

IMPACT OF POSITIVE AND NEGATIVE WORD OF MOUTH ON CONSUMER BUYING BEHAVIOR

By

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Statement

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	15-06-15	cabilli.	Review chapter 3	<i>M. Usman</i> 15/6/15
6	29-06-15	Cubicle	Review chapter 4 and 5	<i>M. Usman</i> 29/6/15
7	13-07-15	Cubicle	Final Review.	<i>M. Usman</i> 13/7/15

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 14% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: *M. Usman* Date: 8-9-15

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Abstract

The Purpose of the Study - The study foremost purpose was that to get to know about the impact of the positive and negative word of mouth on consumer behavior. Whether word of mouth effects on consumer buying behavior or not and along with it how they react towards the negative word of mouth.

Research Design/ Sampling - The nature of the research was cause and effect and the sample size was 300 consumers of the three superstores. The sampling technique was used non-probability convenience sampling technique. The researcher used quantitative technique to quantify the results.

The Findings of the Study - The findings were found that there is a significant relationship between the word of mouth and consumer buying behavior because recently consumers make their purchase decisions with influence of word of mouth. The other finding was revealed that negative word of mouth effect more on consumer buying behavior as compared to positive word of mouth. The last verdicts were found that source of word of mouth has also a significant effect on consumer buying behavior.

Practical Implications of the Research - This study will be very useful for the consumers, top management, marketers and retailers of the superstores. Because after carefully studying the thesis, they would get to know about the positive and negative word of mouth and its influence on consumer buying behavior. After getting to know about the negative word of mouth, the marketers must try to get of the negative word of mouth because it creates negative influence towards the superstores.

Limitations of the Research

- The major limitation was the lack of resources such as time and cost, due to this researcher didn't cover all the superstores of the Karachi.
- Paucity of time
- Law and order situation

Key Words - Positive and Negative Word of mouth, Consumer Buying Behavior, superstores and Marketing Activities.

Table of Contents

MBA Thesis.....	i
APPROVAL FOR EXAMINATION.....	ii
Declaration of Authentication.....	iii
List of Figures.....	iv
List of Charts.....	v
List of Abbreviations.....	vi
First Page of Plagiarism Report Test.....	vii
ACKNOWLEDGEMENT.....	viii
Abstract.....	ix
Table of Contents.....	x
Chapter 1	1
INTRODUCTION	1
1.1 Consumer Buying Behavior.....	1
1.1.2 Word of Mouth.....	2
1.2 Problem Background.....	4
1.3 Research Objectives.....	4
1.4 Significance of the study.....	4
1.5 Scope of the Study.....	4
1.6 Thesis Time Horizon.....	5
1.7 Thesis Time Scale.....	5
1.8 Limitations of the study.....	6
1.9 Future Implications.....	6
1.10 Ethical Considerations.....	7
1.11 Introduction to the Organization.....	7
1.12 Organization of the Thesis.....	7
Chapter 2	9
LITERATURE REVIEW	9
2.1 Theoretical Background.....	9
2.2 Empirical Studies.....	10
2.3 Theoretical Framework.....	15
2.4 Research Hypotheses.....	15
Chapter 3	16

RESEARCH METHODOLOGY	16
3.1 Research Design	16
3.2 Survey Features.....	16
3.3 Nature of the Research.....	17
3.4 Sample Size	17
3.4.1 Respondents of the Study	17
3.4.2 Sampling Technique	18
3.5 Data Collection Method.....	18
3.6 Data Integration	18
Chapter 4	20
DATA INTEGRATION AND ANALYZES	20
4.1 Results and Interpretations.....	20
4.2 Demographics Analysis	20
4.3 Hypotheses Analysis.....	22
4.4 Questionnaire Analysis.....	24
4.5 Reliability Test.....	29
4.6 Summary of Findings.....	30
Chapter 5	31
CRITICAL DEBATE	31
Chapter 6	33
CONCLUSION AND RECOMMENDATIONS	33
6.1 Conclusion	33
6.2 Recommendations.....	34
References.....	35
Appendix.....	37
QUESTIONNAIRE	38