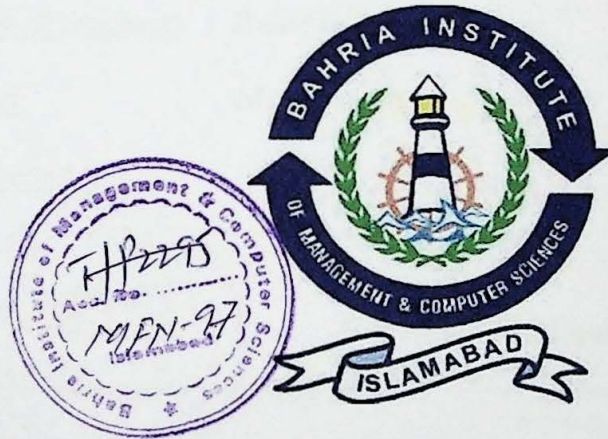


**"THE POSITIVE AND NEGATIVE INFLUENCES OF WORD
OF MOUTH MARKETING ON CONSUMER BUYING BEHAVIOR"**



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ABSTRACT

The main purpose of this study is to examine the negative and positive affects that word of mouth marketing has on consumer buying behavior. The relationship between the consumer buying behavior and the influencing factors are studied carefully.

Five hypotheses were developed and tested individually. Secondary data was used, for example, Roper's report (2004) and primary data was collected by conducting a survey in the form of a questionnaire in the area of Islamabad and Rawalpindi. In the survey, 100 respondents were selected randomly at households and universities. The data was analyzed by using frequency distribution and ranking.

From the statistical results it was observed that consumers tend to rely on word of mouth for the purchase of everyday items as well as long term goods. The people that seem to have an influence on the decision of consumers the most are close family, friends and acquaintances. Results show that a bitter experience of a product/place can create problems for the company as it is a major factor of negative word of mouth. Viral Marketing is gaining rapid popularity among consumers as is seen in the results. The most important result revealed was that negative word of mouth travels faster than positive comments.

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