

A Research Study on Consumer's Preference towards Selecting Word of Mouth Medium for Watching Movies

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Abstract

As it is the modern marketing era, consumers do not directly purchase the product/services only by getting informations through marketing efforts done by company itself like advertisements, other promotional efforts like promoting the movie in popular TV shows etc., they always go for the reviews and recommendations of others regarding that movie before purchasing tickets. Advertisement and Sales promotion are still relevant but the media has changed. A satisfied customer is the best ambassador for a company or Product even in the digital era and will perhaps be the same in the days to come. Now a days the picture of word of mouth has changed because of social media use, now there are varieties of ways for word of mouth. This study focuses on analyzing which way of word of mouth is more effective among all and for that the response of 150 persons of Rajkot city were taken as a sample, who watch Movies in theaters. For testing the hypothesis ANOVA test is applied. At the end of the study it is found that majority of the respondents relies upon the direct reviews of family and friends tool of word of mouth publicity in selection of the movies to be watched in theaters.

Key Words

Word of Mouth, movies, reviews.

Introduction

Exact from the start, humans have constantly communicated with each other, sharing and talking about everything, everywhere any time. In this mode, it is really easy to share point of views, experiences, disagreements, or constant advices and to build up informal communications. Therefore, people can easily explain their last experience without any trouble and give their experience about the product, the website, the eminence of the service etc. The past thirty years have seen the fast progress of the Internet and the different way to communicate with each other building sharing of information easier and more efficient. Within a high-speed moving globe and in our modern customer society, where everything is altering rapidly, where products and services are fast becoming out of date, and where firms suggest to the customers an ever more diverse collection of products and services, customers need to face the brutal competition that engages companies to magnetize customers. Consumer buying behavior is becoming more observant what they buy. (Lange & Elliot, 2012). Even if most of the time they will license the cheapest ones with the top quality, it is not actually simple to be sure that it is the good one. People gather concerning information and opinions about product from people before purchasing. (Attia et al, 2012)

“Word-of-mouth is defined as any positive or negative statement made by customers experiences about a product or company, which is made available to a mass of people and institutions using the Internet (Hennig- et .al. 2004). Word of Mouth (WOM) can also be clear as the method of communication between two noncommercial people and without benefit in the business they are talking about (Taylor et. al, 2012).

Following consuming the product, more and more consumers are keen to response, creating an exchange of information between consumers and increasing more and more the Word-of-Mouth fact. Appreciation to the Internet, consumers have the widest likely cause of information to be successful in this way. A bundle of blogs, forums and social networking websites in the World Wide Web present customers the means of getting and sharing this kind of information (Chu & Kim, 2011). Thus, the Word-of-Mouth trend developed firstly through Face- to-face communication's way is now also available by means of all the technologies together with the Internet, most important consumers to the e-Word-of Mouth trend (Fakharyan & Elyasi, 2012). The Internet

enhanced the technique to be in touch with people around you or around the world. Online word-of-mouth became more admired with better use of online social network tools such as Facebook, MySpace, and Twitter. Communication vehicles such as face-to-face connections, phones, mobile devices, and even e-mails are replaced by social networks (Ho, J. Y., & Dempsey 2010).

Marketing is a significant division of the companies' strategies. These strategies are more and more inventive and disturbing in people lives. Currently, Word-of-Mouth is also a great aspect in marketing and more above all in e-Marketing. The diverse tools used by marketers in order to pass on information to likely customers are present everywhere on the Web, from advertisements to opinion on blogs or forums. (Hung & Li, 2007). Whether companies like it or not, people chat online about a variety of products and services. Companies frequently are not successful in trying to stop public online discussions of their products by limitation the use of their company names and brands in discussion groups (Huang, J. H., & Chen, Y. F, 2006). WOM also called E-WOM (Electronic Word of Mouth) can be originating in effective communities: consumer reviews, blogs, forums, and social networks (Yi-Wen Fan & Yi-Feng Miao 2012). Communal norms or opinions in the effective communities affect approval of eWOM, mainly between regular internet users (Kozinets, et. al. 2010).

There are many ways of word of mouth publicity through which consumer get the informations regarding movies, like direct response of family and friends, response of various review sites which rates movies by giving stars, other review sites which includes the reviews of other general consumers, opinion leaders like radio jockeys, recommendations by other TV shows and other social media pages who done word of mouth by sharing memes.

Literature Review

Early studies on WOM have shown that it has an important impact on customer decisions (Allsopet al.2007), and helps to present a good post-purchase wakefulness. Word-of-Mouth might have different kinds of special effects in the present world. Initially, it could be optimistic or unconstructive effects. Secondly, it could have an effect on the product, the brand, the service or even the employees' performance within the company (McGriff, J. A, 2012). Word-of-Mouth's effects might have dissimilar targets. A successful product sharing could be affected by positive word of mouth and lack of negative word of mouth (McGriff, J. A, 2012). An additional target could be the entrance of a brand in a fresh market. If the brand has not a good representation by the Word-of-Mouth distribution, it will be really hard for the company to set off its products and services in this fresh market. In the earlier period, online shopping has crossed the space to become primarily well-known, particularly among the little and wealthy (Chai, S., & Kim, M, 2010). Nonetheless, due to the quality concerns and other customer supposed risks (Thorson & Rodgers, 2006), the challenges of e-shopping, mostly with respect to awareness and doubt, have begun to surface (Sharma & Arroyo, 2012). Consumers who want to purchase products from online markets, they need positive, dependable, and honest evaluation about products. Online systems and electronic-Word- of-Mouth (e-WOM) help customers make such up to date decisions. At present new technologies are all over the place around us. These new technologies altered our way to communicate and to interconnect with people. People now use more technology platforms such as email, chitchat, phone or social networking websites (Herr et. al. 1991) than previous to, when they used face-to-face communication or mails. Usability of these technologies makes them more eye-catching and facilitates people's communication. The communication's technology, which is the most motivating for Word-of-Mouth, is the social networking websites in World Wide Web. These kinds of websites could be finding in the form of blogs, forums or personal pages such as Facebook or MySpace (Vilpponen et al 2006). They are typically created by some people who broaden the site to their own personal networks and steadily the number of people following and concerned in this site grows up (Thurauet. al. 2009). (Brown et. al.2007) studied the impact for an individual to control another individual by social networking websites. They accomplished in the importance of this technology to share out an idea from individual to individual and then from this individual to one more individual. Furthermore they ended that someone with few friends will have a better impact on his friends when he will pass on a message than someone with a lot of friends (Brown et. al. 2007). In corporation, a significant effect of Word-of-Mouth is the customer purchase (Osmonbekovet. al. 2009). From short-range effect to lasting effect, Word-of-Mouth communication is a good way for enterprises to catch the attention of

new customers. It is achievable to measure it thanks to Word-of-Mouth referrals and to the sign-up processes (Thurauet. al. 2009). If customers never heard about a brand or if they never thought to buy a product or a service by this brand, the actuality that some connections suggest this brand to them will most likely affect their behavior and guide them to choose this brand over another one. A lot of people seek out recommendation from other people before buying something. The first persons that you will talk with are family members, and then you will give more response to someone with experience and information in this field. The persons most affected by this are people in towering uncertainty-avoidance culture (Osmonbekov.et. al. 2010), who need to be more at easiness and who will ask advice from their dependable relatives. One of the strongest networks of communication in the market is word of mouth (Allsop et al). Word-of-Mouth has a dissimilar impacting people that are without a fundamental knowledge of this part of business .When you do not have any experience in a part of business you will be more biased by someone who will tell you something positive or negative about a picky brand. (Goldsmith, R. E., & Horowitz, D 2006).

Objectives of the study

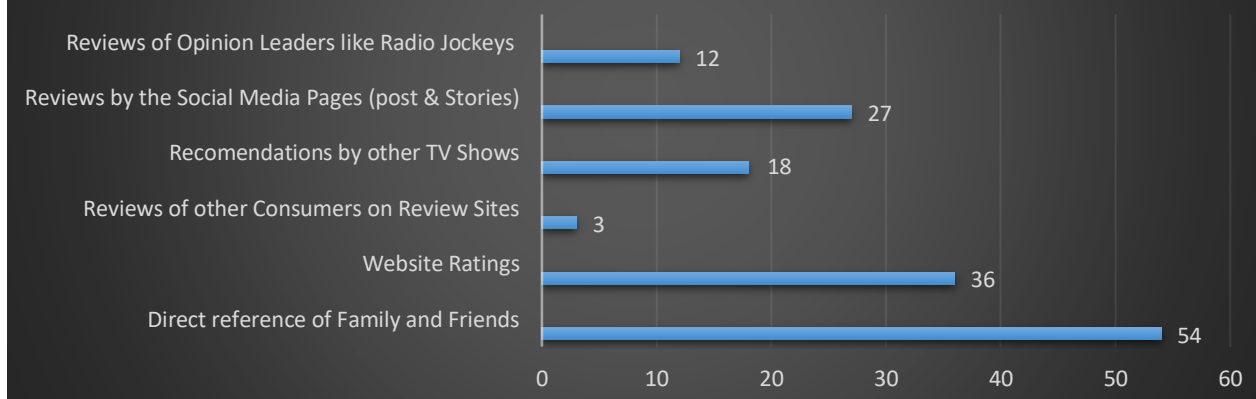
- To check the effectiveness of word of mouth as a tool of getting information regarding movies.
- To analyze which medium of word of mouth among all is appropriate and trusted by the consumer.
- To check the relation of age groups with the different mediums of word of mouth.

Methodology

This research study is descriptive in nature. Type of data used is primary data which was collected from the 150 respondents who were selected by using convenience sampling method. Data collection tool used is questionnaires. The study was carried out in Rajkot city. While collecting the responses, care was taken to ensure that all the demographic groups identified in the questionnaire were approached in fairly equal numbers to have balanced representation of all types of respondents. The questionnaire was developed to study the effectiveness of word of mouth as a tool of getting information regarding movies and which medium is more convenient and trusted by consumers. For checking the relation between age groups and the use of various word of mouth mediums (Testing Hypothesis) ANOVA test is used.

Result and Discussion

Chart of Consumer's preferences Towards Selection of WOM Medium For Selecting Movies to be watched in Theaters



Out of 150 respondents 50% were Male and other 50% were female. 50 respondents were from teenage group (15-19 years), other 50 were from adult age group (20-35 years) and rest 50 were from post adult age group (35 years above). After the analysis it is found that it is not necessary that all the times persons goes for reviews and recommendations regarding the movie. In case of the movie with big budget or big banner or movie of persons favorite actor/actress, person directly watch those kind of movie may be in first day first show without listening others. Those kind of people are 90% of the total sample, but if we keep above cases as an exceptions then 100% of the persons from a sample goes for reviews and recommendations. For the reviews different sources are used by the respondents of different age groups. Among them direct references of friends and families tops the result with the highest use of 36% then after the use of review sites like book my show, IMDB ratings is 24%. At third position social media pages are there with the use of 18% and then after recommendations by other TV shows i.e 12%. At Fourth place the reviews of opinion leaders are taken in to consideration i.e. 8%, and the least is 2% i.e. the review of other consumers on various review sites. For checking the relation of age group with the use of various word of mouth mediums two way ANOVA is used for testing the hypothesis, and it says that there is no significant relation between the age group i.e. row factor but there is significant difference between the selection of mediums of Word of Mouth.

Application of ANOVA test

Hypothesis:

H0: There is no significant difference between the rows factors i.e. age group of the respondents.

H1: There is significant difference between the rows factors i.e. age group of the respondents.

H0: There is no significant difference between the column factors i.e. various mediums of the Word of Mouth.

H1: There is significant difference between the column factors i.e. various mediums of the Word of Mouth.

WOM Mediums	Direct reference of Family and Friends	Website Ratings	Reviews of other Consumers on Review Sites	Recommendations by other TV Shows	Reviews by the Social Media Pages (post & Stories)	Reviews of Opinion Leaders like Radio Jockeys	Total
Age Group							
Teen Age group	14	14	1	3	17	1	50
Adult age Group	17	13	2	9	6	3	50
Post Adult Age group	23	9	0	6	4	8	50
Total	54	36	3	18	27	12	150

Source of Variation	SS	df	MS	F	P-value	F crit.
Rows	1.13687E-13	2	5.68434E-14	2.8421709E-15	1	4.102821015
Columns	556	5	111.2	5.56	0.010470897	3.32583453
Error	200	10	20			
Total	756	17				

Conclusion

The study led to the conclusion that in movie and cinema industry word of mouth plays an important role and majority of the consumer relies upon it. Word of mouth publicity is uncontrollable tool though in today's world it is possible to control this tool up to some extent. As the study shows no difference between the age group but there is difference between the selections of mediums of word of mouth. So the marketer must focus on the target age group according to the movie and its concept so that he can put some efforts to make word of mouth positive. But it must be remembered that there is no substitute for good quality product/services, because good product/service performance will lead to consumer satisfaction and finally it will results in to positive word of mouth publicity.

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