ORAL ADVERTISE OR MOUTH TO MOUTH ADVERTISE
EFFECTIVE METHODS OF ADVERTISEMENT IN MARKETING

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Abstract
In today's world and new conditions of market we are forced that think to target advertising. Among the various methods of advertising and marketing oral marketing or word of mouth has gained most important among marketers. So that oral advertising is most efficient and effective methods of advertising in marketing. Given the importance of this issue and advertising role of oral effective in current marketing it seems should be manage this phenomenon effectively and with conscious measures will benefit its advantages. Because, organizations without the knowledge of how consumer behavior and its understand will not be have ability to adopt appropriate action. However, consumer behavior stems particular beliefs and attitudes in their cultural values. Culture is general and complex concept that includes knowledge, belief, art, morals, law, custom and any other capabilities.

Keywords: Culture, Cultural Values, Marketing, Oral Advertising

Introduction
One of the most important sources of information acquisition is relationship between consumers. Oral advertising and exchange of empirical knowledge if isn't represents the most important source of information, but it is considered as One of the most important sources of information (Ghafari Ashtiani 2009). In an environment where dropped trust in organizations and advertising, word of mouth advertising is a way for achieve a competitive advantage. Word of mouth advertising is defined as informal communication about features of a business or a product that be exchange in a society. People received information from their environment, mass media and also interaction with other individuals. Information that is obtained through interact with other people about products and services is their personal experience or received information from sales forces or other consumers (Ranjbaran 2010). Oral advertising and this type of communication and exchange of empirical knowledge has
significant impact in consumer choice and also it has special effects on the understanding that consumer is obtained from product (Gruen et al, 2006). Thus may be there are different motivations in use or production of oral advertise.

Previous Research
1. **Investigated Oral Advertising and Analysis of its effect on the attract rural tourists : Case Study Paveh rural**
   
   Nouri Et al. 2012
   
   *Research findings indicate that visited tourists to Paveh to a great extent have used from oral advertising as main source of their travel information. According to the findings and effective factors on its effectiveness provides ability to attract more tourists to study area.*

2. **Reviews the relationship between cultural values and word of mouth marketing among University students of Guilan**
   
   Asgari 2012
   
   *The results of his study was confirmed relationship between all dimensions of Hofstede cultural values apart from the individual on the word of mouth marketing.*

3. **Cultural differences in effects of oral advertising on the Changes of communication services**
   
   Schumann 2010
   
   *Their results showed that perceived oral advertising has significant positive effect on the perceived service quality of customer. Also oral advertising has significant effect on the evaluation of customer with high avoid uncertainty than customers with low avoid uncertainty.*

4. **Effects of word of mouth communication in the inventories and stock exchanges**
   
   Argan Et al. 2011
   
   *The results showed that financial stocks investors that use word of mouth advertising in stock and during purchase process will rotation information prominently in experimental information, communication skills and technical financial.*

**Culture**
Culture described language, habits of thought, patterns of social and interpersonal relations, and religious ideals. Describe ways of behavior is guidance and guidance norms that be transferred from generation to generation. (Ennew Et al. 2000)

**Cultural Values**
1. **Power Distance:** It is marker of concept that community members have regarding unequal distribution of power in institutions and organizations. (East Et al. 2008)
2. **Avoidance Uncertainty**: It is the amount of feel uncomfortable of members against uncertainty and ambiguity. Community membership with high avoidance uncertainty reduce risk of the unknown, or unstructured situation. (Grachev & Bobina 2007)

3. **Individualism/Gregariousness**: It is observer to relationship between individuals and groups in society in countries with low levels of individualism. Namely, high gregariousness knows people as main source of their identity. (Kovacic 2005)

4. **Man-Oriented/Woman-Oriented**: It is observer to achievements of a society. A Society that move toward achievements, self confidence, and material success, this society is at high level of man-oriented. (Grey Et al. 2004)

**Marketing**

Marketing is part of the institute's activities that has operations such as Planning, promotion, pricing and delivery of goods or services of desirable for customers. So that a service product should be designed according to customer requirements, its price be realistic, and be distributed by convenient channels (Porter 2001). Marketing concept various forms is expressed as follows:

1. Identify their needs and desires and answer to it
2. Always priorities is with people
3. All we are partner in interests
4. You are versatile
5. According to your desire.

(Kovacic 2005)

**Marketing Knowledge**

Marketing knowledge as a overall is formed several of sub knowledge. These sub knowledge based on Porter's value chain are included organization knowledge, human resource management knowledge, technical development knowledge, logistics knowledge (Internal and External), operational knowledge, marketing and sales knowledge, and services knowledge. One of the most important knowledge is marketing knowledge. (Moody 2007)

**Marketing Capabilities**

Vorhies & Morgan specify eight of function capabilities:

1. Product Development
2. Pricing Capabilities
3. Channel Management Capabilities
4. Marketing Communications Capabilities
5. Sales Capabilities
6. Marketing Information Capabilities
7. Marketing Planning Capabilities
8. Marketing Implementation Capabilities

(Vorhies & Morgan 2005)

**Concept of Oral Advertising**

Word of mouth advertising is a communication between a receiver and communicator and be perceived as a noncommercial communication. Often reported when word of mouth advertising is positive it has significant impact on consumer's decision for obtain a product
and when there are negative information or gossip about it be caused separation from its product or brand. (Lam 2009)

**Elements of Word of Mouth Advertising**
The main elements of marketing for word of mouth advertising include:

1. Interpersonal communications preferably face to face and without the use of mass communication tools
2. Share Information about a product, service, or brand
3. Communicator that should be considered as an individual without prejudice or orientation.

(Javidan 2001)

**Types of Oral Advertise**
Oral advertising have positive or negative aspects. Positive word of mouth advertising is cause encouraged to choose a brand. Negative word of mouth advertising will discourage person from choosing a brand. (Rao 2009)

**Importance of Oral Advertise**
1. Oral advertise is a positive factor in attracting new customers. (Ennew et al 2005)
2. Oral advertise among family, friends and peers is as one of the most effective and powerful methods in selection of goods and services. (Bush et al., 2005)
3. Positive oral advertise reduced marketing expenses and it can be causing increased income, but if be able to absorbed new customers will. (Soderlund, 1998)
4. Oral advertise has more potential effect compared with other channels of communication. (Godes & Mayzlin, 2004)

**Oral Advertise Management**
Using dynamic methods for oral recommendations (As an offensive strategy) including provide required fields for conflicts feel or participation of persons with an organization can be encourage customer loyalty and their positive recommendations to others. If a company can solve customers' problems and thanks from them due to their complaints, namely a possible disagree be conversion to a pro. (Stokes Et al. 2002)

**Effect of Oral Advertise on the Consumer Purchasing Behavior**

**Attribution Theory:** In this theory be expressed consumer takes scribes their purchasing behavior to product features or to conditions of purchasing. Accordingly, if the person takes scribes their purchasing behavior to product, their attitude to product has been positive and there is this possibility that the person will purchase again goods. (Mangold Et al, 1999)

**Accessibility Diagnosticity Model:** In this model be expressed the impact of specific types of information depends to availability of information when purchasing decisions. This information enables person that does classification available solutions and options and among them select to best option. (Matos 2008)
Conclusions
Culture described language, habits of thought, patterns of social and interpersonal relations, and religious ideals. Describe ways of behavior is guidance and guidance norms that be transferred from generation to generation. Marketing is part of the institute's activities that has operations such as Planning, promotion, pricing and delivery of goods or services of desirable for customers. Marketing concept various forms is included Identify their needs and desires and answer to it, always priorities is with people, all we are partner in interests, you are versatile, according to your desire. Marketing knowledge as a overall is formed several of sub knowledge. These sub knowledge based on Porter's value chain are included organization knowledge, human resource management knowledge, technical development knowledge, logistics knowledge (Internal and External), operational knowledge, marketing and sales knowledge, and services knowledge. One of the most important knowledge is marketing knowledge. Word of mouth advertising is a communication between a receiver and communicator and be perceived as a noncommercial communication. The main elements of marketing for word of mouth advertising are include interpersonal communications, share Information about a product, service, or brand, and also communicator. Oral advertising have positive or negative aspects. Positive word of mouth advertising is cause encouraged to choose a brand. Negative word of mouth advertising will discourage person from choosing a brand. Using dynamic methods for oral recommendations (As an offensive strategy) including provide required fields for conflicts feel or participation of persons with an organization can be encourage customer loyalty and their positive recommendations to others.

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