time integrates the critical message characteristics in concepts and into the conceptual model of word of mouth influence that this actually underscored by the Bruce Money, Gilly, & Graham in research model that they stated in (1998) and also the underscored actually the possibility that positive word of mouth marketing communication can affect and impressing the consumer decision making in actually a good manner and can strongly affect the possibility of repurchasing the WOM organization's products or we can say the organizations products that has been advertised by the word of mouth marketing communication from message spreader agent or unpaid agent by volunteer people or previous consumers that they already consumed the specific and WOM advertised brand products and furthermore they proposes in there research paper the concepts of bass model that it stated by (Muller and Bass 1990), and the concept of model basically states that in the real life there is a condition that consumers are actually influenced by generally two identified sources which one of the identified sources can be actually, the media which advertise the organization and also our product brand by it from different sources of media and also the second source that is by the name of this research paper by the name of word of mouth marketing communication and affiliates that actually underscore the possibility of unpaid advertising from specific brands supporters and fans that they advocate the brands that they consume its products or without consuming the specific brand they advocate from the named brand without any pay from that specific brand and thus Such way of publicity that is by the name of word of mouth marketing communication which is the best, fair and cheapest way of publicity and advertising with comparing with other types and methods of advertising from specific sponsor and brand underscore the possibility that positive word of mouth marketing communication and affiliates may be basically more cognitive in Nature, Real life communications and enhance reasoning perceptions, while the concept of the versus aspect of positive WOM that it be called as the negative WOM basically at general aspect may be more emotional in nature and, in some cases, may result in strong and emotionally charged negative views of an organization (Sweeney et al, 2005).

It is tried to conclude a research model which is created for the study. It indicates actually the relation between word of mouth as marketing communication technique and Afghan urban females' decision making in Afghan food industry brands. As it

shown the impact of WOM marketing differs according to females' occupation, education level, marital status, age, and the behavioral interdependence level.

As it is indicated that the above scholar's states shows that there is a significant relationship between word of mouth as a good and cost-effective way of advertising and in general marketing communication and the positive female consumers' decision making process in regards to buying a specific brand's product.

It is concluded and supposed from the literature review and conceptual framework that there is a direct relationship between two variables of research study which, give us the idea that if specific organization and specific brand increase and boom the positive word of mouth as marketing communication depending on female's age, occupation, education level, marital status and behavioral interdependence characteristics, there is a positive result for it to gain and achieve the new and the potential female consumers for its products. Moreover, the consumers can advocate the word of mouth of organization's products that is publicized.

### **3.2 Research Hypotheses**

In this study for indicating the relationship between word of mouth as marketing communication and female consumers' decision making of Afghan food industry brands. Actually, the effects for female consumers' decision making are indicated by word of mouth marketing communication depending on respondents' age, marital status, education level, occupation and behavioral interdependence characteristic.

Furthermore, it is important to build some hypotheses as assumed whether it works in practice and real world or not. Thus, it is needed for a thesis study to have some hypotheses and this study's hypotheses are as follow:

**H1:** Females' Occupation has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**H2:** Females' Education Level has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**H3:** Females' Marital status has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**H4:** Females' Age has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**H5:** Females' Independency Behavioral Characteristics related to Personality has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.



## **4. RESEARCH METHODOLOGY, ANALYSIS AND FINDINGS**

### **4.1 Research Methodology**

Scientific research is a kind of research that actually faces and focuses on solving the problems that are arisen in specific field or in an organization. The researcher is searching for solving the problems by a specific procedure and step-by-step organized and logical methods to pursue the solution and identify the problems that are arisen. Thus, as the study topic implies, it can be a scientific research and investigation. In following pages, the methodology of this research study has been explained.

#### **4.1.1 Area of the study**

Research approach is an essential procedure of completing experimental study that it can be done with acknowledgment. It can also be done with learning about the problem and the area that actually has been occurred for making and offering the best solution for it. In this study, the research paper has been investigated to the extent of WOM as one of the marketing communication method for food manufacturing companies and specific organizations in order to design effective ads campaign for a good and longer attraction of female consumers in food manufacturing brands in Afghanistan. This research focuses on finding better way of brand image making on people's minds, special Afghan women. Therefore, this study is limited to female consumers of Afghanistan's food manufacturing companies. The sample for this research has been collected by choosing the multistage sampling design, a kind of probability sampling design which the clusters have been chosen randomly from Herat and Kabul provinces, which have diverse dwellers from all other provinces. The questionnaires are spread among female educators, employees, housewives, who were easy to be questioned. The female students are more focused due to less availability of other respondents.

Two big cities of Afghanistan are randomly chosen for the study area. These cities are home of many civilians from all other provinces. The topic, effect of word of mouth marketing on female consumers' buying decision making process in Afghan food industry brands, is easy to be researched in the mentioned cities.

#### **4.1.2 Research instrument**

As it is clear from its name, this research is a scientific research and the scientific research is a kind of research that actually faces and focuses on solving the problems that are arisen in specific field and organization. Furthermore, in order to conduct this research, primary data is collected by questionnaires, which are spread among the female respondents. The collected data from questionnaires are analyzed by SPSS statistical program, version 21 which is made for statistical analysing of the informations and described by tables and graphs. Kruskal-wallis H test is used for hypothesis testing and interpretation. Infact, output of the questionnaires results on reality. The survey has been partitioned into two segments. Segment A arrangements with the majority rule information of the respondents which incorporate age, occupation, education level and etcetera. Segment B manages all around organized inquiries went for inferring essential information that will be useable for breaking down the created speculations.

#### **4.1.3 Population of the study**

In a ressearch, a population is considered to be a group of objectives or individuals who are known and taken from general population which have similar characteristics or share a common characteristics such as age and so forth. The population which can be said instead of populace, for this study includes every one of female consumers of in Afghan food industry brands that basically and generally they located in Herat and Kabul/Afghanistan as randomly selected from the clusters by multistage sampling design in probability sampling design. Questionnaires are spread to districts of 10, 5, 6, 2 and 4 of Herat and Kabul, from the districts of 3, 6, 7, 20 and 5. Thus it can be said that the area and the population of the study is actually related to the Afghanistan that due to the some problems Herat and Kabul urban female consumers of food industry brands have been chosen for case study and the

population of the study which they had the chance of being chosen as the sample of study actually included the all types of food industry brands female consumers from big to small. Furthermore, the number of population in this paper study is the aggregate of understudies number which is unknown, thus there is no exact number of urban female consumers of food industry in Afghanistan.

#### **4.1.4 Sample of the Study**

This part is actually the important part as the sample test is basically characterized the quantity of cumulative population whose assumption is required and exploited as a significant part of the course of a significant study.

The examining strategy utilized in this study is the multistage sampling design which is a kind of probability sampling design. Multistage sampling is a sampling method that split the large population into the stages because of making the process more practical and also likewise. For more information it is better to say, this is a combination of cluster or stratified sampling and simple random sampling is basically used for doing and choosing the sample. Furthermore, sampling is actually the action of collection of information and specific data from members that are included in population as random and they are the actual representative with chance of randomly chosen. The clusters have been chosen randomly from Herat province districts and Kabul from different district that consist of all Afghanistan provinces citizens which the study used the two stage of collection of information and specific data from members that are included in population by chosen the sample randomly at first from the all provinces of Afghanistan and at second stage the sample as districts have been chosen from Herat/Afghanistan that has 15 districts and Kabul/Afghanistan that has 22 districts and thus from the stage two of multiple-stage sampling the study actually chosen randomly 5 districts from Herat/ Afghanistan and 5 districts from Kabul/Afghanistan which the samples of 192 Afghans' female consumers of food industry brands have been chosen randomly from Herat/Afghanistan. Different districts that are actually chosen randomly from the districts of 10, 5, 6, 2 and 4 from which 38 respondents have been chosen from each districts. Moreover, the sample of 192 Afghans' female consumers of food industry brands have been chosen randomly from Kabul/Afghanistan different districts

that are actually chosen randomly from the districts of 3, 6, 7, 20 and 5. Thus the sample of 384 is chosen randomly from all randomly chosen districts and they are conveniently and randomly available with possibility of been chosen to be utilized as a part of the study.

The analysis method for this research study is qualitative. Firstly, because the questions which have been made qualitatively, they need to be quantitative in order to facilitate the interpretation. The dependent variable (female Consumers' Attention) has been analyzed qualitatively and the independent variable (word of mouth marketing) as a technique of marketing communication has been quantitatively analyzed because of showing the relationship between these two variables. The some quantitative questions were used in research study to facilitate and estimate the word of mouth marketing as a cost-effective marketing communication and find empirical answers for the questions to affect the Afghan female consumer's buying decision making of Afghan food industry brands. By employing this model, the research can find the impact of word of mouth marketing rate on consumer attention and behavior. This research study has been collected the primary data through the questionnaires from the selected sample. The population of the research is urban women consumers of manufacturing companies in Afghanistan that according to the estimation that will be uncertain or in minimum and maximum urban women manufacturing companies goods consumers and its sample consists of beverages companies consumers, dairy companies, food manufacturing, furniture manufacturing goods consumers certainly urban women that the sample size of **384** urban women consumers of food manufacturing organizations has been chosen randomly in Herat/ Afghanistan. This research will use stratified sampling method by which the population is divided into different main categories because of different field of work according to the manufacturing companies by sampling formula as follow:

As Cochran (1977) cited in Hafeznia, M.R (2012), formulated a specific formula that because of the population amount which is not certain or it can be said an infinite population which means that the population is greater than 50000 that they can't be counted individually, because of it can be called as infinite countable population and there is no known amount of variance from previous research.

$$n = z^2 * p (1-p) / (d)^2$$

$$n = (1.96)^2 * 0.5 (1-0.5) / (0.05)^2 = 384$$

In this formula, **n** shows the sampling size which resulted 384 which means that the 384 samples that they can represent the population should be selected in a proper way. The (**z**) is from table of statistic (cumulative probability table) that actually represent the probability that a sample will basically fall within a certain distribution and calculated **1.96** from confidence level of **95%** and **d** is the accuracy estimation level that it can be said the confidence interval. Confidence interval is the percentage of acceptable error level is **0.05** from the range of (**0.01** up to **0.15**) for large population and **p** is the percentage of population picking a choice, expressed actually as a decimal and survey results from **384** questionnaires collected randomly from different female consumer of food manufacturing companies brands and The results from theoretical part of research regarding the type of relationship and effecting rate between word of mouth marketing and purchase attention variable. The final report from both theoretical and empirical research, include policy recommendations for manufacturing companies and Afghan marketers to build an efficient advertising according to the field.

#### **4.1.5 Sampling techniques**

The examining system used in this research study is the multistage sampling and inspecting strategy that it can be called the multistage probability sampling and inspect technique. Multistage sampling is a sampling method that split the large population into the stages because of making the process more practical and also likewise and for more information it is better to say that this is a combination of cluster or and simple random sampling is basically used for doing and choosing the sample. Furthermore, this method is the action of collection of information and specific data from members that are included in population as random and they are the actual representative with chance of randomly chosen by research study with possibility of being chosen to be utilized as a part of the study. Indeed, the system is actually chosen at the final as a result and consequences of it's viability in the research study that it gets the real assessment of the population that is undertaken.

#### **4.1.6 Methods of data collection and data analysis**

It is planned to collect the primary and secondary data. Thus it is a discussion, from where the needed data and information can be collected. In fact, the survey is made and distribution of questions are done in order to test the predetermined hypotheses which actually, took part in this section of research. The survey questions divide into two parts. The first part is about demographic questions and topic related questions and the questions in the second part are likert-scale questions about word of mouth marketing communication between female consumers of Afghan food industry brands.

Indeed, the secondary data and information actually has been collected from the library, previous thesis research and studies in the same field and on the same subject about the content and forward and the primary data and information have been collected from Afghan female consumers of Afghan food brands by the survey that include Herat and Kabul female consumers of Afghan food industry brands that the instrument is questionnaire and direct observation and interview of Afghan female consumers of Afghan food brands in regards to doing word of mouth marketing as a good and cost-effective method of advertising and marketing communication and collected data analyzed with the help and use of SPSS (statistical package for the social science) program version 21.

The fountainheads of information used actually as a major part of this research study exuded for the almost most part from the Primary source of information gathering. Furthermore, the measuring instrument used for analyzing responses from the questionnaire is both descriptive statistical and inferential statistics.

The gathered data from the questionnaire administered would be presented in a tabular formation showing the responses in simple percentages.

### **4.2 Data Analysis and Findings**

#### **4.2.1 Reliability analysis**

In order to test and calculate the reliability of the research study collected data the cronbach's alpha reliability test were used in a proper way. Infact, The range of between 0 and 1 coefficient of the cronbach alpha has been ranged as normal and

basically above the point 0.7 is accepted in social science researches. Moreover, If the coefficient of cronbach's alpha closer to 1, it actually means that the reliability of data is good and accepted. The given table below shows the reliability coefficients of research likert questions data.

**Table 4-1** Cronbach's Alpha Reliability Test

<b>Name of test</b>	<b>Number of variables</b>	<b>Cronbach Alpha</b>
Cronbach's Alpha	7	0.893
Cronbach's Alpha Based on Standardized Items	7	0.893

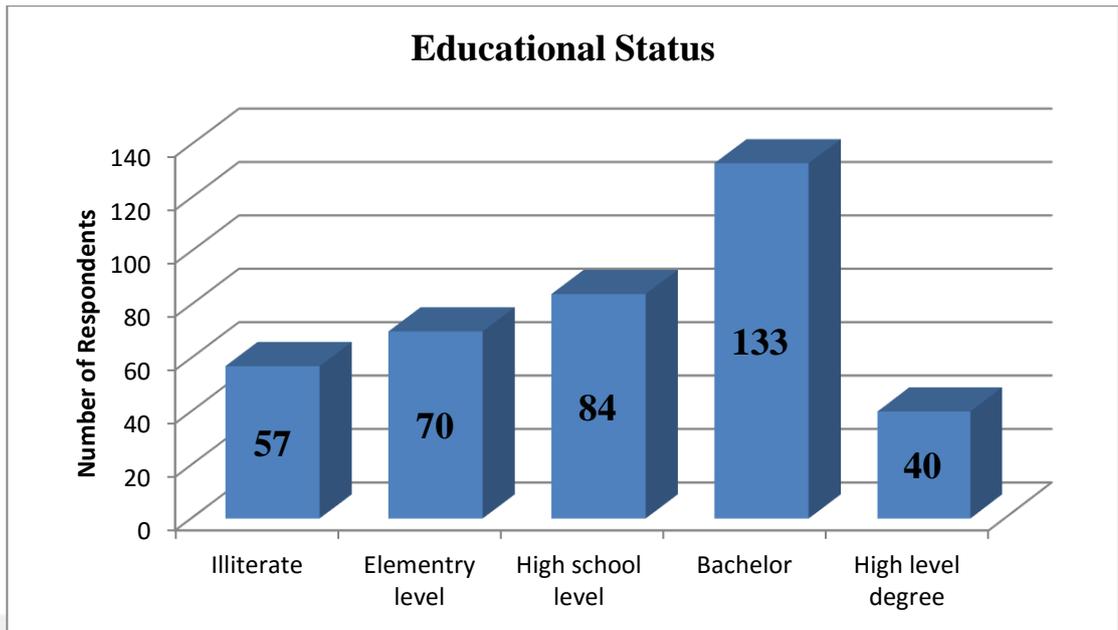
Indeed, it is obvious from the table that all coefficients are higher than needed range 0.7 and the data is reliable according the cronbach's alpha test that has been resulted from the SPSS program.

#### **4.2.2 Demographic Characteristics of the Responses**

The research questionnaire is surveyed between 384 respondents from which 8 questions are demographic questions and topic related questions that are explained as bellow.

**Table 4-2** Educational Status

<b>Educational Status</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Illiterate	57	14.8	14.8	14.8
Elementry Level	70	18.2	18.2	33.1
High School Level	84	21.9	21.9	54.9
Bachelor	133	34.6	34.6	89.6
High Level Such as master and doctoral	40	10.4	10.4	100.0
Total	384	100.0	100.0	



The research questionnaire is surveyed between 384 respondents. Indeed, the first demographic question is about Education level. It is obvious from the table that most of the respondents of 384 from which 133 Bachelor degree who makes the biggest proportionate of 34.6%, while the next big proportionate of respondents who fall into high school education level made the 21.9% with 84 respondents. The next proportionate of respondents belong to elementry level respondents who can only read and write, 70 respondents with percentage of 18.2. Furthermore, The fourth respondent proportionate according to education level is belongs to illiterate females with amount of 57 respondent and the percentage of 14.7% from 100%, while the lowest proportionate of respondents belongs to high level of education such as master degree and PhD qualification who are 40 respondents with (10.4%).

**Table 4-3 Age**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18 and bellow(Teenager)	71	18.5	18.5	18.5
19_30(Young)	119	31.0	31.0	49.5
31_40(Young Somewhat)	80	20.8	20.8	70.3
41_55(Middle Age)	74	19.3	19.3	89.6
More Than 55(Aged)	40	10.4	10.4	100.0
Total	384	100.0	100.0	

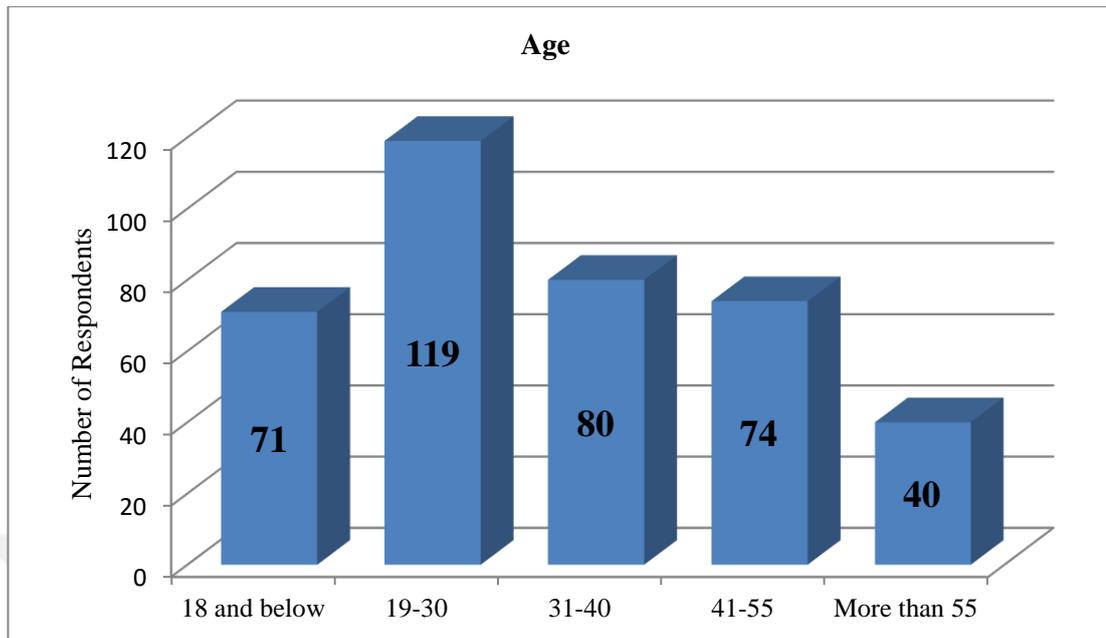
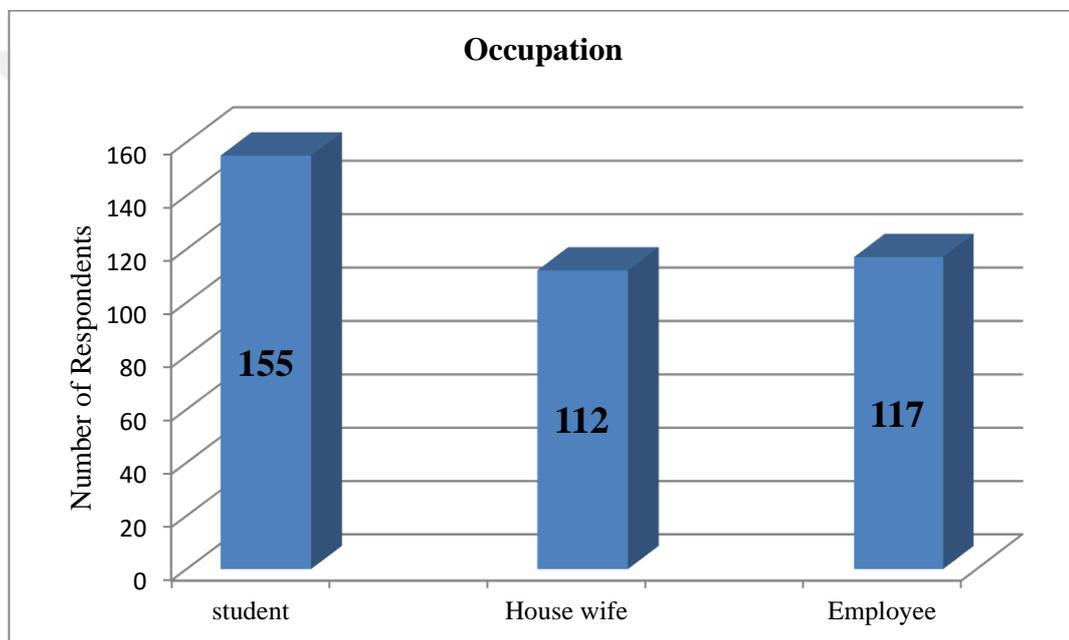


Table 4.3 illustrates the range of age between the respondent who answered the entire survey questions of topic. Indeed, for better explanation it is needed to say that according to this table the age range divided into 5 levels: 18 and below, 19-30, 31-40, 41-55 and more than 55. The huge number of respondents falls into 19-30 age. As the table shows the biggest proportionate of respondents age is 19-30 who are 119 and include the 31% of all respondents and the next biggest proportionate of respondents belongs to 31-40 age range of respondents who are 80 respondents with percentage of 20.8% and the next biggest proportionate of respondents belongs to the range of 41-55 which is 74(19.3%) of respondents, while 71 respondents with (18.5%), were between the age range of 18 and below and the rest proportionate of respondents that were few with comparing to other proportions of age range and actually they are the respondents which are in range of more than 55 age with 40(10.4%) of respondents who take part in this research survey .

**Table 4-4 Occupation**

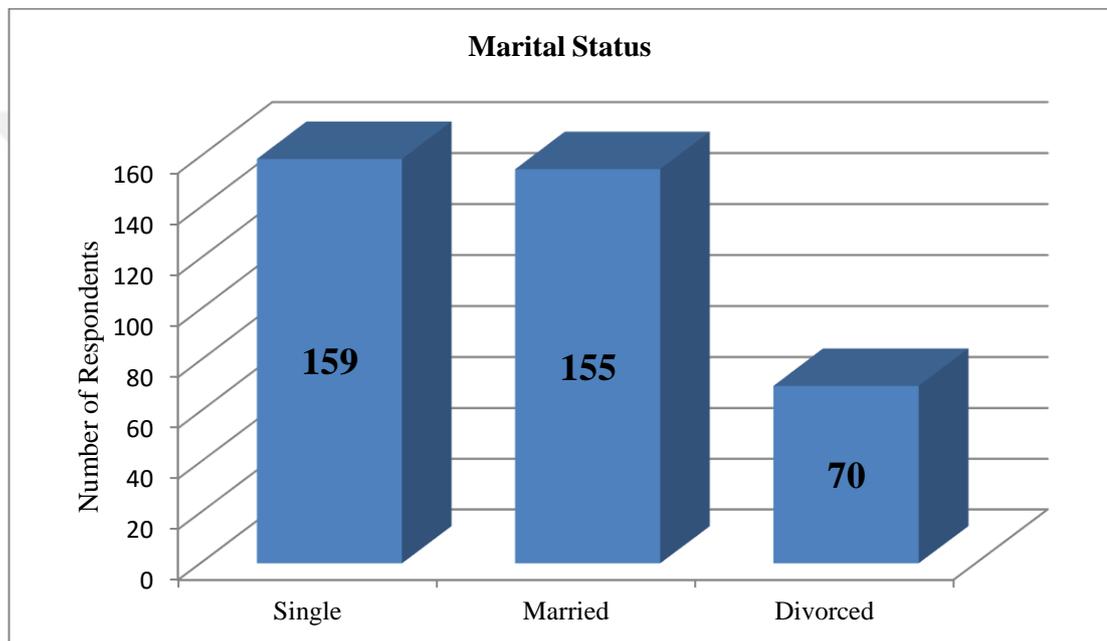
Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	155	40.4	40.4	40.4
Housewife	112	29.2	29.2	69.5
Employee	117	30.5	30.5	100.0
Total	384	100.0	100.0	



As it seems, the table above illustrates the Occupation of the respondents. Actually, the 155 of applicants were Students who make the biggest proportionate of respondents according to respondents' Occupation with 40.4%. However, most of applicants who answered the survey were Student, around 117 of applicants were Employee in different sectors that make the proportionate of 30.5% respondents, while 112 respondents with (29.2%), were actually House wife that they don't work outside, they are doing different home related jobs at home.

**Table 4-5** Marital Status

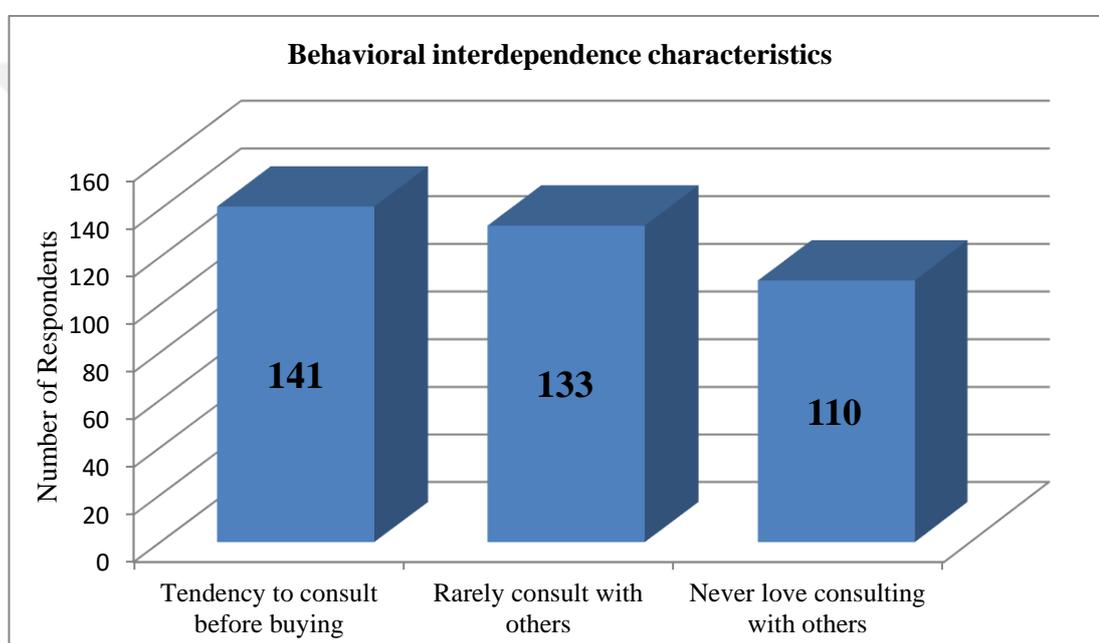
Status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	159	41.4	41.4	41.4
Married	155	40.4	40.4	81.8
Divorced	70	18.2	18.2	100.0
Total	384	100.0	100.0	



The fourth demographic question refers to Marital Status of the respondents. Marital status falls into three categories of; single, married, and divorced. From all distributed questionnaires, 159 of them were filled out by single respondents which make the 41% of all respondents. The second category of the respondents is married women consisting 155 respondents with 40.4% of all respondents percentage. Finally, the last category of respondents is divorced women or the women whose husband died. This category is formed 70 numbers of respondents with 18.2% percent.

**Table 4-6** Behavioral interdependence Characteristics

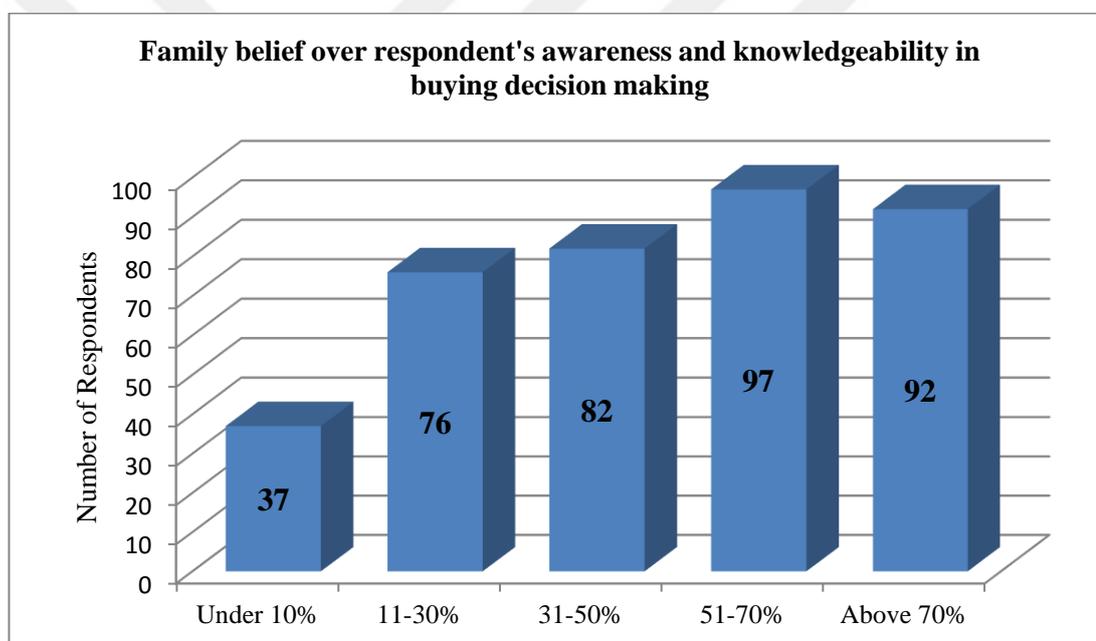
<b>Income</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Do love consulting before buying(Precarious)	141	36.7	36.7	36.7
Rarely consulting with others(Conscious)	133	34.6	34.6	71.4
Never love consulting with others(Risk taker)	110	28.6	28.6	99.5
Total	384	100.0	100.0	



The above table is Behavioral interdependence characteristics of women, which shows how interdependent a woman is toward buying goods according to others recommendations. According to the table, 141 numbers of respondents which make 36.7% of the research's respondents showed tendency to consult before buying, 133 (34.6%) numbers of respondents stated less tendency in consulting before their purchase, and 110 (28.6%) did not show any desire in others' recommendations before their purchase respectively.

**Table 4-7** Family Belief over Respondent's knowledge ability in Buying Decision Making

<b>Family belief over Respondent's awareness in Buying Decision Making</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Under 10%(weak)	37	9.6	9.6	9.6
11_30%(good somewhat)	76	19.8	19.8	29.4
31_50%(good)	82	21.4	21.4	50.8
51_70%(better)	97	25.3	25.3	76.0
above 70(best)	92	24.0	24.0	100.0
Total	384	100.0	100.0	

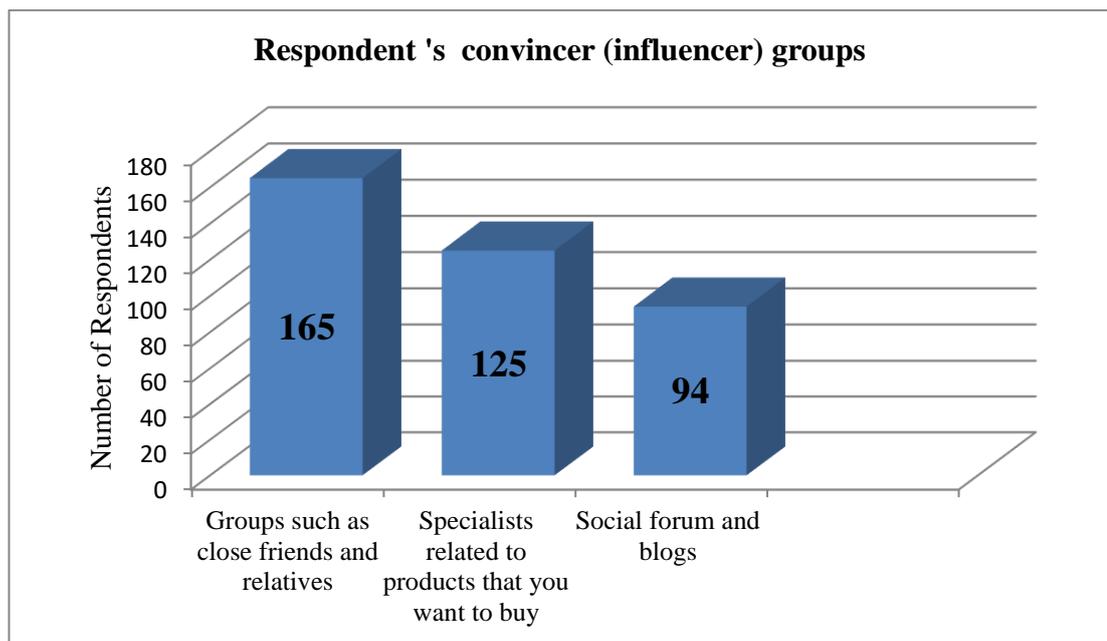


The given table illustrates the family perspective regarding to belief over respondent's knowledge ability during purchase and knowing the respondent as a knowledgeable person in buying decision making. As it shown, 97 respondents with percentage of (25.3%), answered the fourth option which is (51-70%) family perspective of seeing them as independence and knowledgeable regarding to buying decision making , while 92 (24%) of respondents have chosen the fifth option which is (above 70%) family perspective of seeing them as independence and knowledgeable regarding to buying decision making and 82 respondents with (21.4%) answered the option of (31-50%) family perspective of seeing them as independence and knowledgeable regarding to buying decision making. Moreover,

76 respondents with (19.8%) answered the option of (11-30%) family perspective of seeing them as independence and knowledgeable regarding to buying decision making and the rest of respondents that are 37 respondents with percentage of 9.6% answered the option of (under 10%) family perspective of seeing them as independence and knowledgeable regarding to buying decision making.

**Table 4-8** Respondent’s influencer (convincer) groups

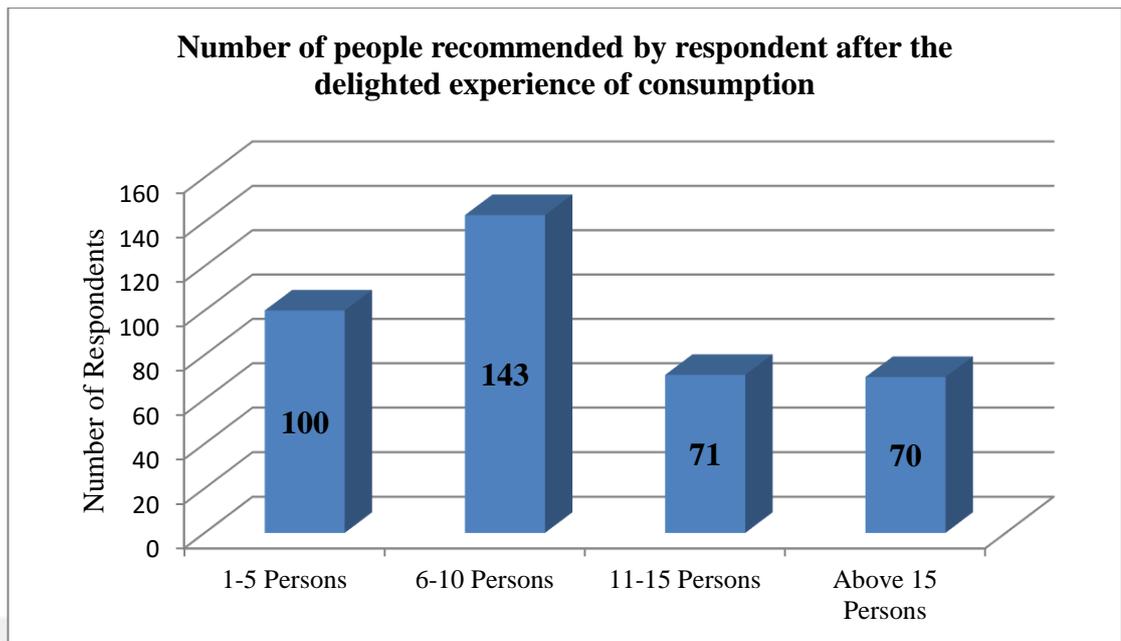
<b>Respondent’s influencer groups</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Groups such as close friends and relatives that seems to be trusted	165	43.0	43.0	43.0
Specialists related to products that you want to buy	125	32.6	32.6	75.5
Media and social forum and blogs	94	24.5	24.5	100.0
Total	384	100.0	100.0	



This table shows the group of people that can convince the respondent. Actually, it is generated from three defined groups. Indeed, 165 of respondents which make 43% of all respondents, they were the respondents who did choose the option of Groups such as close friend and relatives as the groups that can convince them , while 125 respondents with 32.6%, were the respondents who prefer the Specialists related to products for buying purpose to convince them and also the rest of respondents which are 94 respondents with (24.5%) were the respondents who prefer Social Media and Forum to convince them to buy food industry products. They consider the social media and forum recommendations regarding to products.

**Table 4-9** Number of people recommended by respondent after the respondent's delighted experience of consumption

<b>Number of people recommended by respondent after the delighted experience of consumption</b>	<b>frequency</b>	<b>Percent</b>	<b>Valid percent</b>	<b>Cumulative percent</b>
1_5 Persons(Weak performance)	100	26.0	26.0	26.0
6_10 Persons(Good somewhat)	143	37.2	37.2	63.3
11_15 Persons(Good)	71	18.5	18.5	81.8
Above 15 Persons(Better)	70	18.2	18.2	100.0
Total	384	100.0	100.0	



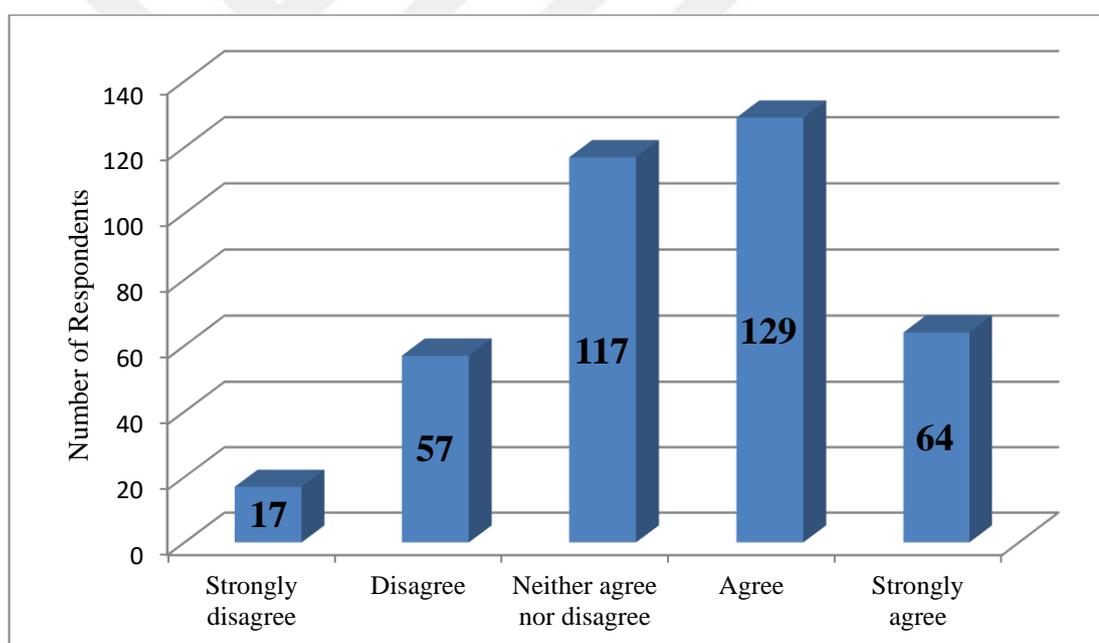
As the chart indicates most of the applicants that are 143 respondents with (37.2%), have had chosen the second option which is (recommending 6 to 10 persons about their delighted experience of buying). Moreover, 100 respondents with (26%), have had chosen the first option which is (recommending 1 to 5 persons about their delighted experience of buying), while 71 respondents with (18.5%), have had chosen the third option which is (recommended 11 to 15 persons about their delighted experience of buying) and 70 respondents with (18.2%), have had chosen the rest option which is (recommended above 15 persons about their delighted experience of buying).

#### **4.2.3 Responses to the word of mouth between female consumers related questions**

The following tables show the respondents' answer regarding to likert-scale questions of word of mouth marketing communication between food industry female consumers.

**Table 4-10** My friends, relatives and social forum former and update comments and recommendations about a food industry product are influential when I buy food industry products

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	17	4.4	4.4	4.4
Disagree	57	14.8	14.8	19.3
Neither Agree Nor Disagree	117	30.5	30.5	49.7
Agree	129	33.6	33.6	83.3
Strongly Agree	64	16.7	16.7	100.0
Total	384	100.0	100.0	

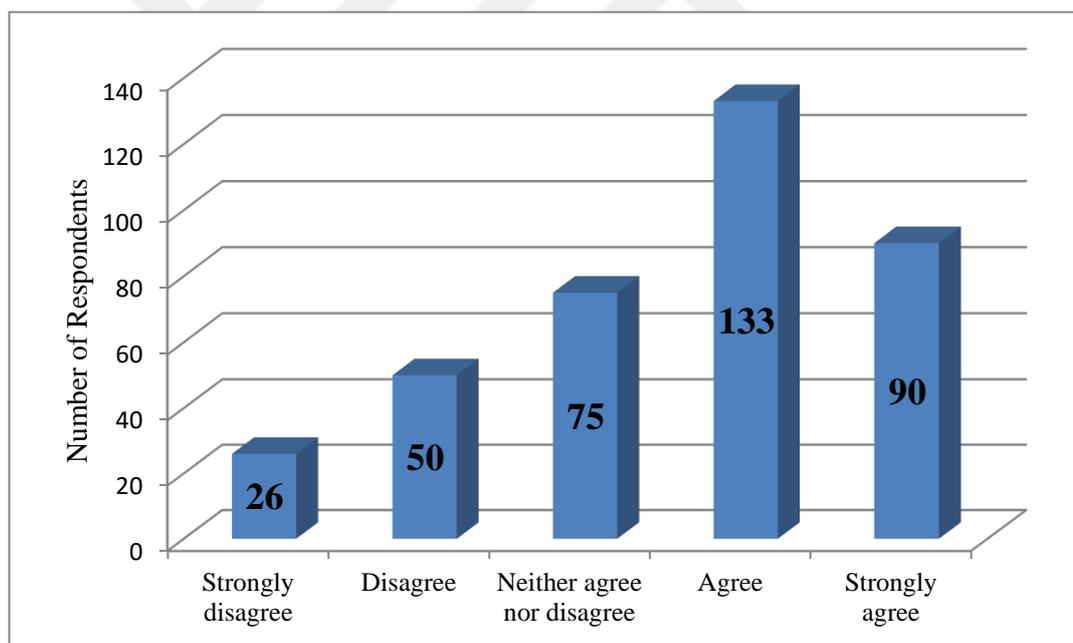


The table shows answers of the question, if the word of mouth marketing campaign of food industry products which publicized is influential when they buy foods. As the question is asked about word of mouth marketing communication influence on females' decision making process when they buy food industry products, 129 respondents with (33.6%), agreed which make the most respondents proportionate. Moreover, 117 respondents with (30.5%), answered the neither agree nor disagree option, while strongly agree option was chosen by 64 of respondents with (16.7%).

Finally, 57 respondents with (14.8%), answered disagree option and the rest of applicants strongly disagreed accordingly.

**Table 4-11** I do think that it is important to consult with others before purchasing any brand with considering the type of products

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	26	6.8	6.8	6.8
Disagree	50	15.6	15.6	22.4
Neither Agree Nor Disagree	75	19.5	19.5	41.9
Agree	133	34.6	34.6	76.6
Strongly Agree	90	23.4	23.4	100.0
Total	384	100.0	100.0	

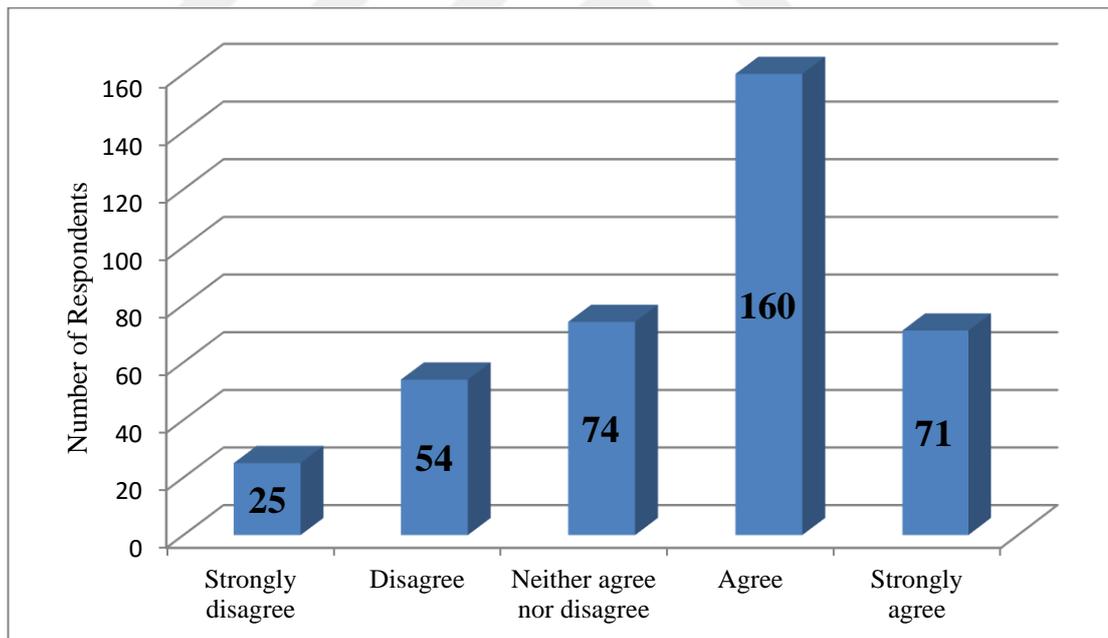


Here the question is whether applicants do think that it is important to consult with others before purchasing any brand with considering the type of products. 133 respondents with (34.6%), agree with it. However 90 (23.4 %) of all respondents strongly agreed with question, 75 respondents with (19.5%), answered neutral. Indeed, the amount of respondents who disagreed with question is 50 respondents with (15.6%). The rest of applicants who are 26 respondents with (6.8%),

answered strongly disagree with the question of whether it is needed to consulting with others before buying decision making or not.

**Table 4-12** If I like people’s recommendations regarding to word of mouth marketing of food industry products, this will reduce my price sensitivity

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	25	6.5	6.5	6.3
Disagree	54	14.1	14.1	20.6
Neither Agree Nor Disagree	74	19.3	19.3	39.8
Agree	160	41.7	41.7	81.5
Strongly Agree	71	18.5	18.5	100.0
Total	384	100.0	100.0	

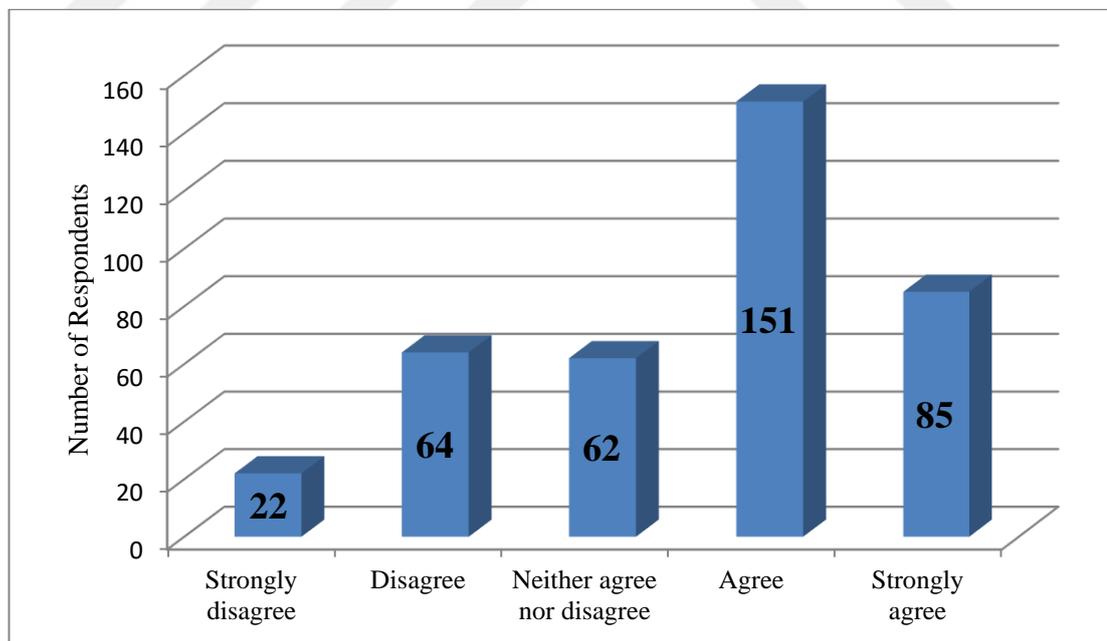


The table explains the question about applicants who think that if they like the word of mouth advertising of a food industry product which they recommended for, and they see for the first time, this will affect them to buy the product. Although 160 respondents with (41.7%), agree with. 74 respondents with (19.3%) of all total respondents answered neutral or neither agree nor disagree. As the table shows, the third place in this argues is 71 respondents with (18.5%) of respondent’s answer who

strongly agree with this question. However, 54 respondents with (14.1%), disagree with the statement. It is also arguable, whether they like the WOMM campaign which they recommended for or not, doesn't affect their purchase attention. Finally, 25 respondents with (6.5%), answered strongly disagree.

**Table 4-13** If i don't like the word of mouth of a food industry product, this will has negative effect on my choice to buy the product

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	22	5.7	5.7	5.7
Disagree	64	16.7	16.7	22.4
Neither Agree Nor Disagree	62	16.1	16.1	38.5
Agree	151	39.3	39.3	77.9
Strongly Agree	85	22.1	5.7	100.0
Total	384	100.0	100.0	

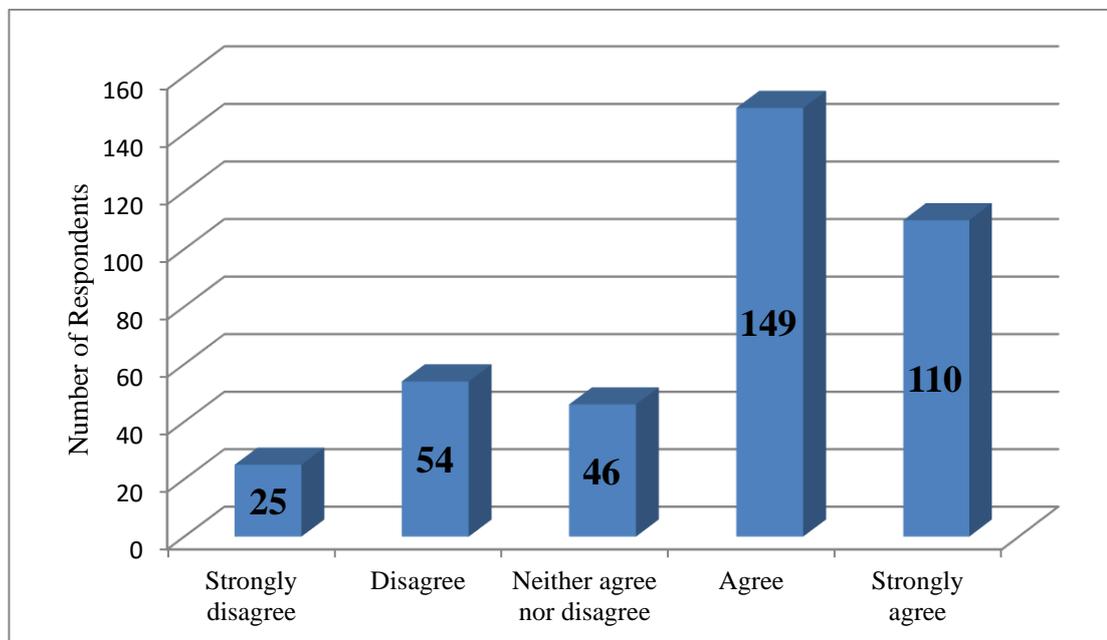


As the chart shows, the applicants answered the question if they don't like the word of mouth of a food industry product, this influence them negative and they don't buy it. However, 151 respondents with (39.3%) answered agree, the second proportionate

of answers belongs to strongly agree option with 87 respondents with (22.1%). Moreover, 64 respondents with (16.7%), disagree with this question, while as the table shows 62 respondents with (16.1%) neither agreed nor disagreed with the question and the rest of applicants with (5.7%) answered strongly disagree.

**Table 4-14** I want to recommend specific product that I have a good experience and satisfaction with

Likert-Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	25	6.5	6.5	6.5
Disagree	54	14.1	14.1	20.6
Neither Agree Nor Disagree	46	12.0	12.0	32.6
Agree	149	38.8	38.8	71.4
Strongly Agree	110	28.6	28.6	100.0
Total	384	100.0	100.0	

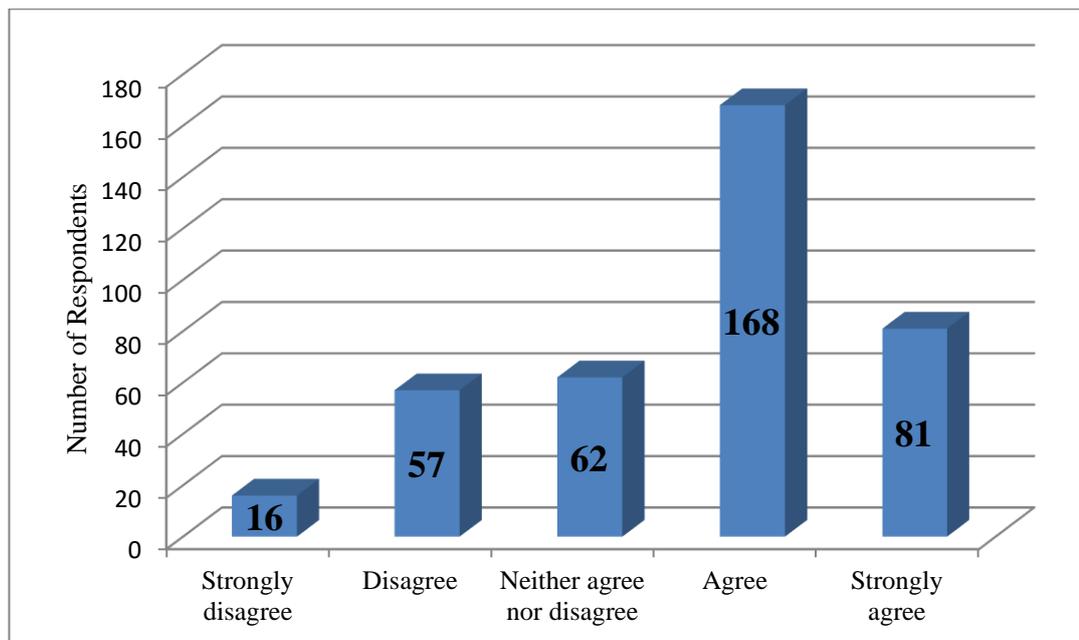


This table shows the frequencies of applicants who answered the questions, if they want to recommend specific product that they have a good experience and

satisfaction with to others, which it will has positive effect on females' buying decision making. In fact, 149 agree answers were chosen by respondents with percentage of (38.8%). Moreover, 110 respondents with (28.6%) answered strongly agree and 54 respondents with (14.1%) disagree with the asked question, while 46 respondents with (12%), neither agreed nor disagreed with. Finally the rest of respondents answered strongly disagree.

**Table 4-15** Given a choice between two products, one recommended from my friends, relatives and social forum and the other not, I would always choose to buy the recommended product.

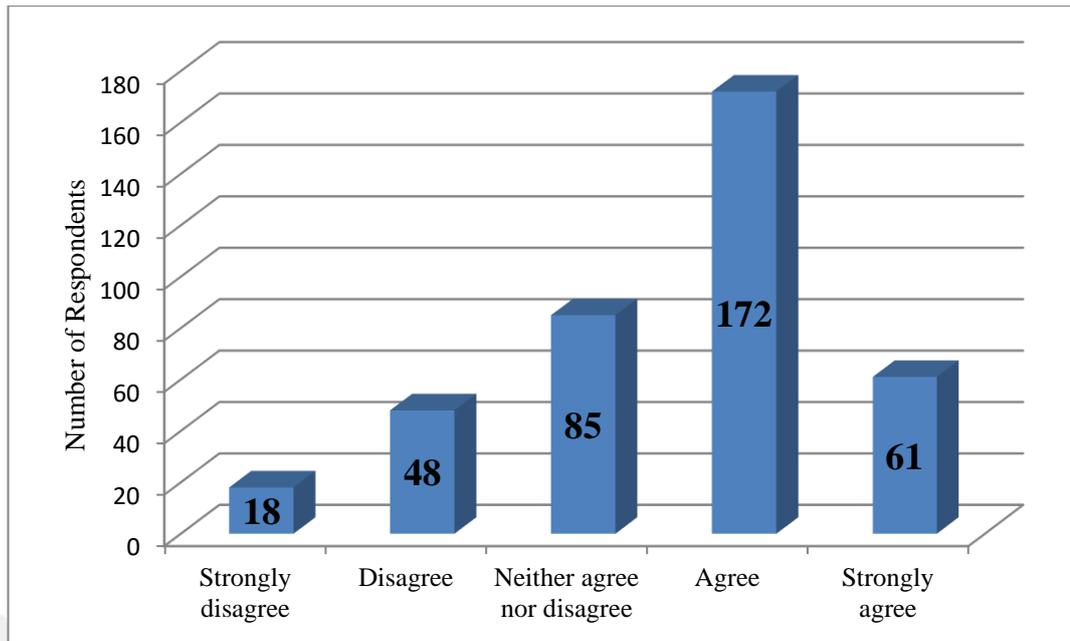
Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	16	4.2	4.2	4.2
Disagree	57	14.8	14.8	19.0
Neither Agree Nor Disagree	62	16.1	16.1	35.2
Agree	168	43.8	43.8	78.9
Strongly Agree	81	21.1	21.1	100.0
Total	384	100.0	100.0	



As the chart shows, 168 respondents with (43.8%), agree that the people recommendations regarding to word of mouth marketing of similar or the same priced food industry products help them to make buying decision easier that actually the WOM relationship with female decision making has been stated by this question, while 81 respondents with (21.1%), stated strongly agree with it and as it shown just 62 respondents (16.1%), have had neutral idea about it. Following the table, it can be said that only 57 respondents with (14.8%), circled the option of disagree regarding the asked question, while 16 respondents with (4.2%), strongly agree with given question.

**Table 4-16** It is rational to buy products according to word of mouth, because the person that recommends me just wanted to do his/her corporate social responsibility other than buying according to TV advertising and other types of advertisement

<b>Likert Scale</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Disagree	18	4.7	4.7	4.7
Disagree	48	12.5	12.5	17.2
Neither Agree Nor Disagree	85	22.1	22.1	39.3
Agree	172	44.8	44.8	84.1
Strongly Agree	61	15.9	15.9	100.0
<b>Total</b>	384	100.0	100.0	



The table shows the respondents' answers regarding preferring of buy products according to the Word of Mouth as they think that it can be rational to buy products according to WOMM because the specific brand's consumers who do WOMM, they are seemed to do their corporate social responsibility other than buying according to TV advertising and other types of advertisement. By following the chart, 172 respondents with (44.8%) answered agree and neutral option was chosen by 83 of respondents with (22.1%), while 61 respondents with (15.9%), strongly agree with the asked question. Moreover, 48 respondents with (12.5%) disagreed with this asked question, while the rest of respondents answered strongly disagree.

#### 4.2.4 Descriptive Statistics

The following tables show the descriptive statistics of according to the word of mouth marketing communication-related variables.

**Table 4-17** Descriptive statistics according to word of mouth related variables

<b>Question</b>	<b>Mean</b>	<b>Mode</b>	<b>Std. Dev.</b>
My friends, relatives and social forum former and update comments and recommendations about a food industry product are influential when I buy food industry products.	3.43	4	1.070
I do think that it is important to consult with others before purchasing any brand's products with considering the type of products.	3.52	4	1.200
If I like people's recommendations regarding to word of mouth marketing of food industry products, this will reduce my price sensitivity.	3.52	4	1.138
If I don't like the word of mouth of a food industry product; this will has negative effect on my choice to buy the product.	3.55	4	1.171
I want to recommend specific product that I have a good experience and satisfaction with.	3.69	4	1.209
Given a choice between two products, one recommended from my friends, relatives and social forum and the other not, I would always choose to buy the recommended product.	3.63	4	1.098
In my perspective, it is rational to buy the products according to word of mouth because the person that recommends the product to me has a good experience and does not have economical personal interest with recommended products and actually he/she just wanted to do his/her corporate social responsibility other than buying according to TV advertising and other types of advertisement.	3.55	4	1.049

Table 4.17 illustrates the descriptive statistics of respondents' answers to the word of mouth marketing communication between female consumers of Afghan food industry brands related variances. According to the scale the most common value is 4.

#### 4.2.5 Normality test

In order to test the hypotheses, the Kruskal-Wallis H test was used. In order to sure whether Kruskal-Wallis H test can be tested or not, the normality test should be conducted.

**Table 4-18** Normality Test

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
New scale	.333	384	.000	.820	384	.000

As the table shows, Shapiro-Wilk and Kolmogorov-Smirnov tests were conducted. For both of them, there is a lower p-value than accepted 0.05. Thus the data does not come from normal distribution population and there is no barrier to conduct Kruskal-Wallis H test. Kruskal-Wallis H test is a nonparametric test which is used to find out if there is a meaningful difference among two or more groups of variables or not. Kruskal-Wallis H test is developed version of Mann-Whited U test and it is a nonparametric substitute to the One-Way ANOVA test.

#### 4.2.6 Hypothesis Test

Hypothesis testing needs some steps that actually in order to test the given hypothesis, it is needed to sum all Likert- scale answers and find mean values of them. Moreover, for the next step, it is needed to derive new values from founded mean values.

In order to find the new derived values, the option of transform was chosen and after that the option of "Recode into different variables" in SPSS program version 21. While recoding new variables, there were new values created which are equal to the Likert-scale answers (from Strongly Disagree to Strongly Agree). The recoding

range score was selected from the Adıgüzel (2016) research paper. Here the old and new recoding range according to Likert scale answers.

**Table 4-19** Recoded likert-scale range points

Points	Range Points	Likert Scale
1	1.00-1.79	Strongly Disagree
2	1.80-2.59	Disagree
3	2.60-3.39	Neither Agree Nor Disagree
4	3.40-4.19	Agree
5	4.20-5.00	Strongly Agree

In order to test the hypotheses, it is needed to compare the new derived variables that are generated from this table with demographic questions such as respondent's education status, age, occupation, marital status and respondents' Behavioral interdependence characteristics.

**Table 4-20** Descriptive statistics and frequency of word of mouth between female consumers recoded variable

Likert-Scale	Frequency	Percent	Cum. Percent	Mean	Mode	Std. Dev.
Str. Disagree	20	5.2	5.2	3.69	4	1.094
Disagree	50	13.0	18.2			
Neither Agree. nor Disagree	33	9.6	27.9			
agree	199	51.8	79.7			
Str. agree	78	20.3	100.0			
Total	384	100.0				

Table 4.20 shows the descriptive statistics and the frequencies of the answers of WOM between female consumers related questions after recoded into different variables. The mean of the answers that applicants give is 3.69 and the most common answers are agreed.

**H<sub>1</sub>:** Females' Occupation has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**Table 4-21** The Kruskal-Wallis H test of word of mouth between female consumers effect according to Occupation

Effect of WOM between female consumers according to occupation	Occupation	N	Mean Rank	X <sup>2</sup>	Sig.
	Student	155	199.76	3.970	0.137
	House wife	112	198.86		
	Employee	117	176.80		
	Total	384			

The Table 4.21 shows the result of Kruskal-Wallis H test. It is shown that the value of chi-square is 3.970. The test results  $X^2=3.970$  is lower than the value of (7.814) in the chi-square  $X^2$  distribution table with 3 degrees of freedom and 0.05 percentage point which resulted in  $X^2 < 7.814$  and thus alternate hypothesis is rejected and the null hypothesis is accepted. Moreover,  $P = 0.137$  thus  $p > 0.05$  illustrates that  $H_1$  is rejected and p-value is not significant and thus the effect of word of mouth does not differ according to the occupation on female consumers' buying decision.

**H<sub>2</sub>:** Females' Education Level has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**Table 4-22** The Kruskal-Wallis H test of WOM between female consumers effect according to Education status

Effect of WOM between female consumers	Education	N	Mean Rank	X <sup>2</sup>	Sig.
	Illiterate	57	178.46	12.571	0.014
	Elementary level	70	216.76		
	High school level	84	199.05		
	Bachelor	133	194.62		
	High Level such	40	149.24		

according to education	as Master and Doctoral				
	total	384			

Table 4.22 illustrates the Kruskal-Wallis test results of WOM between female consumers effect according to females' education status. As the table shows the value of chi-square is 12.571 and as it compares with the value of  $X^2$  (9.488) in the chi-square  $X^2$  distribution table with 4 degrees of freedom and 0.05 percentage point which resulted in  $X^2 > 9.488$  and thus alternate hypothesis is accepted. Moreover,  $p=0.014$  which it is needed to report it as  $p < 0.05$  statistically and technically. The  $H_2$  accepted and  $p$  is significant because of  $p < 0.05$  and the effect of word of mouth between female consumers differ according to respondents education status on buying decision.

**H<sub>3</sub>:** Females' Marital status has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**Table 4-23** The Kruskal-Wallis H test of WOM between female consumers effect according to Marital Status of females

Effect of WOM between female consumers according to Marital Status	Marital status	N	Mean Rank	$X^2$	Sig.
	Single	159	193.91	5.542	0.063
	Married	155	202.24		
	Divorced	70	167.73		
	Total	384			

The above table explains the results of Kruskal-Wallis test of word of mouth marketing communication between female consumers effect related to females' marital status. According to the results  $X^2=5.542$ ;  $p < 0.05$  because it needs to be shown like this statistically, as  $p < 0.05$  the  $H_3$  hypothesis accepted and it is

significant. Thus, it reject the null hypothesis that stated as (there is no significant relationship between the females’ marital status and word of mouth between female consumers of Afghan food industry brands).

**H<sub>4</sub>**: Females’ Age has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**Table 4-24** The Kruskal-Wallis H test of WOM between female consumers effect according to Age

	Age	N	Mean Rank	X <sup>2</sup>	Sig.
Effect of WOM between female consumers according to age	18 and below	71	181.17	25.420	0.000041
	19 – 30	119	202.05		
	31 – 40	80	211.28		
	41 – 55	74	206.30		
	More than 55	40	121.14		
	Total	384			

The table above describes the Kruskal-Wallis H test results of word of mouth influence on females’ buying decisions according to the age of applicants. The value of chi-square is 25.2420. As  $X^2=25.420$ ;  $p = 0.000041$  and thus it is needed to show statistically and technically as  $p<0.05$  and with  $p<0.05$  the test accept the H<sub>4</sub> hypothesis and the P values is significant which it means that the effect of word of mouth between female consumers of Afghan food industry brands does not differ according to age on females’ buying decision and reject the null hypothesis.

**H<sub>5</sub>:** Females' Independency Behavioral Characteristics related to Personality has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

**Table 4-25** The Kruskal-Wallis H test of WOM between female consumers effect according to Behavioral interdependence Characteristics

Effect of WOM between female consumers according to interdependency behavioral characteristics	Behavioral characteristics	N	Mean Rank	X <sup>2</sup>	Sig.
	Do love consulting before buying	141	228.73	53.789	0.000
	Rarely consulting with others	133	201.73		
	Never love consulting with others(risk taker)	110	134.83		
	Total	384			

Table 4.25 illustrates the results of Kruskal-Wallis test of impact of word of mouth between female consumers according to behavioral interdependence characteristics. The value of chi-square is 53.789 ( $X^2=53.789$ ) and  $p=0.000$  that it needs to be reported technically and statistically as  $p<0.001$ . The value of  $p$  that has been reported is lower than acceptance( $p>0.05$ ), therefore  $H_5$  hypothesis is accepted.

**Table 4-26** The Results of tested hypotheses

	Hypothesis	Result
<b>H<sub>1</sub></b>	Females' Occupation has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	rejected
<b>H<sub>2</sub></b>	Females' Education Level has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	accepted

<b>H3</b>	Females' Marital status has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	Accepted
<b>H4</b>	Females' Age has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	accepted
<b>H5</b>	Females' Behavioral interdependence Characteristics related to Personality has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	accepted

## **5. CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS**

However, it is not clear that how profitable and productive word of mouth marketing is; word of mouth is a phenomenon which is not something that can be controlled directly. Word of mouth marketing communication attempts to achieve the cheapest and the most costless way of advertising and marketing communication among other types of marketing communications and methods.

The research is conducted among 384 female consumers of Afghan food industry brands in Afghanistan. Indeed, the size of the universe were taken from the unknown population because of not being known for certain amount of population. The sample size is defined 384 respondents with the level of confidence 95% and 5% statistically allowable error.

In fact, a lot of articles, reports, books, master degree and doctora research articles, academic magazines and online journals were investigated in order to collect secondary data. In addition, after collecting secondary data the questionnaire prepared to conduct the survey which was consist of demographic, open-ended and likert scale questions. The survey is conducted between 27.07.2017 – 22.09.2017 in two provinces of Afghanistan ( Herat and Kabul). Respondents were consisted of university students, housewives, employee and with different ages.

Moreover, in order to analyze the primary data, the research tables and graphs are used to illustrates the respondent's responses to the given questions. In fact, the gender of food industry brands consumers was specified by the title of the topic which is female. Furthermore, most of the respondents were bachelor and between the age of 19-30 year-old with the occupation of student and marital status of single. A significant difference was between participants who love consulting before go for shopping, rarely consulting with others before go for shopping and who, never like consulting with others before buying food industry products.

In order to test the hypothesis, hypotheses were tested by applying Kruskal-Wallis H test in SPSS program version 21 and all hypotheses tested by finding the average of all Likert-scale questions with five variables such as occupation, education, preferred Behavioral interdependence characteristics, age and marital status.

In fact, as it mentioned before all hypotheses were accepted by conducting Kruskal-Wallis H test except H1 which defined as “word of mouth between females differs according to occupation on female consumers’ buying decision making” because the value of P which got by conducting Kruskal Wallis H test was bigger than 0.05 and thus, it was not significant and means that word of mouth between females does not differ according to occupation on female consumers’ buying decision making. Whereas, the H2, P value which got by conducting Kruskal Wallis H test was significant and bellow the acceptance 0.05 and thus H2 accepted. Furthermore, the Kruskal Wallis H test of H2 shows that the influence of word of mouth between females vary according to respondents’ education status on female consumers’ buying decision-making. Indeed, if H2 is accepted, it also means that depending on respondents’ education level they give significant importance to the word of mouth in their buying decision making process. In addition, H3, H4, H5 are accepted with the values of P bellow acceptance 0.05 p-value by conducting Kruskal Wallis H test, in turn which informs that test results accept H3 as “depending on respondents’ marital status they give significant importance to the word of mouth in their buying decision-making process”. When evaluating the tests results of H4 as “the influence of word of mouth between females is varied according to respondents’ age on female consumers’ buying decision making”, results show that value of P was bellowed 0.05 acceptance value, thus statistically it can be accepted and value of p is significant. Based on the information, H5 defined as “the influence of word of mouth between females is varied according to respondents’ Behavioral interdependence characteristics on female consumers’ buying decision making”, with the value of p bellow acceptance 0.05, which resulted from conducting Kruskal Wallis H test was accepted. Therefore, a significant difference was between participants who love consulting before go for shopping, rarely consulting with others before go for shopping and who, never like consulting with others before buying food industry products for affecting by word of mouth.

Whereas, the research was faced with some limitations, it is tried to overcome with limitations as much as possible. The research limitations were as follow:

- 1- There weren't enough available female respondents who were willing to participate in answering the questionnaires.
- 2- Lack of respondents' information and knowledge regarding marketing practices.
- 3- Failure in communicating face to face with some respondents, due to some cultural issues consideration.
- 4- Due to not availability of other respondents, a great number of questionnaires were handed to female students.

For future researches, it will be good to explore the word of mouth effects on both male and female consumers' decision making process with the comparative aspect and also it is better to involve more demographic and mediator variables such as income and the quality of products which is publicizing through word of mouth marketing. Furthermore, it is recommended for the future researches which are planned to be conduct in a country such as Afghanistan, that the researcher should consider the cultural issues when the research want to choose females as the population of study because the gender distinctions is still exist in such countries, thus a man can't easily invite a women for the purpose of collecting primary information regarding survey and also a women can't easily participate in survey due to cultural issues considerations.

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## APPENDIX

I am undertaking a research at Istanbul Aydin University about the **Effects of Word-Of-Mouth Marketing on Female Consumers' Decision Making process in Afghan Food Industry Brands** in order to complete my master degree in Business Administration. I would be thankful and grateful, if you could spare a few minutes to complete this questionnaire. All information will be treated strictly confidentially.

Please read the following scenarios and, i kindly requested you as best as you can, place yourself to the role described.

Thank you very much for your help!

Best regards  
khaled Naseri (khalednaseri15@gmail.com)

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### **Definition of Word of Mouth Marketing Communication:**

Marketers are interested in delivering brand-related content that consumers will share with one another as a way of extending the reach for a message and to add an implicit consumer endorsement of the brand associated with the content. This is the important question related to word of mouth in shape of, what force you decide to try a particular new entertainment place, see a particular movie, or read a specific book? indeed the answer will be ;because you saw an advertisement clip, or because a friend—someone you trust and believe on him or her recommended it for you and thus There is no more powerful communication method than the simple act of one person that actually talking to another one such as a friend or colleagues . It is not surprising that desirable words of mouth increase the probability of purchase, while negative words of mouth have also the opposite results. Kelly (1995) found that word of mouth can be effective in the evaluation of a product. Therefore, exchanging information of the product by word of mouth makes the consumer more powerful and decreases the asymmetry in the information exchanged between the consumer and the producer and finally, increases or decreases the speed of accepting the product.

**1-which of the Education level do you fall into?**

Illiterate    Elementary level    High school level    Bachelor    High level such as master and doctoral and etc.

**2-Which of the following age groups do you fall into?**

- 1- Under18 (teenager)
- 2- 19-30 (young)
- 3- 31-40 (young somewhat)
- 4- 41-55(middle age)
- 5- More than 55(aged)

**3-What is your current occupation?**

Student    Housewife    Employee

**4-What is your marital status?**

Single    Married    Divorced

**5-Which of the following interdependency behavioral characteristics do you have?**

Do love consulting before buying (Precarious)     Independent person that rarely do consulting with others (Conscious).     Never love consulting before buying (Risk taker).

**6-In what percentage does your family trust over you as an independent and knowledgeable regarding to buying decision making?**

- 1- 0-10% (weak)
- 2- 11-30% (good somewhat)
- 3- 31-50% (good)
- 4- 51-70% (better)
- 5- Above 70% (best)

**7-Which of the following groups can convince you by recommending specific product to you?**

- 1- Groups such as close friends and relatives that seems to be trusted.

- 2- Someone else that he/she is a specialist related to specific product that you want to buy.
- 3- Media and social forum and blogs in social groups such as Facebook groups and etcetera

**8-** If you had recommended people related to your good experience of buying specific product (positive word of mouth); Please chose from options bellow that how many people you have recommended to buy from that specific product?

- 1- 1\_5 Persons (Weak performance)
- 2- 6\_10 Persons (Good somewhat)
- 3- 11\_15 Persons (Good)
- 4- Above 15 Persons (Better)

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### LIKERT-SCALE QUESTIONS

**To what extend would you agree with the following statement and questions. The scale is from 1 to 5 and it stated as follow: 1= Strongly Disagree 2= Disagree 3= Neither Agree Nor Disagree 4= Agree 5= Strongly Agree**

<p><b>9-</b> My friends, relatives and social forum former and update comments and recommendations about a food industry product are influential when I buy food industry products.</p> <p style="text-align: center;"> <input type="checkbox"/>1                      <input type="checkbox"/>2                      <input type="checkbox"/>3                      <input type="checkbox"/>4                      <input type="checkbox"/>5 </p>
<p><b>10-</b> I do think that it is important to consult with others before purchasing any brand's products with considering the type of products.</p> <p style="text-align: center;"> <input type="checkbox"/>1                      <input type="checkbox"/>2                      <input type="checkbox"/>3                      <input type="checkbox"/>4                      <input type="checkbox"/>5 </p>
<p><b>11-</b> If I like people's recommendations regarding to word of mouth marketing of food industry products, this will reduce my price sensitivity.</p> <p style="text-align: center;"> <input type="checkbox"/>1                      <input type="checkbox"/>2                      <input type="checkbox"/>3                      <input type="checkbox"/>4                      <input type="checkbox"/>5 </p>
<p><b>12-</b> If I don't like the word of mouth of a food industry product; this will has negative effect on my choice to buy the product.</p> <p style="text-align: center;"> <input type="checkbox"/>1                      <input type="checkbox"/>2                      <input type="checkbox"/>3                      <input type="checkbox"/>4                      <input type="checkbox"/>5 </p>
<p><b>13-</b> I want to recommend specific product that I have a good experience and satisfaction with.</p> <p style="text-align: center;"> <input type="checkbox"/>1                      <input type="checkbox"/>2                      <input type="checkbox"/>3                      <input type="checkbox"/>4                      <input type="checkbox"/>5 </p>
<p><b>14-</b> Given a choice between two products, one recommended from my friends, relatives and social forum and the other not, I would always choose to buy the recommended product.</p> <p style="text-align: center;"> <input type="checkbox"/>1                      <input type="checkbox"/>2                      <input type="checkbox"/>3                      <input type="checkbox"/>4                      <input type="checkbox"/>5 </p>
<p><b>15-</b> In my perspective, it is rational to buy the products according to word of mouth</p>

because the person that recommends the product to me has a good experience and does not have economical personal interest with recommended products and actually he/she just wanted to do his/her corporate social responsibility other than buying according to TV advertising and other types of advertisement.

1

2

3

4

5

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### **OPEN-ENDED QUESTIONS**

**16-**What is your suggestion regarding to hype specific product through word of mouth marketing communication and better designing the WOM campaign which nowadays the famous companies use to better affecting the female consumers' decision making process?

.....  
.....

Evrak Tarihi ve Sayısı: 01/12/2017-7563



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-044-7563  
Konu : Khaled NASER'in Etik Onay Hk.

01/12/2017

Sayın Khaled NASERİ

Enstitümüz Y1512.130025 numaralı İşletme İngilizce Anabilim Dalı İşletme Yönetimi (İngilizce) tezli yüksek lisans programı öğrencilerinden Khaled NASER'in "THE EFFECT OF WORD OF MOUTH MARKETING FEMALE CONSUMERS' DECISION MAKING PROCESS IN AFGHAN FOOD BRANDS" adlı tez çalışması gereği "Marketing Survey" ile ilgili anketi 22.11.2017 tarihli ve 2017/21 sayılı İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.  
Bilgilerinize rica ederim.

Prof. Dr. Özer KANDURUOĞLU  
Müdür

Evrakın Doğrulama İşlemi : [http://emaldirniz.gov.tr/uzay/uzay/Vizyon/DogrulukBelgeDegeri.aspx?V\\_BENDF4VL](http://emaldirniz.gov.tr/uzay/uzay/Vizyon/DogrulukBelgeDegeri.aspx?V_BENDF4VL)

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Unvanı: Enstitü Sekreteri



## RESUME

Curriculum Vita	
<p><b>Khaled Naseri</b> Contact Address: Afghanistan, Herat city, Golistan Street Mobile: 00905051429569 E-mail: khalednaseri15@gmail.com</p>	

Date of Birth: 1990  
Place of Birth: Herat, Afghanistan  
Sex: Male  
Nationality: Afghan  
Marital Status: Engaged

**Objective:** To provide brief information pertaining to my qualifications and work experiences to the potential employers who may need my services.

### **EMPLOYMENTS RECORD:**

*Admin and Finance officer (January 11, 2012 – December 31st 2014)*

ROSE FOOD & DAIRY MANUFATURING COMPANY (based in HERAT industrial town) Herat, Afghanistan

### **Key duties and responsibilities**

### **ADMIN AND FINANCE OFFICER**

- Perform the overall administrative tasks related to both the production section and offices.
- Review the invoices on monthly basis and compare with other records.
- Process staff's monthly salaries and other entitlements.
- Keep records of all financial and administrative documentation using advanced filing system.
- Monitor, update and track data related to financial allotment status reports, informing the relevant divisions accordingly; ensure accuracy of data related to the above;
- Perform any other tasks deemed necessary.

***Marketing manager (March 11, 2010 – February 5<sup>st</sup> 2015)***

ROSE FOOD & DAIRY MANUFATURING COMPANY (based in HERAT industrial town) Herat, Afghanistan

**Key duties and responsibilities**

**MARKETING MANAGER**

- Perform the overall administrative tasks related to both the production section and offices.
- Process staff's monthly purchasing activities.
- Keep records of all staff purchasing and administrative documentation using advanced filing system.
- Monitor, update and track data related to marketing allotment status reports, informing the relevant divisions accordingly; ensure accuracy of data related to the above;
- Perform any other tasks deemed necessary.

**Education:**

- |   |
|---|
| <ul style="list-style-type: none"> <li>• 2015-2017: master degree of Business Administration in Istanbul Aydin university (Istanbul/ Turkey)</li> </ul> |
|---|

- 2011-2014: Bachelor degree in Economy Herat university (Economy Faculty),Afghanistan
- 2008-2010: High school, Enghalab high school, Herat- Afghanistan
- 1999-2007: primary and secondary school, Saifi high school, Herat-Afghanistan
- Completed English proficiency class in English Language & Computer Learning center (ELCLC) supported by Embassy of the United States.

**Trainings and Workshops:**

- 1 Feb-30 April 2012, Business Administration in ACCI.
- 21January-20 March 2014, CV and Proposal Writing in Taher Fushanji Cultural Institution.
- Completed Network administration class in ITCH (IT center Herat)

**Other Skills:**

- Computer software installations not professional but can sort usual installations
- Competency in MS Word, Excel, Access and Power Point

**Languages:**

- |           |  |
|-----------|--|
| • Farsi   | Native                                 |
| • English | Very Good                              |
| • Pashto  | Good in listening and fair in speaking |
| • Türkçe  | Good in listening and fair in speaking |

## References:

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