www.ijmae.com

Antecedents of Positive Word of Mouth and its Effects on Attitude toward Product

Morteza Soltani[1]

Assistant Professor, Department of Management, Farabi Campus, University of Tehran, Tehran, Iran

Morteza Khavari

Department of Management, Farabi Campus, University of Tehran, Tehran, Iran

Abstract

Regarding to interpersonal and informal nature of word of mouth, this advertising practice always is considered as a reliable communication source and a potential power playing a critical role in customers' decision making process. According to the prominence of word of mouth in the customers' decision making process, the present research tried to study some features of listener (background knowledge, purchase involvement) and some features of the speaker or the source (expertise, experience, evidences, and reliability) that cause listener to apply it encountering word of mouth by proposing a model. This is an applied study in term of goal and a descriptive-correlation study in term of methodology. Research statistical population included students of one of Tehran major government universities. Data collected using questionnaire and analyzed by structural equations model using Smart pls2 software. Research results showed that four features of listener are directly related to applying word of mouth by listener. Further, the two factors of purchase involvement and listener background knowledge only moderate the relationship among experience, reliability and the evidences presented by source by using word of mouth.

Keywords: Word of mouth, purchase involvement, background knowledge, source expertise, source experience.

[1]*Corresponding author's email: morteza_khavari@ut.ac.ir*

www.ijmae.com

Introduction

Word of mouth communication is the most powerful human communication way transferring companies or organizations' positive advertising message from one individual to another with no cost. This is performed using face-to-face conversation. Word of mouth is a powerful, strong means, which should be included in effective strategies of marketing and advertising. In some cases, this approach is a neutral tool, as the message transferred both positively and negatively regarding that the proponents of a commercial brand always create positive loading for word of mouth; while, in contrast, the opponents and subversives create a negative advertisement through transferring negative meaning (load/ charge). However, in general, word of mouth is known for over 50 years as one the most critical issues in marketing literature. Recent studies show that word of mouth communication significantly influenced consumers in terms of products' acceptance and product prevalence process (Arndt, 1976; Brooks, 1957; Coleman, Katz, Menzel, 1966; Zipel, 1974; Engel, Kegerreis, Blackwell, 1969; Holmes and Lett, 1977; Lu, 2006; Martilla, 1971; Sheth, 1971). Indeed, nowadays, while many scholars assumed that positive word of mouth led to persuading the consumer in some areas such as goods purchase, the conducted studies demonstrate that consumers do not apply the whole word of mouth communication; the consumers encountering these communication initially investigate the value of communication by studying some factors; then, make decision on whether applying the information obtained by word of mouth (Dichter, 1966). Overviewing the studies on this issue clearly reveals marketing literature gap, which is always influenced by the point that what will occur to the audience following word of mouth and how these events influence the audience consuming behavior (Sweeney, Soutar, and Mazzarol, 2008). Generally, studying this area may usefully help marketers to understand when word of mouth largely influences and how the best communication may cause increased customer lifetime. Thus, the objective of this research is to develop a framework of processes making the consumer apply positive word of mouth to the product and change under the influence of some attitude factors. In this regard, the present research studied effective properties of word of mouth source and audience influencing this process. The question raised here is that how the audience (listener) applies the word of mouth created by the speaker.

Research theoretical foundations

What is word of mouth?

Cox (1967) simply referred to word of mouth as nothing but conversation (dialogue) about products. Arndt (1967) stated that face-to-face word of mouth is between the messenger and the receiver in which the receiver receives information about the brand, product or a service name and brand through noncommercial channels. Of course, this definition has two considerable points. First, it requires oral and face-to-face interaction between the receiver and messenger, which seems that it needs adjustment and updating in cases including electronic communication (chat rooms); and second, the receiver must infer that the message sender is not related to the considered goods or service. West Brooks (1987), in another definition, defines word of mouth as any informal communication by a consumer with another consumer on possession, usage, the product or service specific characteristics (Jalka and Salmin, 2009). One traditional view of word

www.ijmae.com

of mouth assumes two individuals talking about a brand, product or service (Libai et al, 2010). This type of advertising classified as a post-purchase behavior. This phenomenon embraces oral interaction of products' buyers in transferring their experience of using the product; reinforcing and or weakening perceptions of buyers in such advertising are determining parameter encouraging or discouraging others to buy the desired products (Mazzarol et al, 2007).

Significance of word of mouth

There is authentic and considerable literature about the significance of word of mouth on marketing and consumer behavior. The value of oral advertising clears once the consequences and effects on buyers are potentially and really observed. Positive interpretations and explanations of pleased and satisfied customers cause increased purchasing; while, negative comments and interpretations of dissatisfied customers may lead to reduced purchases (Ghafari ashtiyani, 2005). Strowing (1996) and Davis (2008), on the significance of this advertising approach, figured out that profitable financial flows created by this approach through attracting new customers and revisiting of the previous customers. Word of mouth also critically influences decision making process; though, the consumers often receive both positive and negative word of mouth from a certain individual at the same time. Word of mouth, in general, is known as a powerful factor of influencing consumer choice. Institutes increasingly use pleased, satisfied customers as their products' speaker and benefit through using word of mouth such as improving market position. Marketers considering two areas of word of mouth (positive and negative word of mouth) as marketing tool can recognize the message containing consumer's positive and negative attitudes (Lee and Yeeng Chung, 2007).

Word of mouth acceptance by audience (listeners)

Applying and accepting word of mouth typically refers to this issue that to what extent the listener uses word of mouth, the information presented by the speaker in word of mouth, in its purchase decision-making. Earlier studies on word of mouth mainly considered this as final and consequence variable; few studies mentioned the mediatory and situational factors surrounding word of mouth; it is regretful as understanding and recognizing these critical factors is considerably important regarding that word of mouth is not effective in any situation (Martin and Lueg, 2011). Therefore, this research particularly considered the aforementioned problem. However, many variables influence this issue; this research tried to study the effect of prominent and repeated variables of marketing and interpersonal relation literature, restated in many studies, which are probably effective in accepting word of mouth by the listener. According to the aforementioned, some key variables are defined as follows; then, research conceptual model is presented.

Research hypotheses and conceptual model

The effect of reliability, experience, and expertise on applying word of mouth by the receiver

www.ijmae.com

One of the effective factors of word of mouth efficiency causing approval or rejection once the individual is exposed to the message of word of mouth is studying individual factors of the message sender by the message receiver such that once the receiver faces word of mouth, it evaluates the resource in terms of reliability, expertise, experience, and opinion leadership in order to approve or reject the advertising. Evidently, these evaluations, as part of effective factors of individual decision making about word of mouth approval or rejection, influence individual decision making (Sweeney et al, 2008). Of individual factors, which were evaluated in several studies, three common and dominant factors include 1. Source reliability; 2. Source expertise on the recommended product; 3.

Source experience of using the recommended product

In general, the three mentioned factors were assessed by several forms in word of mouth. Huafeng (2010), in a study, investigated the effect of two factors of source expertise (skill) and reliability. The results showed that regarding cost moderating effect, the two factors of source expertise and reliability may lead to positive word of mouth, which influences the consumer behavior changing. Whereas, Sweeney et al, (2012), in another study, demonstrated that there is a difference between the sender and receiver expertise, which indirectly changes the receiver's tendency. Thus, according to the research results, the sender and receiver expertise difference firstly influences the message efficiency and permeability; and then, it is the message permeability influences the receiver's tendency changing. In another study conducted by Wnegenheim and Baieyn (2004), the results showed that source expertise is influenced by the moderating effect of financial and functional risk on consumer. On source experience, it stated that according to information process theory, this is always true that the experience of information source is particularly related to consumers' decision making process. Indeed, source experience can reduce purchase risk for the message receiver (Batman, 1979). In this regard, results of Sheth study revealed that 48% of the individuals intending to buy rustproof for steel partitions purchased the product influencing by recommendations of an experienced source.

According to the studies conducted on these three variables and regarding that the effect of the three variables individually evaluated in various studies or through different mediators and moderators, this research intended to first independently study the effect of the three variables on applying word of mouth by receiver; next, the effect of the two previous knowledge and receiver purchase involvement moderator as the most common variables of marketing literature, which will be discussed in the following, on variables' relationships and applying word of mouth variable will be measured. Therefore, the following hypotheses are suggested:

H1: Source reliability influences applying word of mouth by receiver.

H2: Source experience influences applying word of mouth by receiver.

H3: Source expertise influences applying word of mouth by receiver.

Word of mouth by receiver

In fact, the provided evidences of a source, to some extent, mention that how much the receiver of word of mouth communication message believes that a source can prove its credit and claims on the information offered about the product. According to the presented definition, it stated that the individuals who easily represent their claims legitimate on any product certainly enjoy more evidences comparing the individuals who are unable of verifying their claims (Rinard, 1988). In fact, if a word of mouth source could properly justifies the product efficiency and proves its claims, this would even cause that the receiver sometimes ignore all individual and even product related factors and accept the speaker's message (Dicher, 1966; 154). Thus, considering the significance of this variable in convincing and as it is disregarded in word of mouth literature, the following hypothesis is suggested:

H4: Evidences obtained from word of mouth source claims influence applying word of mouth by the receiver.

Effect of applying word of mouth on the consumer's attitude

Once the receiver receives positive information of a product from word of mouth source, the receiver belief led to this issue that if the product purchased, it would bring positive outcomes that probably results in improved receiver attitude toward the product. Results of some studies show that positive word of mouth leads to improving consumer attitude toward a specific brand (Sundaram and Webster, 1999). While, in another study, Podnar and Javernik (2012) investigated the effect of word of mouth on consumer's attitude and purchase probability in term of the moderating effect of others' influence. Research results indicated that negative word of mouth influences consumer's attitude; whereas, positive word of mouth has no positive, significant effect on consumer's attitude. Moreover, others' effect variable is not the moderator. Therefore, according to various results obtained about the effect of word of mouth on consumer's attitude, the following hypothesis is suggested:

H5: Applying word of mouth by receiver influences receiver's attitude toward the product.

Moderating effect of purchase involvement

The amount of an individual involvement in a particular purchase potentially influences how individual uses word of mouth communications such that when purchase involvement is low, individuals less look for information of the product quality, transactions' properties and or other dimensions of the product; mainly the selection is based on surrounding trend and typically refers back to environmental factors (Petty and Casiopou, 1986). Nevertheless, if the individual is highly involved in purchase, it largely considers the effective factors of word of mouth communications. For instance, in buying a house where the individual is largely involved in purchase process, it mainly relies upon word of mouth sources so that it gets enough knowledge of neighbors, stores, school ways for children, etc.; or in other word, the individual mostly considers the sources with adequate expertise and experience. On the other side, in this case, the individual mostly prefers attending his friends' order rather than the real estate representative benefiting selling of the considered estate as in such case, the trust on the source plays a critical role

(Martin and Lug, 2013). Of studies conducted on word of mouth in which purchase involvement regarded as moderator, Leen, Wou and Victor (2013) research can be mentioned examining the effect of electronic word of mouth on rebuying intention considering moderating effect of purchase involvement variable and knowledge of brand. Research results show that purchase involvement variable moderates the relation between electronic word of mouth including advertisement quality, advertisement quantity, as well as source expertise with the consumer's rebuying intention. Wu and Wang (2011) investigated the effect of electronic word of mouth message and source reliability on changing attitude toward brand. Their findings revealed that positive electronic word of mouth of a highly reliable source more influences brand attitude changing comparing electronic word of mouth of a low reliable source; further, purchase involvement variable has no moderating role.

Thus, according to aforementioned, the following hypotheses proposed:

H1-1: When purchase involvement is high, the relationship between source reliability and applying word of mouth by the consumer increased.

H1-2: When purchase involvement is high, the relationship between source experience and applying word of mouth by consumer increased.

H1-3: When purchase involvement is high, the relationship between source expertise and applying word of mouth by consumer increased.

H1-4: When purchase involvement is high, the relationship between evidences obtained from word of mouth claims and applying word of mouth by consumer increased.

H1-5: When purchase involvement is high, the relationship between applying word of mouth by consumer and its attitude toward product strengthened.

Adjusting effect of previous knowledge

Previous (background) knowledge refers to the extent of familiarity and experience with a product or service (Duhan et al, 1997). Indeed, once the listeners of word of mouth face with background knowledge of products and services, probably their opinions are mostly based on their knowledge rather than the information provided by word of mouth source. However, word of mouth communications strongly influence people judgment of a product or service, predetermination (previous opinion) of a product may reduce the power of word of mouth communications (Hear et al, 1991). Duhan et al (1997) studied the effect of consumer's factors on selecting recommender sources in word of mouth communications. They assayed consumer's previous knowledge (background knowledge) of the considered good. According to research results, when the consumer's knowledge is objective, it certainly less influenced by external factors such as salesman and strangers; instead, it is more influenced by the information presented by a close source; whereas, the subjective knowledge of the consumer, the consumer is influenced both by the information provided by the salesman and the close source. Thus, in general, when an individual possesses a higher knowledge of the product comparing less knowledgeable consumer respecting to the product, it is less influenced by word of mouth. In another study conducted by Sundaram (1999) on studying the effect of word of mouth

on brand evaluation (purchase tendency, attitude toward brand) by adjusting brand familiarity, the results indicated that once the consumer evaluates two familiar and unfamiliar brands considering both inappropriate, if he is exposed to negative word of mouth, such advertisement more influences unfamiliar brand than the familiar. On the other hand, however, positive word of mouth influences both familiar and unfamiliar brands; in general, positive word of mouth mostly influences unfamiliar brands. Therefore, according to aforementioned, the following hypotheses proposed:

H2-1: When the consumer has a high previous knowledge of the product or service, the relationship between source reliability and applying word of mouth by the consumer decreased.

H2-2: When the consumer has a high previous knowledge of the product or service, the relationship between source experience and applying word of mouth by the consumer decreased.

H2-3: When the consumer has a high previous knowledge of the product or service, the relationship between source expertise and applying word of mouth by the consumer decreased.

H2-4: When the consumer has a high previous knowledge of the product or service, the relationship between source claims' evidences and applying word of mouth by the consumer decreased.

H2-5: When the consumer has a high previous knowledge of the product or service, the relationship between applying word of mouth by the consumer and its attitude to the product weakened.

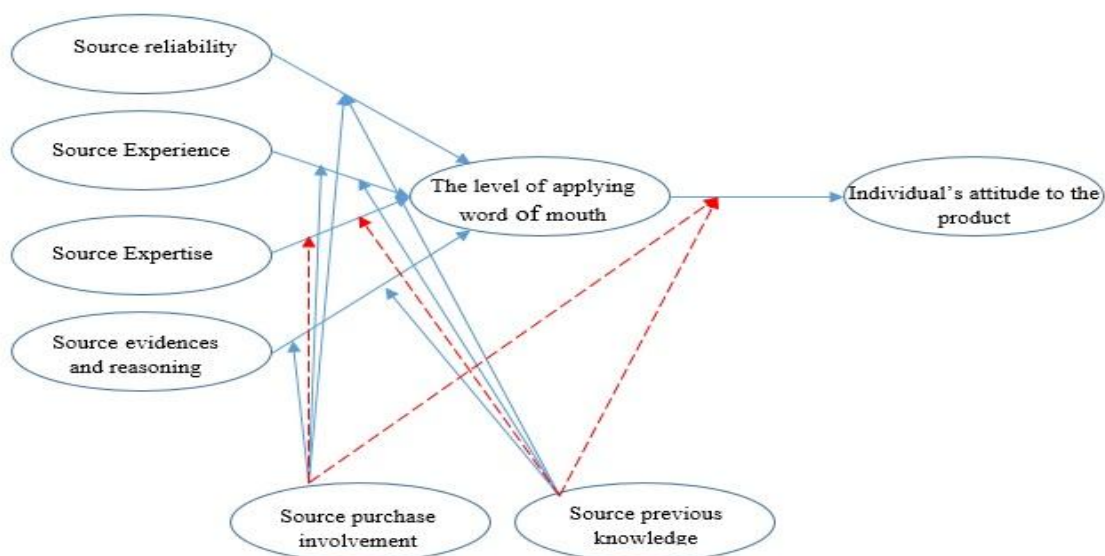According to the developed hypotheses, research conceptual model is presented in figure 1.

Figure 1: Research conceptual model

www.ijmae.com

Research methodology

The present research is an applied study in term of objective, as it seeks for developing applied knowledge of effective factors of word of mouth by the receiver of word of mouth message. It is a descriptive research in term of data collection, since it describes and studies the existing data. Since the present research analyzes the relationship between variables based on research objective, it is considered as a descriptive-correlation study. Research data collected through using a questionnaire. The questionnaire was a 7-point Likert scale personally distributed to the respondees. Research designed questionnaire consisted of two sections. The first section relates to main questions, which includes 24 questions. The second section is about background information containing 4 questions. However, research main questions presented in 8 sections of experience, knowledge and expertise, the recommender's reliability, recommender's evidences and reasoning, individual's attitude to the recommended product, level of purchase involvement, amount of applying the recommender's suggestions, as well as previous knowledge of the recommended product. Table 1 represents the items used for measuring the variables and their developed sources.

Table 1: Questionnaire items and sources

Variable	No. of questions	Credit
Source reliability	4	Pornpitakpan's (2004)
Source expertise	3	Braunsberger and Munch's scales (1998)
Source experience	2	Braunsberger and Munch's scales (1998)
Source evidences and reasoning	3	Martin & lueg (2013)
Source previous knowledge	3	Salwen & Dupagne (2001)
Source purchase involvement	3	Zaichkowsky (1985)
The level of applying word of mouth	2	Martin & lueg (2013)
Individual's attitude to the product	4	Putrev & Lord (1994)

Research statistical population included all university students of one of major state universities of Tehran in second semester, 2014. According to the structure of the mentioned population and considering that there is no literature of significant difference among the population; thus, it intended to use access sampling method. In this regard, certain numbers of questionnaires daily distributed among students for two weeks. Sample volume measured 384 individuals using Cochran formula. Due to safety margin, 400 questionnaires distributed of which only 380 questionnaires were approved.

Research findings

Fitness of Measurement equations

Three issues applied for studying measurement equations' fitting: index reliability, convergent validity, and divergent validity (Hulland, 1999). Index reliability in PLS method assayed through three criteria of factor loading coefficients, Cronbach alpha, and Composite reliability (CR). Second and third criteria larger than 0.7, and the first criterion larger than 0.4 indicated good fitting of measurement model. In order to compute fitting

criteria of index reliability, the general model containing all constructs and research questions conducted using SmartPLS2 software; the results of standard coefficients are shown in Figure 2. In the created model, all questions have the coefficient larger than 0.4 confirming that there is no need to remove the questions. The numbers in oval are coefficient of determination (R^2). Coefficient of determination examines what percent of a dependent variable variance covered and explained by independent variables.
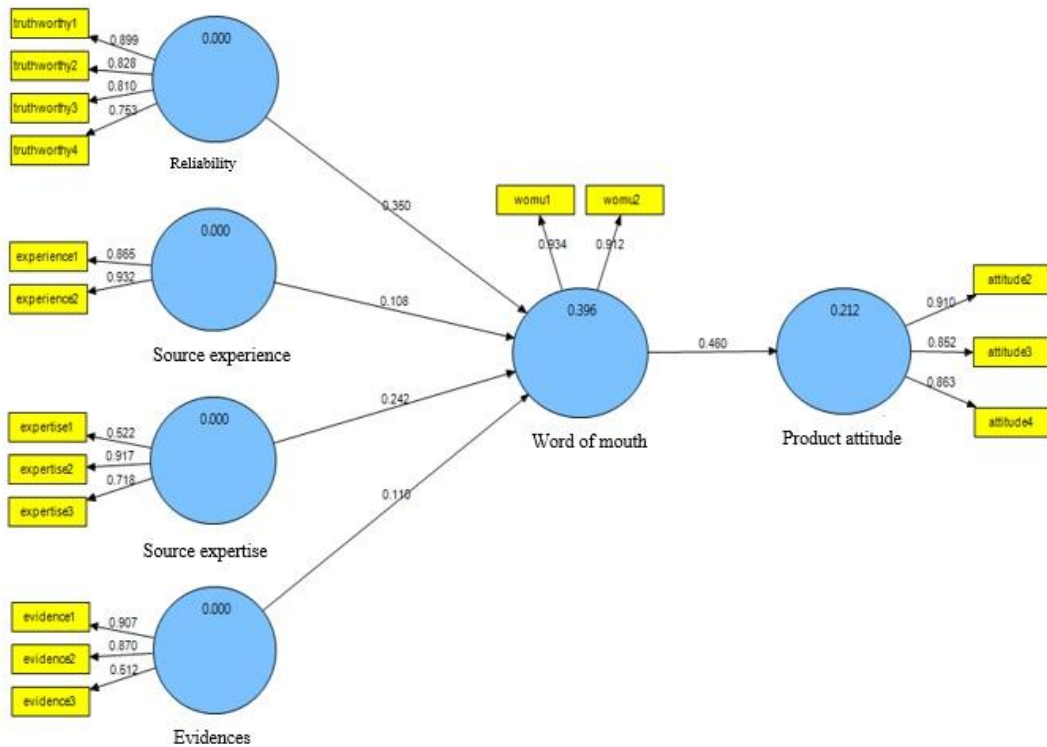

Figure 2: Research model with standardized coefficients

Therefore, the first criterion of index reliability i.e. factor loading coefficient is good fitted. Output results of SmartPLS2 software studying the second and third criteria (Cronbach alpha and composite reliability) on main constructs showed that all variables are larger than 0.7; thus, it maintains that index reliability is fitted for model.

Convergent and divergent validity

Convergent validity is the second criterion used for fitting measurement models in PLS method. Cut off score for average variance extracted (AVE) is 0.4 (Mgner et al, 1996). PLS software results demonstrated that all AVE values are larger than 0.4, which maintains the model proper convergent validity. The third measurement criterion in PLS method, divergent validity, shows the correlation level of a construct with its indices. Divergent validity is at the acceptable level when AVE root of any construct is larger than the shared (common) variance between that construct and other constructs in model.

Table 2: Matrix of comparing AVE root and constructs correlation coefficients

	Reliability	Source experience	Source expertise	Evidences	Positive word of mouth	Attitude toward product
Reliability	0.81					
Source experience	0.39	0.89				
Source expertise	0.38	0.53	0.73			
Evidences	0.38	0.39	0.53	0.78		
Positive word of mouth	0.52	0.41	0.49	0.41	0.92	
Attitude toward product	0.62	0.32	0.40	0.40	0.46	0.87

As the matrix shows, AVE root values of each constructs (diagonal values) are larger than the construct correlation coefficients with other constructs (the same row and column), which indicates constructs' acceptable convergent validity.

Studying the structural model fitting

In order to study fitting of structural model the two methods of determining significance coefficients t and R^2 are used.

Significance of coefficient t

The most elementary criterion of assaying the relationship between constructs in model is t significance value. As seen in Figure 3, the coefficients larger than 1.96 indicate supporting all research main hypotheses as well as structural model fitting.
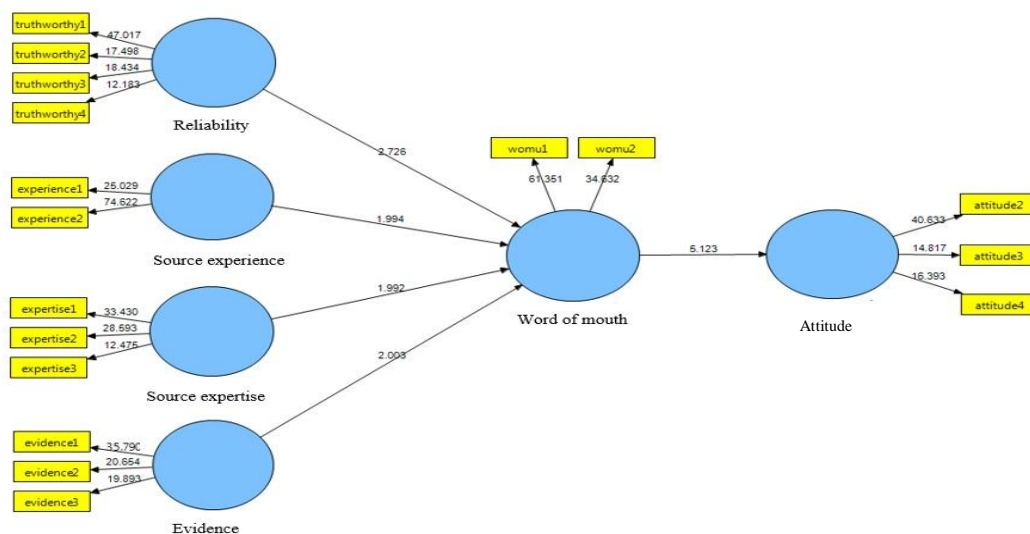

Figure 3: Research model in significant coefficients (t-value)

Table 3: Result of testing research hypotheses based on structural equations model

Hypotheses	T	Sig.	Test result
Source reliability → applying word of mouth	2.72	0.05	H1 Accepted
Source experience → applying word of mouth	1.99	0.05	H2 Accepted
Source expertise → applying word of mouth	1.99	0.05	H3 Accepted
Evidences → applying word of mouth	2.00	0.05	H4 Accepted
Applying word of mouth → attitude toward product	5.12	0.05	H5Accepted

R^2

The second criterion of studying research structural model fitting is R^2. This criterion represents an independent variable (exogenous) effect on a dependent variable (endogenous). The higher the criterion value, the better fitted the model. Cheen (1998) introduces three values of 0.19, 0.33, and 0.67 as the criterion of weak, medium and strong R^2 values, respectively. As illustrated in Figure 2, R^2 value for model endogenous variables equals 0.396 and 0.212 indicating the research structural model is well fitted.

Fitness of overall model

Goodness of fit (GOF) criterion is used for evaluating the overall model, which is proposed by Tennhouse et al (2004). It is computed as follows:

$$GOF = \sqrt{\overline{Communalties}\overline{R^2}}$$

$$GOF = \sqrt{0/5 \times 0/396} = 0/44$$

$$GOF = \sqrt{0/5 \times 0/212} = 0/32$$

0.01, 0.25, and 0.36 values proposed as weak, medium and strong values for overall model goodness of fit, respectively. GOF values of research model obtained 0.44 and 0.32 indicating model strong fitting.

Data analysis with purchase involvement moderator variable

Figure 4 represents research model with purchase involvement moderator variable at significant coefficients. As earlier stated, variables of reliability, source experience, source expertise, and evidences have a direct, significant effect on word of mouth; moreover, word of mouth significantly and directly influences attitude toward product. The purchase involvement moderator variable is used to influence the relationship between dependent and independent variables and to increase the effect of independent variable on dependent variable. Purchase involvement variable, in this research, did not influence the relationship between source experience and positive word of mouth variables as well as the relationship between positive word of mouth and attitude to product; the significance value for these two relationship was less than 1.96. While,

purchase involvement variable plays the moderating role in other relationships (significance value is larger than 1.96).
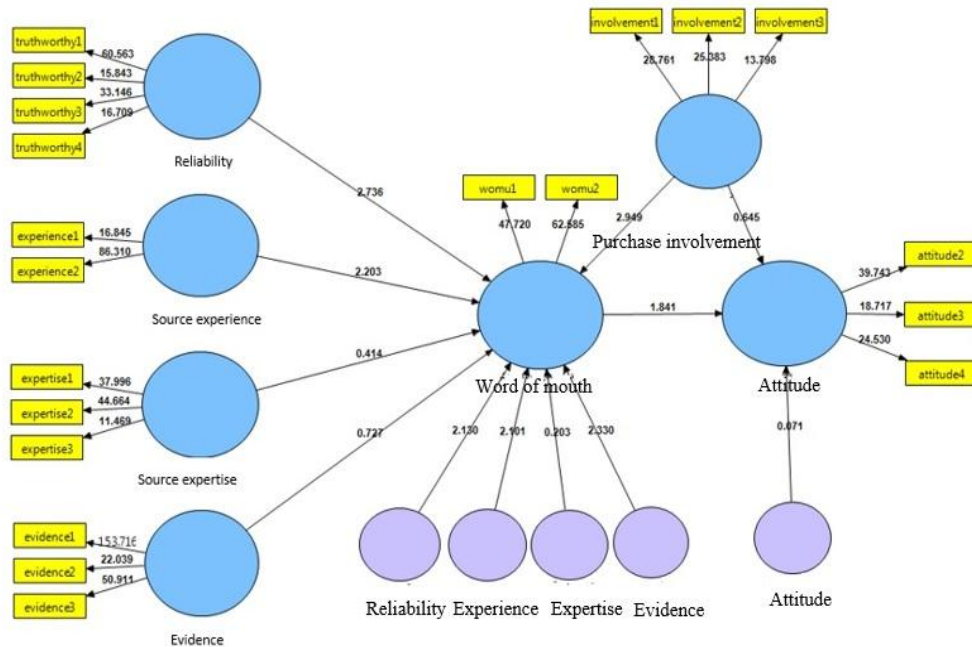

Figure 4: Model with purchase involvement moderator variable in significant coefficients (t-value)

Results of testing hypotheses of purchase involvement variable following fitting of measurement models, structural model and overall mode are summarized in table 4. Path coefficients' significance examined using t statistic values.

Table 4: Results of testing hypotheses of purchase involvement moderating role in variables' relationships

Hypotheses	T	Sig.	Test result
Source reliability → applying word of mouth	2.13	0.05	H1-1 Accepted
Source experience → applying word of mouth	2.10	0.05	H1-2 Accepted
Source expertise → applying word of mouth	0.20	0.05	H1-3 Rejected
Evidences → applying word of mouth	2.33	0.05	H1-4 Accepted
Applying word of mouth → attitude toward product	0.071	0.05	H1-5 Accepted

Data analysis with previous knowledge moderating variable

Figure 5 shows research model with the previous knowledge moderating variable at significant coefficients. The moderating variable of previous knowledge is used here to influence the relation between independent and dependent variables and to increase the effect of independent variable on dependent variable. The previous knowledge variable, as a moderator, had no effect on the relation between source expertise and positive word of mouth as well as the relation between positive word of mouth and attitude toward

product; the significance value of the two relations was less than 1.96. Whereas, in other relations, the previous knowledge variables serves as the moderator (significance value is larger than 1.96).
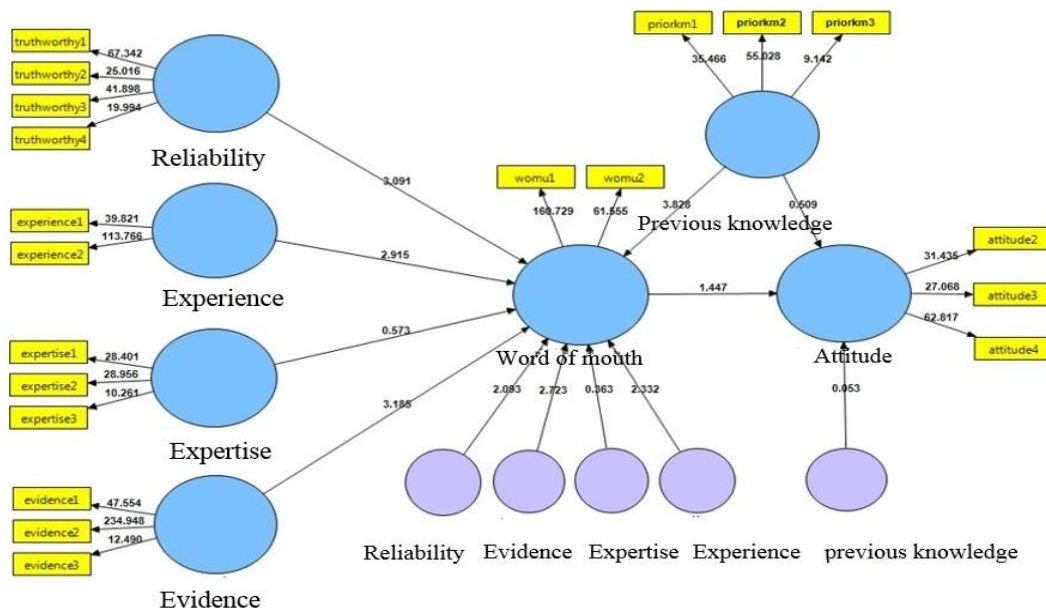

Figure 5: Research model with previous knowledge moderating variable at significant coefficients (t-value)

Test results of previous knowledge variable hypotheses are summarized in the table 5. Path coefficients' significance is studied by t-statistics values.

Table 5: Test results of previous knowledge moderating variable hypotheses in variables' relationships

Hypotheses	T	Sig.	Test result
Source reliability → applying word of mouth	2.09	0.05	H2-1 Accepted
Source experience → applying word of mouth	2.72	0.05	H2-2 Accepted
Source expertise → applying word of mouth	0.36	0.05	H2-3 Rejected
Evidences → applying word of mouth	2.33	0.05	H2-4 Accepted
Applying word of mouth → attitude toward product	0.053	0.05	H2-5 Rejected

Discussion and conclusion

The majority of studies conducted on word of mouth always investigated this phenomenon in term of source of word of mouth or speaker point of view; thus, most studies often considered the effective factors causing an individual plays a role in developing and distributing an advertising message and participates as a source and speaker in word of mouth. Merely focusing on studies conducted on the source or message speaker and disregarding message listener in word of mouth led to creating ambiguities about word of mouth realization and whether this advertising style is effective or not,

which finally resulted in a gap in word of mouth literature. Thus, the results of this research offer 3 major contributions to the area of marketing literature: first, creates a greater understanding of word of mouth contribution in listener perspective for product/brand managers and retailers; thus, it allows them to better target on potential consumers. Second, experimentally studying several factors related to word of mouth simultaneously enables the researcher to better realize relative effects of word of mouth on any listener. And third, since word of mouth, on one hand, plays a critical role in the areas of consuming communities; and considerably contributes in accepting and distributing the innovations; on the other hand; in addition to their critical role in penetration strategy of thought leaders and market spokesmen; thus, findings of this research aid marketing scholars to better understand these infrastructure (fundamental) factors.

In fact, research findings and results are summarized in 4 sections. The first section indicates that applying word of mouth directly influences consumer attitude toward product; further, purchase involvement and previous knowledge has no impact. The obtained result is consistent with the results of Wu and Wang (2011). Their findings revealed that the individual purchase involvement has no mediating role in the relationship between word of mouth of a valid, authentic source and attitude changing of the listener. The second section presents the effect of four tested variables on applying word of mouth. The results indicate that source reliability has the largest effect particularly when the individual has little information and knowledge of the considered product. On the other side, when the product is critically important to individual, this effect achieves to the highest such that even source experience, expertise and evidences of the considered product may not replace source reliability. Overall, word of mouth is much more effective when the source is not involved as the result of the message receiver behavior, which means the source reliability (Holmz, Zana and Rampel, 1985). Research findings in third section show that source experience of the product positively influences applying word of mouth; whereas, according to the results, source expertise or skill has the least influence in applying word of mouth. Despite the significant correlation of both variables, the listeners in applying word of mouth always more weigh the source experience. This effect is largest when the listener has less information and knowledge of the product and the product is important to him; while, it is not true for source expertise or skill. Results in section four demonstrate that the evidences the source of speaker adopt to verify claims' accuracy always positively influence applying word of mouth. However, when the consumer has low knowledge of the considered product and the product is important, using evidences plays an important role in persuading the consumer.

According to research findings, in general it concluded that whenever the product is highly important to the individual and the individual has low knowledge of the product, in order to offer encouraging recommendations, it is better to create pleasant and enjoyable experiences of the desired product and at the same time use adequate evidences for proving the claims of the desired product.

References

Arndt J. Role of product-related conversations in the diffusion of a new product. Journal of Marketing Research 1967; 4: 291–5. August.

Brooks RC. 'Word-of-mouth' advertising in selling new products. Journal of Marketing 1957; 22(2):154–61.

Coleman J, Katz, E. and Menzel, H. (1966). Medical Innovation: A Diffusion Study. New York: Bobbs-Merrill.

Bettman, J. 1979. An Information Processing Theory of Consumer Behavior. Reading: Addison- Wesley.

Brooks, N.A.L. (1987), "Strategic Issues for Financial Service Marketing", The Journal of Services   Marketing, Vol. 1 No. 1, Summer, pp. 57-66.

Braunsberger K, Munch JM. Source expertise versus experience effects in hospital advertising. Journal of Services Marketing 1998; 12(1):23–38.

Czepiel JA. Word-of-mouth processes in the diffusion of a major technological innovation. Journal of Marketing Research 1974; 11:172–80. May.

Cox, D. (1967) 'The Audience as Communicators', in D. Cox (ed.), Risk Taking a Information Handling in Consumer Behaviour, Boston, p172-87.

Dichter E. How word-of-mouth advertising works. Harvard Business Review 1966; 44: 147–57. November-December.

Engel JF, Kegerreis RJ, Blackwell RD. Word-of-mouth communication by the innovator .Journal of Marketing 1969; 33:15–9. July.

Duhan, D. F., Johnson, S. D., Wilcox, J. B., & Harrell, G. D. (1997). ―Influence on consumer use of word-of-mouth recommendation sources‖, Journal of the Academy of Marketing Science, 25(4), 283–295.

Ghafari ashtiyani, P. (2005). The third millennium paradigm word of mouth. Tadbir quarterly, 166. Pp. 49-53.

Holmes JH, Lett JD. Product sampling and word of mouth. Journal of Advertising Research 1977; 17(5):35–40.

Huafeng, W. A. N. G. (2010). The Effect of Positive Word of Mouth on Consumer Switching Behavior. The College of Business and Management. Shaoxing University, P.R.China..

Herr, P. M., Kardes, F. R., & Kim, J. (1991). Effects of word-of-mouth and product attribute information on persuasion: An accessibility- diagnosticity perspective. Journal of Consumer Research, 17, 454462.

Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: a review of four recent studies. Strategic management journal, 20(2), 195-204.

Hair, J. F., Tatham, R. L., Anderson, R. E., & Black, W. (2006). Multivariate data analysis (Vol. 6). Upper Saddle River, NJ: Pearson Prentice Hall.

Holmes JH, Lett JD. Product sampling and word of mouth. Journal of Advertising Research 1977; 17(5):35–40.

jalka, a., & solminen, r. (2009). Communicating customer references on industrial companies web site. Industrial marketing management, 38, 825-837.

Liu Y. Word of mouth for movies: its dynamics and impact on box office revenue. Journal of Marketing 2006; 70:74–89. July.

Libai. B. Bolton. R. bugel. M. & ruyter. K. d. (2010). Customer-to-customer interaction: broadening the scope of word of muth research. Journal of servise research.13 (1):267-282.

Martilla JA. Word-of-mouth communication in the industrial adoption process. Journal of Marketing Research 1971; 8:173–8. May.

Martin, W. C., & Lueg, J. E. (2011). Modeling word-of-mouth usage. Journal of Business Research, 66(7), 801-808.

Podnar, K., & Javernik, P. (2012). The effect of word of mouth on consumers' attitudes toward products and their purchase probability. Journal of Promotion Management, 18(2), 145-168.

Pornpitakpan C. The effect of Americans' adaption to Malaysians on perceived trustworthiness. Journal of International Consumer Marketing 2004; 16(3):7–23.

Petty RE, Cacioppo JT. The elaboration likelihood model of persuasion. In: Leonard Berkowitz, editor. Advances in Experimental Social Psychology, Vol. 19. New York: Academic Press; 1986. p. 123–205.

Putrev S, Lord KR. Comparative and noncomparative advertising: attitudinal effects under cognitive and affective involvement conditions. Journal ofAdvertising 1994; 23:77–91. June.

Reinard, J. C. (1988). The empirical study of the persuasive effects of evidence: The status after fifty years of research. Human Communication Research, 15, 3-59.

Sundaram DS, Kaushik M, Webster C. Word-of-mouth communications: a motivational analysis. Advances in Consumer Research 1998; 25(1):527–31.

Sheth. J.N. (1971). Word-of-Mouth in low-risk innovations. Journal of Advertising Research, 11(3), 15–18.

Sweeney, J., Soutar, G., & Mazzarol, T. (2008). Factors enhancing word-of-mouth influence: positive and negative service-related messages. European Journal of Marketing, 48(1/2), 336.

Salwen MB, Dupagne M. Third-person perception of television violence: the role of self-perceived knowledge. Media psychology 2001; 3:211–36.

Wu, M. H. (2013). Relationships among Source Credibility of Electronic Word of Mouth, Perceived Risk, and Consumer Behavior on Consumer Generated Media.

Zaichkowsky JL. Measuring the involvement construct. Journal of Consumer Research 1985; 12:341–52. December.