



Word of Mouth and Its Impact on Marketing

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Grin Verlag Gmbh Grin Verlag. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Essay from the year 2013 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 17, , course: business, language: English, comment: communication of marketers with consumers, abstract: In view of growing of the internet users for ecommerce and taking into account the emergent impact of word of mouth phenomenon this research have different aims. The aims of this study was built following dissimilar discussion with teachers and colleagues enlightening that word of mouth information for online purchasing do not have the same effect for everybody. Then they were born following dissimilar researchers together with what was already done in previous researches and what was completed. As a result different aims were drawn; the initial aim of this research is to study the attention of the customers in word of mouth to power their online purchasing activities. The next aim is to analyze the people influenced by interest of word of mouth. The following aim is to examine the marketing behavior bearing in mind the internet progress and word of mouth, their consideration...



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