

# Viral Marketing and Online Reputation: A Strategy That Encourages People to Pass on a Marketing Message to Others

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**Abstract:-** The aim of this paper is to provide a conceptual framework on traditional communication method known as word-of-mouth communication, which is one of the most widely used tools compared to the contacts initiated by marketers since the age of time because of their impact on consumer behavior towards products and services, brand, including the promotion that business organizations promote to their products and services. The paper also provides an explanation of the main communication tools used in social media. Through presenting the main literature and conclusions about each of the traditional communication tools and modern communication tools and their role in transmitting and passing the message to others, especially in view of the rapid change in the development of the telecommunications sector. Technology and the Internet have fundamentally changed the way people work and interact by interacting with what business organizations do to inform consumers and persuade them directly or indirectly with the products and services they market. Thus, integrated marketing communication has become an essential aspect of business vision of successful marketing activity. As it offers new opportunities which was not previously available in the traditional marketing environment. Despite the disadvantages and advantages of various traditional and modern methods, a good marketer may be able to make the right decision when developing integrated and new marketing strategies to create value for customers and build long-term and comfortable relationships with them. The study also investigated the effects of verbal speech, whether through traditional or electronic methods, in terms of the differences between the traditional word of mouth and the electronic word of mouth, and the pros and cons of each method. The results of the study indicate that the traditional word of mouth had a greater impact on the image destination compared to the electronic word of mouth. However, business organizations have been using the word of mouth through technological tools and means over the Internet despite the negative effects, especially on the face image compared to conventional methods. One of the most important points of the study was that the existence of the sender and the receiver, and the retention of the message sent, how this message affects consumer

purchases, and how to convert the negative word of mouth to a second chance to increase consumer satisfaction and improve the quality of the product, as this is the most important aspects marketers look for. The researcher concluded after extensive review of literature that both methods can be used, for each way with its positive and negative impact, although the electronic word of mouth can reach customers effectively in a short period.

**Keywords:-** *Viral Marketing, Traditional Word-of-Mouth, Electronic Word of Mouth, Online Reputation, Destination Image.*

## I. INTRODUCTION

In today's era, information, screens, pages are fixed at any time in a period that is evolving. Storing information, archiving can be reach much easier, because with the introduction of social media into our lives, now every individual with internet access; contribute to knowledge. This makes the information subjective and fluent. In order to stay current, the necessity of following the flowing information and currents screens changed the dynamics in marketing. On the other hand traditional sales techniques in virtual markets have increased rapidly based on interactive relationships on the Internet. The concept of interactive is not a new concept in terms of its meaning. The effects of the technological development of the Internet have not been limited to being effective and widespread all over the world. This new tool and the opportunities it offers have changed the relationship between the sender and the receiver in the communication process. Due to this change, the consumers, who are considered as buyers, have become active in the communication process and the communication process has become a reciprocal and recyclable structure (Li and Du, 2011; Cheung and Lee, 2012). Therefore, it has become more important what consumers say about the old experiences, while purchasing products. This is not a new thing since many firms have started to benefit from positive word-of-mouth communication. However, the attempt to initiate a word-of-mouth communication on the Internet has entered the marketing literature as a concept of viral marketing. Viral marketing, buzz marketing, word-of-mouse, word-of-modem

and intense marketing are often used in viral marketing. Viral marketing is used to carry out company activities by using consumer communication networks for product promotion and distribution. Viral marketing emerged through the circulation of messages on the Internet. E-commerce, groups, newsgroups, blogs, chatrooms, group communities and messages; as the tools used by companies to develop promotional activities (e-marketer, 2016).

Usually verbal communication occurs through the interaction of people. The power of speech comes from the face-to-face structure. Such communications are called word-of-mouth communication. The realization of mutual conversations makes it natural and allows sincerity to emerge. The speeches of the people have an impact on the attitudes and behaviors of other people as a recommendation or gossip (Massimo and Richard, 2000; Bagozzi and Dholakia, 2002). Therefore, word-to-mouth communication has gained importance. Technological developments have led to a new dimension of these communications. In this context, word-to-mouth communication occurs. The effect of the type of communication in both environments on human and consumer behaviors can be used in marketing.

## II. OBJECTIVE OF STUDY

- To understand how a word-of-mouth can be distinguished when its uses traditionally, online, and in marketing, as the digital world called viral marketing is evolving very fast and many terms entered our lives in a very short period of time. Both traditional and electronic marketing methods.
- The brand new counted in terms of their marketing word-of-mouth in marketing and or advertising to investigate how efficient it is. As daily life and socialization in an environment where it quickly moved into a virtual environment.
- Out of traditional methods television media with word-of-mouth marketing, is to examine what are the differences in terms of their effects on the consumer. To compare the two channels in terms of efficiency, as both channels have different effects on the consumer, but in today's conditions, the media will have a greater impact on the consumer.
- ❖ *Assumption*
- Word-of-mouth is more interesting and more effective than other methods of achieving its purpose in marketing communication because it delivers the message in a world of intensive messages to consumers with instant feedback.
- Word-of-mouth in the context of marketing communication differ from the traditional word-of-mouth communication.
- Online word-of-mouth as its called viral marketing is the most efficient way to deliver the message because word-of-mouth marketing is one of the most important pillars of customer-oriented marketing.

- Message marketing strategies has an impact on passing messages to others.

## III. LITERATURE

Since many years, the word-of-mouth communication known as (WOM) is considered to have a great impact on what people know, feel, and do. The emphasis on the interpersonal effect is old. In Aristotle's Rhetorik, the emphasis is placed on the art of conviction and the three important things under the control of a speaker, these are: ethos, pathos and logos (Cheung and Lee, 2012). As there has been word-of-mouth communication since people began to speak (Procter and Richards, 2002), and such interpersonal communication has an impact on consumer behavior.

One of the earliest researchers who wrote on the impact of word-of-mouth communication on consumer behavior was John Arndt's (Dichter, 1966; Sundaram et al., 1998) word-of-mouth communication: which means Face-to-face oral communication between brand, product, or perceived communication between a news service about a service and a perceived communication that is not commercial (Stokes and Lomax, 2002: 350) in the form of traditional oral communication that refers to word of mouth.

(Hawkins, Best and Coney 2004) describes word-of-mouth communication as the behavior of telling at least one friend, acquaintance, or family member about his or her personal experience with a product or retailer that is unsatisfactory. These informal interpersonal communications are evaluated naturally. In this way, customers advise others to recommend positive or negative information or to underestimate what a vendor is doing (Cheng et al., 2006). Oral or word -to-mouth communication, which refers to changes in personal informal communication among consumers, may be objective and / or subjective (eg, objective product knowledge or subjective personal ideas and experience transfer) (Eaton, 2008).

(Arndt 1967; Carl 2006) states that word-of-mouth communication can be defined as a group of phenomena that do not represent a marketing resource, a change of ideas, thoughts and interpretations between two or more individuals.

Traditionally the term word-of-mouth communication consist of: product provider, independent experts, family and friends, verbal communication (both positive and negative) between groups, such as real or potential consumers (Ennew et al., 2000). (Dellarocas, C. 2003), word-of-mouth communication as consumer-to-consumer marketing (C-to-C Marketing) Marketing by calling, instead of speaking to marketers as real people talk among themselves are expressed. In this context, traditional word-of-mouth communication can be considered as natural, verbal face-to-face communications between real persons.

It is widely accepted that word-of-mouth communication plays an important role in shaping the attitudes and behaviors of consumers in consumer behaviors. In 1995, Katz and Lazarsfeld found that word-of-mouth communication was seven times more effective than consumers in terms of brand change, four times more than newspapers and magazines, four times more than personal sales and two times more effective than radio advertisements (Chu, Kim, 2011). Most research shows that word-of-mouth communication is one of the most effective communication channels in the market. If this proves the power of word-of-mouth communication: It is seen that this form of communication is more credible than communication initiated by the marketer. Because word-of-mouth communication creates perception and includes neutrality (Allsop et al., 2007). The nature of non-commercial of word-of-mouth communication results in less suspicion compared to company-initiated promotional efforts (Shneiderman, B. (2015).

Since the consumer is increasingly skeptical about the correctness and independence of third-party advice,

Word-of-mouth communication may be more effective than written sources of product information, which can be well investigated. Paradoxically, companies are increasingly making attempts to use the power of word-of-mouth communication through intervention in the process of making recommendations (Fang, Y.H. 2014. Today, consumerism is becoming more important than in the past, therefore word-of-mouth communication means increasing the risk of society. In this context, it is more than the approval of a person or salesperson on TV, consumers do not have to take risks on new and / or untested products when people they trust share this risk. Word-of-mouth communication, interactive, short-term and spontaneous, does not include clever sentence or rhyme feature distinguishes it from advertising (Carl, 2006).

➤ *A brief overview from traditional word-of-mouth to the internet*

Traditional word-of-mouth communication definitions need to be considered today. The change and transformation created by information and communication technologies affect interpersonal communication to a great extent. In this context, communication forms are no longer face-to-face only. For example, in the definition of word-of-mouth communication made by Arndt (1967) two issues come to the fore. The first is to have oral communication between the word and mouth communication, the communicating and the news area, and the second is the perception that the communicator during the interview is independent of the goods or services. The first issue needs to be updated in the context of the electronic form of communication. For example, internet is a growing resource in the context of advice and complaints. Equally, letters, faxes and e-mails can offer word-of-mouth communication opportunities (Stokes and Lomax, 2002). However with regard to word-of-mouth communication, (Buttle 1998) stated that “all different word-

of-mouth communications expressed by the news recipients are independent of the impact of the company. Accordingly, it is recommended that the word, expressed by (Stokes and Lomax 2002), be replaced by a more generally related word and should include better methods, in particular new media. In this context, (Stokes and Lomax, 2002) describe word-of-mouth communication as all interpersonal communications that the recipient of the communication regarding the products or services takes impartially.

In this respect, the characteristics of word-of-mouth communication can be stated as follows. These are (Stokes and Lomax, 2002):

- Direction: The direction of word-of-mouth communication may be input in the decision-making process.
- Validity: Word-of-mouth communication is positive or negative.
- Density: The intensity of the word-of-mouth communication is related to the number of people whose message has been changed.
- Timing: It can be word-of-mouth communication as (pre-purchase) and post (with output) (Trusov, et al., 2009).

Word-of-mouth communication is generally considered as an informal form of communication between products or services among private parties. Thus, word-of-mouth communication falls outside the customers and businesses (such as complaints) or formal relationships between businesses and customers ex. promotions, seminars, etc. (Mazzarol et al., 2007).

Broadly speaking, word-of-mouth communication includes every information about the target thing transmitted from one person to the other or face to face or some other means of communication (Edwards et al., 2007) however the person who is knowledgeable or has the idea of the product or service, it occurs when it fully shares its beliefs, attitudes, and experiences related to the product or service (Thomas, 2004).

The person who has a socially referral relationship with someone else is a source of information. Any person can change and acquire a variety of types of information by spending time on an almost daily basis with another person (the frequency of exchange of information between two people depends only on the strength of their relationship). A person usually communicates with several people related to the company. In addition, this daily exchange of information can help this person to build a belief in information from other people. Figure 1 shows the concept of word-of-mouth communication. From the point of view of the network analysis, where individual behavior can be analyzed by the links between related individuals and those acquired from the environment, the qualities of word-of-mouth communication

can be divided into four. These are (Berger and Milkman 2012; Berger and Schwartz 2011):

- The power of the connection: People often come together as part of everyday life, and often those who exchange information are considered to have strong bonds. This type of bond is called a belt, while a weak bond is called a bridge. In today's society, the conversation between people with belt-type ties is carried out by word-of-mouth communication, and the exchange of information between another groups of people connected by two arches becomes a bridge. A stronger bond means higher reliability and greater information impact. In addition, people who provide information on the network are often referred to as opinion leaders.
- The reliability of information source: The information received from the experts has a greater impact on reliability and more reliable information is more convincing.
- Value of information: In general, new information that is appropriate to someone's interest or hobby is more valuable.
- Homogeneity of network members: A negative message is more easily propagated than a positive message, and negative word-of-mouth contact information is also easily propagated. Because the bond strength, homogeneity and reliability are equal. Negative word-of-mouth contact information has a greater impact on behavior. In addition, if network members share similar ideas and interests, word-of-mouth communication will be exciting.

communication theory takes into account the fact that word-of-mouth communication has a strong influence on communication, behavior, especially consumer information searching, evaluation and subsequent decision making (Brownvd, et al., 2007).

➤ *Communication scope from traditional WOM to EWOM in the context of marketing*

In the context of marketing, traditional word-of-mouth communication can be dealt with as word-of-mouth marketing. At this point, it is necessary to explain the concept of traditional word-of-mouth communication. At the same time, traditional word-of-mouth communication and word-of-mouth marketing communication differences will also eliminate the confusion of the concept.

Traditional word to mouth marketing communication (WOMM) can be defined as the introduction of an introductory company or its products and services (Dye, 2000), for people to talk positively about the company, or its products or services. The Word to Mouth Marketing Association (WOMMA) defines word-of-mouth marketing communication as a reason for people to talk about products and services, and to facilitate such conversations.

Word-of-mouth marketing communication is not actually about oral communication, it is about learning how to do it within marketing objectives. However, oral communication can be encouraged and facilitated. It is possible for companies to listen to their customers in order to ensure satisfaction, to make it easier for them to tell their friends and to influence the individuals about the quality of goods or services. In this context, word-of-mouth marketing communication empowers people to share their experiences, however for the good of the brand, word-of-mouth communication via customer voice also recognizes that customers who are not satisfied are equally powerful (WOMMA, 2006). Oral communication in the context of marketing as a marketing tactic; it is a non-fraudulent and truthful form of word-of-mouth communication and deals with what people say. In this context, it is not fake and deceptive, and does not replace advertising, does not involve checking the message and does not address what companies say (Hennig-Thurau, et al., 2004)

When the concepts of word-of-mouth communication in the context of word-of-mouth marketing communication are evaluated, the difference created by (M) is remarkable. Traditional word-of-mouth communication is face-to-face oral communication without intent. On the other hand, word-of-mouth communication in the context of marketing includes face-to-face, that is carried out and supported as part of a marketing activity in a planned manner. Differences between word-of-mouth communications in the context of marketing communication are shown in detail in Table 1.

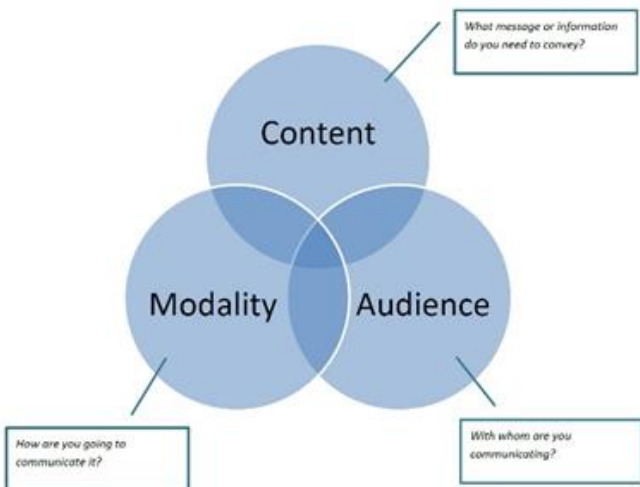


Fig 1

The word-of-mouth marketing communication is also called the marketing communication channel that is dominated by the consumer, where the sender is independent of the market. Therefore, it is perceived by the consumers as trustworthy, credible, correct and can be compared to the communications that enterprises have. Traditional

Word of Mouth Communication	Word-of-Mouth Marketing Communication
Naturally available.	Marketing activities are learned. It is a new area of expertise that can be moved, monitored and planned like any other form of marketing.
Natural conversations among real people.	These conversations are attempted to be included. That's why people talk about you.
It is about original consumer conversations.	It joins them in these conversations, but is never in any way deceptive, or manipulative in its basic righteousness.

Table 1:- Word-of-mouth communication in the context of word-of-mouth marketing communication differences

Source: Sernovitz & Guy (2006),

The original meaning of word-of-mouth communication is the behavior of people who communicate with each other without any intentions. In the original sense, word-of-mouth communication is an external element for spontaneous, media activity. In fact, word-of-mouth communication is traditionally considered to be one of the main causes of externality network impact, and its behavior and results are seen as random and uncontrollable. However, the new meaning of word-of-mouth communication in the field of marketing is the new type of communication that conveys information with specific intentions and purposes. According to this new definition, word-of-mouth communication can be considered as one of the internal elements of marketing communication activity. Assuming that word-of-mouth communication is an intrinsic element, it can be said to be stronger when it is associated with other media including traditional mass media and new information communication technologies (Kambe et al., 2007).

Carl (2006) divides the word-of-mouth communication into two groups: daily word-of-mouth communication and corporate word-of-mouth communication. Daily word-of-mouth marketing communication or just word-of-mouth communication means that there is an informative, at least two participant talk-ready in the communicator (positive or negative) about the characteristics of an organization and / or a brand, product or service. This can happen online or offline. Corporate word-of-mouth communication or is used as a part of an organized word-of-mouth marketing communication campaign, where at least one participant is likely to be discussing the subject and / or discussing oral communication with the corporate identity (Carl, 2006, Carl and Noland, 2008). In this double distinction made by Carl (2006) with regard to word-of-mouth communication, it can be considered as word-of-mouth communication, and corporate word-of-mouth marketing communication as oral communication in the context of marketing.

It is important to acknowledge that businesses cannot control the channels and messages that people talk about the discomfort of the company and its products. In this case, the question is what is the whole role of marketing? Rather than message developer and distributor, or can play a more valuable role when the customer's incidences enter the company by chance to help convince customers to buy the products and services they want to buy. The most important reason for this change is that customers want a different

relationship with companies. Customers are now less interested in companies advertising, they are more interested in companies that are interested in understanding what consumer want and need, and farther more looking for their expectations. Of course, companies need to develop products and services that customers want. In addition, customers do not want managed relationships. Customers remain faithful when they feel emotionally connected with the company (of course, when their experience with the product or service is excellent). The best way to connect is to talk to customers about what's on their minds as an oriented way to help build relationships. Because customers provide information and advice about each other for centuries (Kaikati, & Kaikati, 2004). In addition to listening to customers, using a combination of communicating or listening and communicating will also help to understand how word-of-mouth communication works (Procter and Richards, 2002).

➤ *Communication networks and the traditional word of mouth in the context of marketing*

While the word-of-mouth communication applications in the context of marketing are carried out, it should be known that the interpersonal effect is not only a flowing opinion from the leaders to the followers, but also as a result of the relations between the followers. Marketers can use these relationships by trying to create a whisper / rumor. Whispering can be defined as the expansion of initial marketing efforts with the active or negative effect of third parties. This can be achieved in two ways (Litvin et al., 2004):

- Promotion strategies: Using advertising and other promotion techniques to enable consumers to talk about the brand.
- Indirect simulation strategies: A young fashion panel can be the creation of a shop or simply consumers' discussion of branded advertisements or searching for information from leader's opinion.

Figure 2 illustrates a conceptual model of traditional word-of-mouth communication in the context of marketing. This model is called (Litvin et al., 2008). The model of (Litvin et al., 2008) was re-examined in the context of marketing. In the figure, the initiator of the word-of-mouth communication is the traditional word-of-mouth communication information provider as the idea leader and conveys the news to the listeners / listeners in the position of

consuming their consumption experiences and the mass media. The listeners reflect this to their behavior as the output of oral communication. In the context of marketing, it is important to target opinion leaders in oral communication. First of all, opinion leaders should be defined. Marketers

should then try to influence and encourage them by evaluating opinion leaders with a different strategy, as a role model, or by providing information and / or products to opinion leaders.

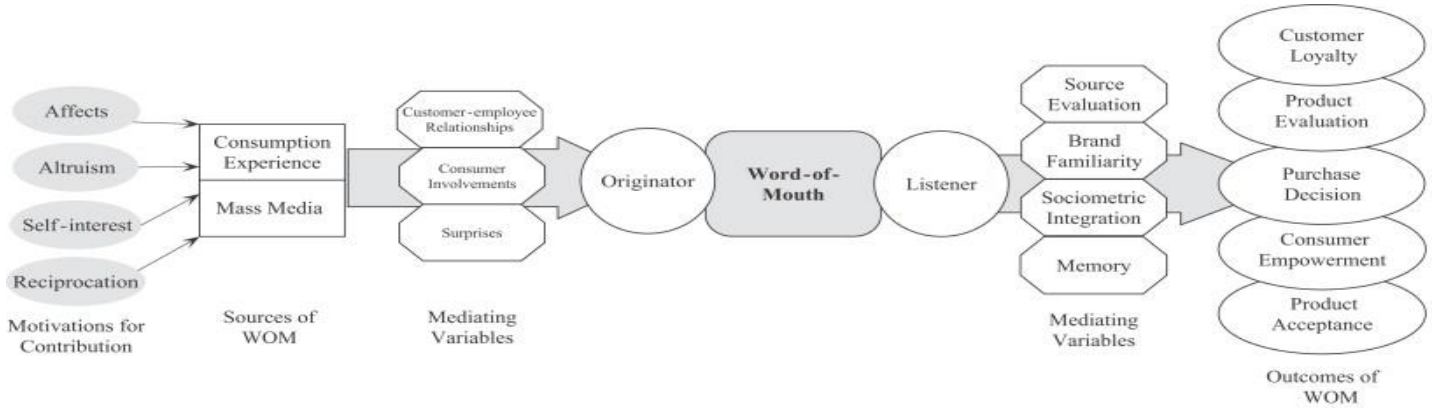


Fig 2:- A Conceptual Word-of-Mouth Communication Diagram

Source: Litvin, et al., (2008)

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**IV. WORD OF MOUTH SCOPE IN THE INTERNET**

The Internet is becoming an important part of online interpersonal communication as a powerful and useful environment for spreading word-of-mouth communication and provides a flexible communication area for different groups of people. Word-of-mouth communications on the Internet, powered with several tools such as instant messaging, chat rooms, newsletters, blogs, e-mail, and different types of online communities (Sun et al., 2006).

(Hennig, et al., 2004) word-of-mouth communication on the Internet, known as (online word of mouth OWOM , or electronic word of mouth EWOM) made by potential, real or legacy customers about a product or company that can be made available to many organizations and people via the Internet, which might be positive or negative description.

In other words, word-of-mouth communication on the internet is called informal communication directed to all consumers through internet-based technologies related to the properties or use of certain goods and services or their vendors. These communications include communications between producers and consumers, as well as communications among consumers (Litvin et al., 2008). It is also called communication via mouse or (word to mouse) or communication via modem (Helm, 2000).

Word to mouth communication on the Internet is different from traditional word-of-mouth communication. Traditional word-of-mouth communication is done via verbal communication in real time and limited space. While word-of-mouth communication on the Internet is often an open

speech in the form of online opinions and reviews (Amblee & Bui, 2007). Because online communicators have less shyness, they exhibit less social phobia / anxiety and move more freely when compared to face-to-face communication (Sun et al., 2006). The second point in which electronic references differ from that of their traditional counterparts is that they are inherently electronic in nature and are not face-to-face. Information is also sent to non-callers (Brown, et al., 2007).

Bickart and Schindler (2001) state that typical oral communication involves sharing face-to-face with a friend or relative sharing product information, whereas online interviews involve personal experiences and ideas communicated by written words. Although speech has a stronger and quicker effect, the written words have their own advantages as having continuity. First, written words provide customers with the ability to acquire information in the way they set the pace. The second advantage of written communication from word-of-mouth is that it has the potential to facilitate understanding how personal information can be used. Credibility, appropriateness and empathy are prominent in online communication (Bickart and Schindler, 2001).

New media technologies changes the classic form of interpersonal communication (sending-to-sender) by introducing a new newscaster-forwarder. Compared to traditional oral word-of-mouth communication, it is more effective on the internet because of speed, comfort, multiple access and no face-to-face human pressure. In addition, one can use search engines to search for the alien's idea (Sun et al., 2006).

➤ *Feature of network communication in the internet*

On the Internet, oral word-of-mouth communication has the four characteristics, which are visible clues and the type of the critic, in addition to the characteristics of density and association value which are in traditional word-of-mouth communication. Briefly are explained (Heuvel, 2005):

- **Level:** Measures the total amount of downtime communication. If there is an online commentary about a product, it is likely that more people will learn about that product. It does not increase the awareness of this product.
- **Monitoring value:** A downward communication message on the Internet may be positive or negative.
- **Visible tips:** can be expressed as a form / picture (a form of communication) that is sent to other consumers when

they are sent (posted) by a critic and evaluating the characteristics of the particular product or service.

- **Type of the converter:** It can be defined as the structure of the individual participant in the Internet communication. Online scrutiny consists of a variety of sources and is generally derived from either specialist critics or individuals with very positive or negative experience. Critiques of peers as various sources of online research, editorial or criticism.

➤ *Classification of communication channels with the initiatives from the internet*

Several types of electronic media have an impact on interpersonal relationships. It has all kinds of different features. Figure 3 shows the types of word-of-mouth communication channels on the Internet according to the level of interactivity and communication (Litvin et al., 2008).

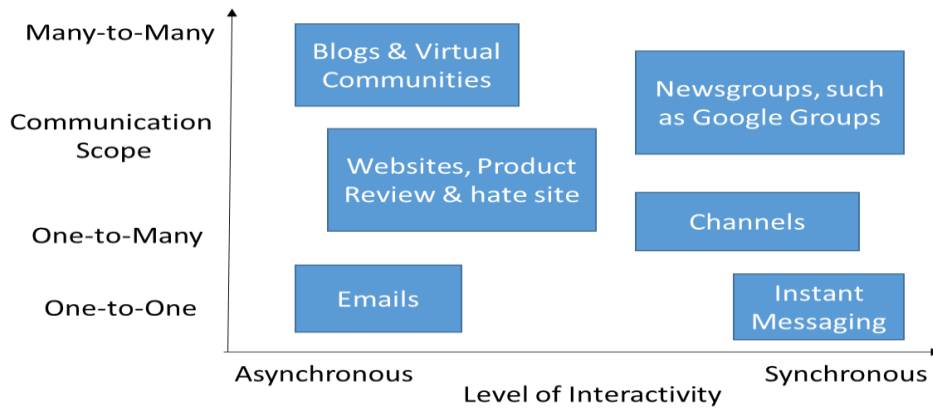


Fig 3:- Word-of-Mouth Communication Channels on the Internet

Source: Litvin, et al., (2008),

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Table 2 shows the characteristics of the ten sources of word-of-mouth communication on the Internet. This table was created by adapting the properties of Robert M. Schindler and Barbara Bickart (2005) in seven word to mouth sources on the Internet. In addition to the seven sources of

Schindler and Bickart, three resources and features, including blogs, virtual communities, and newsgroups, have been added.

	Information flow	Timing of Interactions	interactions With whom	Beneficiaries
Mailed Reviews	One way			Continuous
Mailboxes	Tow way	Delayed	Dealers	Continuous
Discussion forums	Tow way	Delayed	Consumers	Continuous
Electronic mailing lists	Tow way	Delayed	Consumers	Limited
Personal emails	Tow way	Delayed	Consumers	Limited
Chat rooms	Tow way	instantly	Consumers	Limited
Instant messaging	Tow way	instantly	Consumers	Limited
Blogs	Tow way	Delayed	Consumers	Continuous
Virtual Communities	Tow way	Delayed	Consumers	Continuous
Newsgroups	Tow way	Delayed	Consumers	Continuous

Table 2:- Characteristics of the Sources of Word-of-Mouth Communication

Source: adapted from (Schindler & Bickart, 2005).

Word-of-Mouth communication on the internet consists of many activities. In this context, it is possible to divide the word-of-mouth communication attempts on the Internet into specific categories based on the high and low level of control of the marketing person. As it could be seen from the table where the salesman has a high level of control, word-of-mouth communication attempts are divided into three as viral marketing, e-reference marketing and targeting consumer profile. It is possible to express word-of-mouth communication initiatives on the Internet, where the marketer has low control, in three categories: social networks, brand communities and consumer bulletins / message boards (Eaton, 2008).

Viral marketing is a form of marketing that communicates marketing messages across individuals through various internet-based channels, without being linked to the original source of the message. Like a virus, as it reproduces and affects the community. E-marketing reference is a special type of viral marketing. As marketers send promotional email messages to older customers. These messages typically include impulses such as coupons or special presentations, or offer additional incentives for e-mail to others by consumers to use a specific link. Consumer profile targeting is aimed at consumers who have a common taste and interest by providing word-of-mouth communication criticism on the positive and negative internet. While viral marketing tries to send a message to a large number of people, consumer profile targeting provides a message of word-of-mouth communication to many groups of target groups on the same product type (Eaton, 2008).

The brand community operates based on its own existence, which is the brand itself and continues to establish relationships between its brand members. Companies are increasingly recognizing the advantages of brand communities developed on the Web (Jang et al., 2007).

Social networks connect people within the online community, based on data related to them and storage of user profiles (Hughes et al., 2012; Correa et al., 2010). A social network can be defined as interactions that enable people, organizations or other social entities connected with socially meaningful relationships such as friendship, collaboration, or exchange of information to better realize the desired output by sharing expertise, resources and knowledge (Jadin et al., 2013). Online groups of social networking sites (such as Facebook) create a broad market for marketers to reach out to a large number of consumers at the same time. For this reason, this group of people will make their own brand or products on the internet, thus word-of-mouth communication is gaining importance. Because such online communities are the environment of natural communications. Consumer message boards are idea-based websites where customers freely express what they feel about products and services that they experience. The Internet is becoming an information portal for everything. Marketers cannot control these forums. An interesting, non-demanding web is the word-of-mouth communication forum. Especially in online environments where participation is greater, it is possible to say that it is difficult to ensure that the word-of-mouth communication activities in the internet are spreading in accordance with the marketing purpose. In such environments, marketers are losing their influence on communication. (Hughes, et al., 2012),

➤ *A conceptual model for communication network in the internet in the context of marketing*

Customers increasingly use computer-mediated communications for information in decision-making processes. Oral word-of-mouth communication on the Internet, Web experience is thought to be a basic purchasing decision source for consumers (Jadin, et al., 2013).

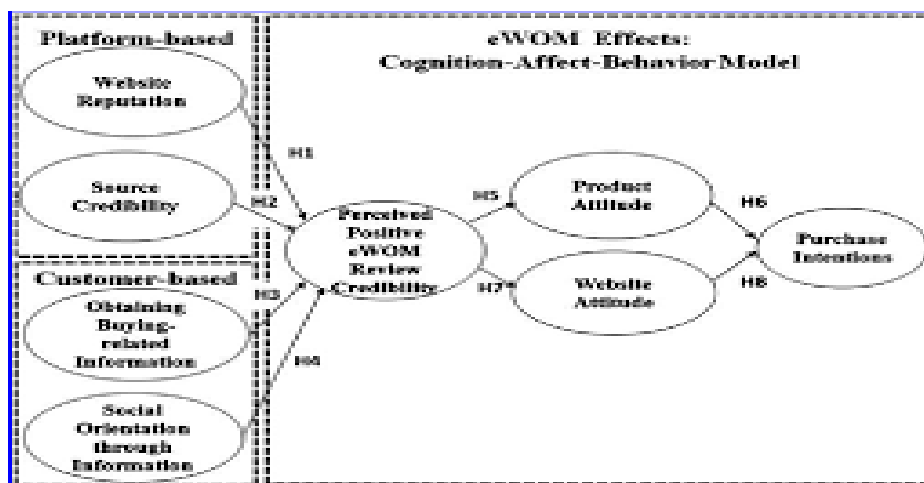


Fig 4:- Conceptual Word-of-Mouth Marketing Communication Model in the Internet

Source: Litvin et al. (2008),

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In Figure 4, a conceptual model for word-of-mouth communication in the context of marketing is created. This model is derived from the conceptual model proposed for traditional word-of-mouth communication in the context of marketing. The leader of idea in oral communication through the Internet is not only the consumption experience and the mass media, but also the blogs that can be expressed as new media, in addition to the posted criticisms, e-mails, etc. could serve as a communication tools such as word-of-mouth as the source of communication. Markers are also opinion leaders, as the ones who own the blog as idea leader, forum admins, and online community administrators. The moderation of these individuals is used and taken into account in directing the behaviors and attitudes of consumers.

#### ➤ *Viral Marketing Strategies*

Marketers who are trying to implement the word-of-mouth as a marketing communication strategy must decide which marketing staff to implement. Viral marketing or word-of-mouth strategies basically consist of six elements. Table 1 shows the use of these elements in the application. Some viral marketing strategies may not contain all of these elements. As a result, marketers who want to implement an effective strategy should decide by considering these elements. Effective viral marketing strategies can be summarized as follows, Lindgreen, & Vanhamme, (2005)

- Sending free goods or services: Free, word marketing is one of the most powerful words in the world. Most viral marketing programs send goods and services that may attract attention. These marketing programs offer services such as free electronic mail, free information and software program. The fact of being cheap or not expensive can spread a wave of interest, while the fact that it is free is usually faster. Viral marketers also apply the rewards system widely. Viral marketers may not be able to make a profit at first, because of the goods and services they offer free of charge, but they can profit in a near future. While the free products attract the consumer's attention, the awareness of other paid products offered at this stage is increased. The remarkable position of the site reveals sales opportunities and advertising revenues in electronic commerce. In this case, while some products are offered free of charge during the viral marketing process, due to the increase in the number of visitors to the site due to the free product, the sale of some of the offered products is estimated to increase.
- Effortless transfer to print: Marketing messages to send e-mail, web site, graphics and computer instructions must be easy to transfer to be sent again. The ability of consumers to send a message easily and comfortably will contribute to a more effective transmission of this message. Viruses are only spread when it is easy to catch. In short, to ensure that the prepared viral message can be disseminated easily, it must be prepared so that it can be sent by the consumers comfortably (Wolrich 2005).

- To spread easily from small masses to large masses: A company that wants to spread its product by using viral marketing strategy should provide service to the people in the target group easily. The person who will use the product and recommend it later should download the product sent to his computer with a low effort and cost to get this service. In addition, without the need for a program to be reached by clicking on the mouse. For example; www.indir.com MP3 sharing program, users can click a time and waiting for the program to come down to the computer and be reached. The person who wants to get this service does not need any software to download the program. With its existing technologies, this service can be reached easily. However, it is not possible to spread the product viral if the technologies or computer equipment of the targeted people are not suitable for using this service. For this reason, it is a necessity to create the necessary base in order to achieve the target spread and reach the large masses.
- General motives and behaviors: Although viral marketing functions in electronic environment; perhaps, it acts from human motives and behaviors as in all technological developments. In other words, to be able to communicate in the word-of-mouth, consumers or users need to convince directly or indirectly. In other words, the dissemination of an uninteresting and advantageous message is extremely difficult. Successful viral marketers also act from general human motives and behaviors. The person reading the message in electronic environment depends primarily on the interest of the message. Consumers' sensitivity to color, the fact that moving objects are more interesting, and the expectation of gaining something is effective in transmitting the received message. A marketing strategy designed based on human motives and behaviors is likely to be successful. In this respect, it is important to come to the fore in an environment where there are millions of messages or websites.
- Utilizing the existing communication network: It is possible to say that most people are social. Each individual is in constant communication with his family, colleagues and different groups. Depending on the position in society, a person can have hundreds or thousands of people on the Internet. Social scientists state that each individual has an audience of 8-12 people, consisting of friends, relatives and relatives. The message can be reached by reaching the desired target group only by sending the message to the right person. In other words, the identification of individuals who is from the reference group on the Internet is very important in the dissemination of the message. The impact of age in the viral marketing process of the consumer is handled in two dimensions: internal value and age value. When the power of Age effect is evaluated; not only the internal value of a consumer (the likelihood of purchasing a product), but also the value of the consumer (the impact

on the purchasing decisions of other consumers). If a consumer has a positive effect on other people's purchasing decisions, then this consumer's value is considered high. Although the direct marketing effect of a consumer is negative, the effect on his friends will have a positive effect on the other people. Considered from another aspect; As a consumer who is treated as an internal value alone does not have an effect on other people in the market, it may not be valuable in terms of marketing. Ignoring the value of Age can lead to misunderstood marketing decisions, especially in markets where a strong network impact is dominant. In order to calculate the value of customers or consumers, companies need to know the relationships between consumers. Internet chat rooms, discussion forums, information sharing websites and virtual communities are a great source of information. Thanks to the presence of social relations in these environments, a firm can use more information based on consumer relationships. In particular, information-sharing sites are often product-oriented. Through these sites, information about the product, quality criteria, comparisons are made. This type of information provides firms with the ideal source of data on consumer preferences and interactions (Richardson and Domingos, 2002: 61-63). The viral marketer should try to learn the strengths of these networks. People need to create their own favorite sites and communicate with their friends on these sites. Thousands of people can be reached by a person connected to the site. As long as marketers understand the power of these networks that people use, their relationship or message will be spread better and stronger. People in the Internet environment by developing their relationship networks, e-mail addresses and favorite websites are determined. Facilitating programs utilizing existing networks allow e-mail lists. It is one of the starting points of viral marketing to know that messages will spread among people with existing communication networks.

- Taking advantage of other resources: Many creative viral marketing plans allow you to take advantage of other sources. For example, through common programs, graphics links or texts are placed on websites. If a consumer visiting the website is able to access other resources on this site in a comfortable manner, the spread of the product takes place more quickly. Authors who want to distribute their free articles try to keep their articles on other websites (Sandler, 2001). A newsletter can be collected in hundreds of periodical magazines and thus it can reach thousands of readers. The product placed on a trusted site that can increase confidence in a marketing message. Just like taking part in a prestigious media like advertising, how it can add prestige to the brand that is being advertised, the content and the target audience of the existing resources used in viral marketing also add similar features to the message (Baker and Green 2005; Heuvel 2005).

## V. CONCLUSION AND RECOMMENDATION

Word-of-mouth communication is an interpersonal face-to-face interactions that can be defined as transparent and natural information exchange. This transparency and naturalness make it attractive to marketers. In the context of marketing, word-of-mouth communication or marketing by word-of-mouth communication can be expressed as an umbrella term for marketing applications aimed at consumers to talk about the brand, as (Mihaela , et al., 2016) they points out.

This term needs to be updated in a way that includes communication on the internet in parallel with the developments in information and communication technologies. In this context, word-of-mouth marketing communication on the Internet is a type of traditional word-of-mouth marketing communication. Internet sources (e-mail lists, newsgroups, web sites, chat rooms, blogs, etc.) participate in traditional word-of-mouth communication sources in the context of marketing as influencing factors and communication is carried out via computer-based tools over the internet rather than face-to-face. Web's anonymity is the most important problem in terms of marketing and oral communication on the Internet. This situation presents a problem of reliability. Because it is important to consider the interpretation, criticism or opinion by the word-of-mouth communication on the Internet.

Idea leaders come to the forefront in marketing of word-of-mouth communication. Developing strategies to increase the impact of the communication of the ideas leaders, which are considered to be more reliable and specific in certain products that will enable the marketing activities to achieve the desired success. As technology and the Internet have fundamentally changed the way people work and interact by interacting with what business organizations do to inform consumers and persuade them directly or indirectly with the products and services they market. Thus integrated marketing communication has become an essential aspect of business vision of successful marketing activity. As it offers new opportunities which was not previously available in the traditional marketing environment. Despite the disadvantages and advantages of various traditional and modern methods.

In this study, in the context of marketing, it has been tried to form a theoretical framework on word-of-mouth communication in the context of marketing, to resolve the concept confusion and to develop a model for effective word-of-mouth communication for both (the traditional and online word of mouth). It is recommended in further studies, to focus on the traditional word-of-mouth communication applications dimension in the context of marketing in order to come up with the best application that can fit each specific marketing activity.

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