Stratagem to Counter Negative Word of Mouth Advertising

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ABSTRACT

Word of mouth advertising is more imperative than any other form of advertising. There are various factors affecting a consumer’s purchasing behaviour and decision-makings. Social information based on other people’s input has been used as one of important decision factors. Many people reflect other consumers’ information into their purchase decisions. This trend is called Word-of-Mouth (WOM) that is regarded so influential on potential customers’ purchasing behaviors and decision-makings. WOM means interpersonal communication concerning the evaluation about products or service of interest. This article focuses the ways to eliminate negative word of mouth advertising and concludes that the customer had a problem with your company product you would probably act to resolve it, and satisfy the customer. And that would be the best thing to do, because customers who have problems that are satisfactorily resolved are far more likely to be loyal, and to say good things about your company product.

Keywords: Word of Mouth Advertising, Decision Making, Purchase Behaviour, Elimination of Negative Word of Mouth.

INTRODUCTION

Word of mouth advertising involves direct communication about a service, product, business, experience or event between human beings who have had experience in that regard and know or have something in common with those they are narrating their experience to. It is important to recognize that Word of mouth essentially is communication between people who know each other in some way or have something in common. Also Word of mouth is direct communication, either in verbal or in a written form.

Word of mouth advertising is a form of personal influence in which information is passed along or diffused through a social system from one person to the next. It is particularly interesting because, unlike regular advertising in mass media. Word of mouth advertising is not directly paid for by the advertiser nor under his or her direct control. In many product markets, however it is very important and the advertiser should and can attempt to influence the extent and nature of diffusion and Word of mouth advertising.

WAYS TO GET RID OF NEGATIVE WORD OF MOUTH

Word of mouth makes one able to affect on the evaluation and the purchase intentions of similar consumers in terms of information and norms (Bone, 1995). Unlike other forms of marketing and advertising, we cannot give you plan tips, or targeting strategies, or copy points for word of mouth advertising. People believe what their friends and neighbours say about your company product, and they remember it for a long, long time.

Westbrook (1987) found that positive and negative feelings due to experiencing a product lead to the internal tendency of the person to transfer the information as the word of mouth. Some of the ways to get rid of Negative word of mouth are as follows:

INQUIRE ABOUT GRIEVANCE

Make it as easy as possible for your customers to complain. Train your sales people to diligently ask about problems. Make feedback and comment forms easily available, or include them automatically in billings or at the cash register. Give feedback forms at the table, or after the service has been completed. You need to know how you are doing, and what the complaints are. You might
arbitrarily call customers to ask about problems. Use your service guarantee program to search for and handle complaints. Conduct surveys, ask for suggestions, give discounts for good ideas, or do whatever you need to do to get feedback. Remember, dissatisfied customers don’t complain. They just don’t come back, and they spread negative word of mouth about your company.

Think of complaints as opportunities to improve your products and services. Complaints are a great way to learn about what your customers are thinking and feeling. Complaints will give you new ideas, improve your customer service, and make you a stronger, more customer-oriented company. And best of all, fixing problems will lead to loyal customers that spread really nice word of mouth advertising for you.

**KEEP ON PROMISES**

A ruined promise is a hard thing to fix. The best strategy is to encourage your people not to over-promise. Things come up, and things go wrong. And if you must break a promise, notify the client as fast as possible. Customers really are very remissive. They will say nice things about you just because you were gracious enough to call them and act contrite. But don’t call and they will be very annoyed.

**GO BEYOND PROSPECT**

If you under-promise, it will be easier to over-deliver. This is about creating word of mouth advertising, right? Most companies fulfill their customer’s expectations. But people will talk about you if you surpass their expectations. Do the few extra things and you will have faithful clients that recommend you to their friends, neighbors, family, church members, etc, etc, etc? It’s the little touches that touch people and create positive word of mouth advertising for you.

**SATISFY THE GLOOMY CUSTOMER**

First, not every customer is a good customer. Not every client is profitable or desirable. Some people have impractical expectations, and will not be happy no matter what. This is business. Cut those relationships, and move on.

Now, regular customers that become unhappy actually have the potential to be your best advocates. When you resolve problems to the satisfaction of these customers, they will become your loyal, staunch supporters, and they will spread positive word of mouth advertising for you.

It’s human nature. We respect people that confess mistakes, and correct the situation. We give them the benefit of the doubt in the future, and we tell others that they fix their mistakes and keep their promises. It leads to great word of mouth advertising.

And if you really want to stand out, go in search of the unhappy customer that never complained. If you really want people to say great things about you, find and fix the problems that the customer didn’t identify. Ask for feedback from your customers, and follow up. You will win customers and friends. And they will actively influence other people with their positive recommendations about your company product.

**CONCLUSION**

So far, if you had a customer with a problem, you would probably act to resolve it, and satisfy the customer. And that would be the best thing to do, because customers who have problems that are satisfactorily resolved are far more likely to be loyal, and to say good things about your company product. It is a fact that very few people will complain to you. They simply take their business elsewhere. Most of those people will then share their experience and their opinion with their friends and family. If they are really unhappy, they will tell everyone they know.

**REFERENCES**

- Myprofessionaladvertising.com