

# A Proportional Study and Analysis: Evaluation the Effectiveness of Word of Mouth Marketing in Opposition to Traditional Advertising Concerning Medical Treatment Facilities in Bangladesh

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## Abstract

Information should be reached in an effective manner to customers. Consumers are categorically cognizant about the source of the information. Present study is an effort to reconnoiter the effectiveness of word of mouth or traditional advertising in medical service facilities in Bangladesh. At the beginning initial development thoughts it moved forward to review important thoughts which formalized the hypothesis. What it has been found that people in Bangladesh still rely more than on word of mouth rather than traditional advertising though today's advertising plays a great significant conception as well as desirability. Remedial service provider needs to construct appropriate as well as contemporary ways of word of mouth systems for their services as if people or patients can gain services without any kind of interval stresses. It is needed to consider another important phenomenon, cost effectiveness since Bangladesh is a emerging as well as developing country.

**Keywords:** *traditional advertisement; word of mouth; hypothesis; customer attitude measurement*

## 1. Prelude

Medical service is providing diverse types of facilities related to health and other commotion based on health treatment in Bangladesh. The current healthcare system in Bangladesh can be generally classified into two ways such as traditional and modern systems (Banglapedia, 2006). Outmoded structure is a skill of corrective based on outdated usage of plants, animals or other natural origin, cultural behavior, social practices, spiritual beliefs and superstitions of the present and earlier generations of people in many cases (Banglapedia, 2006). Practices of traditional medicine have been adopted in different regions and cultures of Bangladesh without the equivalent advancement of international standards and methods for assessment. Beside some areas countries of Bangladesh, traditional system is now a modernized system and practiced side by side with modern allopathic medicine as an alternative and supplementary system of medicine in Bangladesh. Medical facilities in Bangladesh focus now a days very spontaneously. However, consumers or patients always consider moderate medical treatments are not available in this country as well as if anyone requires these facilities they need to spend a lot of money. Most of the time patients who have the abilities to avail the treatments from abroad, they use to go abroad and low income people in some extent face a huge range of problems only lack of proper as well as accurate information. In this point- medical facilities provider needs to identify how they can offer the information of their medical services in convenient ways. Otherwise, it is just like a disaster though in Bangladesh service provider now days are struggling to provide better facilities to consumers. In these aspects there would be two ways to let them know very eagerly such as traditional advertising as well as positive word of mouth. Traditional advertising refers to mass media that delivers commercial messages to mass audiences. Mass media is "paid media." It includes television, radio, outdoor billboards and print media. Advertising's goal is to drive sales of products and services through persuasive communication tactics that influence human behavior over the long term. Promotions share the advertising goal of driving sales. Promotions, however, drive sales by using short-term incentives that stimulate immediate sales. (Kotler, Philip; 2009).

A word of mouth is an effective communication tool of modern marketing. Since consumers are flooded with lots of information and persuasions in this new era, word of mouth works very earnestly to motivate and provide learning about the products or services. Indeed it is thought word of mouth is the primary factor behind 20 to 50 percentages of all purchasing decisions. Once consumer makes a decision to buy a product, they start with an initial consideration set of brands formed through product experience, recommendations, or awareness-building marketing. Those brands, and others, are actively evaluated as consumers gather product information from a variety of sources and decide which brand to purchase. Its influence is greatest when consumers are buying a product for the first time or when products are relatively expensive, factors that tend to make people conduct more research, seek more opinions, and deliberate longer than any otherwise would. And its influence can probably grow; the digital revolution has amplified and accelerated its reach to the point where word of mouth is no longer an act of intimate, one to one communication. Today, it also operates on a one to many bases; product reviews are posted online and opinions disseminated through social networks. Some customers even create Web sites or blogs to praise or push brands.

## 2. Literature Review

Considering a marketing strategy word of mouth marketing lacks three key components of traditional advertisement: reach, frequency and impact. John Tabita (19 June, 2013) in his article ‘Word of mouth is a powerful strategy of marketing’ said that “you can’t reach enough people, with ample frequency to have a lasting impact.”

Philip Kotler and Armstrong, ‘Measuring advertising effectiveness’ said that “When a child writes the examination papers, he has to see the result come what it may be, so that he comes to know where he is wrong and where he should pay more attendance. This will help him work better in future.” This is exactly the case of the advertisement. The work is not complete if the effectiveness of advertise is not measured. This is the only way to know how the advertisement is performing, is it reaching the targets and is the goal achieved. Our study will show whether in Bangladesh or not the performance of advertisement avail medical treatment facilities of medical.

Tara Nelson , word of mouth versus traditional marketing, (22july, 2009). A Nielsen Online Global Consumers Study found that only 14% of consumers trust ads 65% of consumers feel they are constantly bombarded with too much advertising 56% of consumers avoid buying products from companies who advertise too much 78% of consumers trust recommendations from other consumers 61% of consumers trust consumer opinions posted online.

George Silverman, ‘Standards of advertising and word of mouth marketing’ on September 17, 2005 “advertising is first and foremost a selling medium, not an entertainment medium; it is not creative unless it sells and advertising primarily sells by dramatizing the product’s most important, differentiating benefit.” According to this, medical service organizations should use those types of advertisement that ultimately attract customers and create profit for the organization.

WOM marketing, in fact, is not a new phenomenon at all. Nearly 60years ago, a seminal piece of research called “Personal Influence” identified the process of WOM exchanges as essential intermediate steps in the communications flow, between the paid message and consumer behavior change (Katz and Lazarsfeld, 1955). Eleven years later, the eminent market researcher Ernst Dichter introduced the phrase “Word of Mouth Advertising” in the marketer’s lexicon with his Harvard Business Review article, “How Word-of-Mouth Advertising Works” (Dichter, 1966). Dichter provided advertisers with practical ideas for using paid advertising to stimulate word-of-mouth reinforcement. In this study we try to find out how of word of mouth and advertisement plays their role in measuring medical treatment facilities of medical organizations in Bangladesh.

The key to marketing success in this WOM era is to think first and foremost about social consumers rather than social media. As Paul Adams, Facebook’s global head of brand design, observed, “You need to reorient your business around people, not technology. Don’t have a Facebook strategy or a Twitter strategy or a foursquare strategy. Map to human behavior and not to technology” (Keller and Fay, 2012). Wise saying by Paul Adams is necessary for every medical center that provides satisfied servicing facilities. Social consumers should consider first than social media, because consumers/patients are the main focus point of each and every medical center.\

Balter and Butman, ‘Word of mouth: Research and application’ (2005) said that- “Everybody talks about products and service, and they talks about them all time. Word of mouth is not about identifying a small subgroup of highly influential or well connected people to talk up a product or service. It’s not about mavens or beers or celebrities or people with specialist knowledge. It’s about everybody.” when everybody talks about any medical organizations service quality, then it is regarded as a branded organization. Everybody want a branded service, each and every medical service organization should maintain quality service in order to survive in this competitive era.

### *2.1 Consequence of This Learning*

Marketing refers segmentation to identify different levels of target markets with proper differentiation of attributes. In Bangladesh, it is almost possible for patients to avail moral services from medical center with warmth. But the lack of operational information about worthy medical services is the key reasons of not availing that supreme level service. Advertising as well as word of mouth can take a genuine guideline for taking corrective actions. It is not necessary always it will be positive word of mouth. It could be both positive as well as negative, but there should be a message or information from satisfied or dissatisfied customers. Marketers of medical services will get a path of conveying information to the target customers as if they can get better services as well as marketers can gain revenue maximization flavor. In respect to these reliabilities, marketers need to do the test which one will be better and time oriented for today's people who really busy their personal as well as professionals stuff and work or job.

### *2.2 Observant of Word of Mouth and Advertising*

Arndt (1967, p. 291) defines word of mouth as 'face-to-face communication about a brand, product or service between people who are perceived as not having connections to a commercial entity'. About forty years later, the American Word of Mouth Marketing Association (WOMMA), founded in 2005, defined word of mouth (WOM) very generally as 'The act of consumers providing information to other consumers' (WOMMA, 2008). Both definitions conceive of word of mouth (WOM) as natural (that is, non-commercial), inter-personal communication about brands, products or services that may be either positive or negative (WOMMA, 2008). In this sense, word of mouth marketing (WOMM) is seen as the type of marketing that specifically promotes natural inter-personal communication in the most diverse ways. WOMMA describes it as: 'Giving people a reason to talk about your products and services, and making it easier for that conversation to take place. It is the art and science of building active, mutually beneficial consumer-to-consumer and consumer-to-marketer communications' (WOMMA, 2008). In this definition, word-of-mouth marketing (WOMM) becomes a generic term, including tactics such as so-called 'viral marketing' or 'buzz marketing' (Sernovitz, 2007). Plummer (2007), for example, introduces WOM (devoid of marketing) as a 'new advertising discipline' with the aim of generating conversations about brands, and so refers to both the discipline and the desired result. While McCarthy's (1960) 'four P's' offer a good basic framework for understanding the all-encompassing nature of marketing, they lack one key ingredient that has been made apparent by the 'consumer revolution' – the consumer's involvement in the process. In the new reality that companies faces today, the consumer has seized control, audiences have been shattered into fragments and slices, product differences may last for only a few minutes rather than years, and the new ecosystem consists in millions and billions of unstructured one-to-one and peer-to-peer conversations. For starters, we need to throw away the Four Ps'. Furthermore, Navel (2009) says, that companies must add more P's to their marketing mix, such as People, Process, Physical presence, or – as word-of-mouth/social media representatives like to say – Participation. Word of mouth (WOM) is not a new concept, but has for decades been considered a very important factor in the purchasing behaviour of consumers. For many years, however, companies and retailers have largely ignored it. Recently many companies have discovered its effectiveness by means of studies similar to those cited in the following literature review. This small and partial review of the literature on word-of-mouth communication will show the great development, importance and impact of this marketing method, which can help businesses effectively, sell their products to customers. The word-of-mouth field has been developed over forty years, with many research papers published in books, marketing-related and academic periodicals.

Advertising is a procedure of communication for marketing and used to inspire, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labor. In Latin, *ad vertere* means "to turn the mind toward. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television advertising, outdoor advertising or direct mail; or new media such as blogs, websites or text messages. Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement. Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human

billboards and forehead advertising, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

### 3. Ambitions of the Learning

The purposes of this study are:

- To demonstrate considerably lively emphasis of policy of consumerin choosing medical treatment facilities in Bangladesh.
- To acquaintance the degree of customers attitude towards the dynamic focus of approach
- To afford required recommendations for medical service providers regarding proper as well as accurate information of medical facilities provided to customers.

#### 3.1 Hypothesis of the Study

The following null hypotheses were framed on the basis of these above views:

Ho1: There is no significance difference in the use of traditional advertising and word of mouth advertising in Bangladeshi medical service facilities.

Ho2: There is no significance difference the attitudes of customers on the method of advertising and ways of word of mouth in availing medical services facilities in Bangladesh

### 4. Methodology and Research Design

The procedure of preparing research design is discussed below:

#### 1. Stage one:

Preparation and content Analysis form:

In the initial phase of this study the form was prepared with questions relating to each and every aspect to be studied according to the objectives. The form also contains questions generating additional information like respondent's demographic information. It also contents the questions regarding types of advertising message which consumer prefer most, scope of pretend any information through advertising or not, reducing probability of time cost when applying word of mouth advertising, ranking of sources of information for choosing medical services and so on.

#### 2. Stage two:

Sample selection and content analysis:

This phase was of selecting the sample for content analysis. First of all randomly 50 sample size was selected. The reason for small numbers of sample is lack of sufficient research funding.

The procedure for analysis of questionnaire was carried out in the following manner:

- Formulation of Questionnaire:

The questionnaire included fifteen questions. The first question was about the availing the medical facilities whether or not. The respondents had to respond either or not. The next question was about effectiveness of medium of information collection; which one worth or not. There were several questions had to be answered on the basis of a 5 point scale as follows: Strongly agree-1, somewhat agree-2, neutral-3, somewhat disagree- 4 and strongly disagree-5. There was a question about rank basis and there were two structured open ended questions to foster the expressions of customers.

### 5. Research Data Analysis & Findings

To show the best technique of that particular factor is very much necessary. One of the aims of this learning is to control the best strategy which convinces the people of Bangladesh to avail medical facilities. A typical survey on a small scale is administered for this purpose. In order to complete this task, first of all we need to take a random

sample from the target population. In this study, a random sample of size 50 is taken according to simple random sampling scheme due to time and cost constraints. The total sample is divided into three groups based on their decisions in choosing medical facilities. The first group is composed of those people who support word of mouth while the second and third groups are composed of those people who support advertisement and both word of mouth and advertisement respectively. Now here we need to calculate sample proportion for each of this group. Here we must set some criteria that enable us to choose the best one among the possible strategies. As for example generally it may be assumed that if the larger percentage of the people says 60% support a strategy this will be considered as a standard strategy for further consideration or for launching. Now to take decision, we need to conduct the hypothesis testing for each group separately. The entire testing procedure is summarized in the following table 1:

Here the null hypothesis implies that - Population proportion is greater than or equal to 0.6, while the alternate Hypotheses gestures that population proportion is less than 0.6. All three tests are conducted considering level of risk 5%. Also all of the tests are one sided type tests.

**Table 1.** Summarized Testing Procedure

Sample Proportion	Test Statistic	Critical Values
0.5	1.414213562	1.64*
0.22	12.21366258	1.64
0.28	8.081220356	1.64

\*significant at 5% level of risk (Source: Authors)

For the first group the sample information reveals enough evidence in favor of null hypothesis against the alternate one. This suggests that 'word of mouth' is a standard strategy preferable to most of the people. At the same time for the second group the test is significant that means there is not enough evidence in favor of null hypothesis. In other words for the group of the null hypothesis is rejected which implies us that advertisement is less preferable to the people and not standard one according to our criteria. The last group results in the same decision as the second group. Although it is possible to launch all of the strategies, we need to consider the best one mapping up the other judgments.

Whether TV advertisement is one of the most effective ways to promote medical service for the people of Bangladesh or not, to justify that one we have taken the help of Likert Scale rating method which is developed by RensisLikert. To measure the attitude of the people concerning the statement, we set up five responses such as 'strongly agree', 'somewhat agree', 'neutral', 'somewhat disagree', and 'strongly disagree' and assigned weights to each of the alternative responses. The weights of these responses range from 1 to 5 successively.

**Table 2.** Attitude Analysis Using Likert Scale Regarding the TV Advertisement Statement: (Source: Authors)

Attitude on Statements	Number of responses	Weights of the responses
Strongly agree(1)	26	26
Somewhat agree(2)	14	28
Neutral(3)	8	16
Somewhat disagree (4)	2	4
Strongly disagree (5)	0	0

The Table 2 represents the highest weights of the responses found in somewhat disagree category which refers that people feeling TV advertisements could be effective way to promote medical services in somewhat.

**Table 3.** Attitude Analysis Using Likert Scale Regarding the Reference from Satisfied or Dissatisfied Patients: (Source: Authors)

Attitude on Statements	Number of responses	Weights of the responses
Strongly agree(1)	27	54
Somewhat agree(2)	7	14
Neutral(3)	5	10
Somewhat disagree (4)	6	12
Strongly disagree (5)	2	4

The above denoted table 3 indicates that most of the respondents are strongly agree in a point where stated that reference from any satisfied or dissatisfied patients always brings helping to make a decision on choosing medical center for taking treatments.

Here it shows different modes of customer attitudes regarding reference from any satisfied or dissatisfied customers. The fact is whether any customer is motivated by experienced customer's reference or not. The degree of highly motivated by strongly agreed respondents was high and the lowest degree was in for strongly disagree. Respondents from somewhat agree, neutral and somewhat disagree were almost same. As a result, the finding refers that customers accept positively any references from satisfied or dissatisfied patients after getting their experiences from particular medical facilities providers.

**Table 4.** Attitude Analysis Using Likert Scale Regarding Pretending Information on Medical Facilities Given by the Advertisements: (Source: Authors)

Attitude on Statements	Number of responses	Weights of the responses
Strongly agree(1)	6	12
Somewhat agree(2)	13	26
Neutral(3)	10	20
Somewhat disagree (4)	13	26
Strongly disagree (5)	8	16

The table 4 shows that respondents have given their opinions in a two extreme attitudes. The same numbers of respondents have been found to express as somewhat agree and disagree in a manner of advertisement could be better option for providing sufficient information as well as in some extent a few respondents favor that advertising expresses all the implicit and explicit information.

To convey all the information in a particular basis really not necessary always justified. The above figure shows that the highest portion of respondents from the survey expressed on somewhat agree which means they feel there is huge chance to pretend any kind of absolute information through advertising. On the other hand, some respondents also recommending that they are somewhat disagree. Here, respondents were expressing contradictory data. So, there is no chance to pretend information through advertising as well.

**Table 5.** Attitude Analysis Using Likert Scale Regarding Minimizing Searching Time of Patients/Customers: (Source: Authors)

Attitude on Statements	Number of responses	Weights of the responses
Strongly agree(1)	25	50
Somewhat agree(2)	6	12
Neutral(3)	5	10
Somewhat disagree (4)	11	22
Strongly disagree (5)	3	6

To find out a right way of medical services is a significant phenomenon to avail a moderate medical service. The above table shows that respondents are asked about searching time finding a proper medical service. However, applying Likert scale, it was found that most of the weighted of the responses strongly agreed on minimizing time pressure of searching of medical services by word of mouth rather than any other informative source.

Time is a significant tool for customers to avail any kind of services now days. People do not have much time finding out any good or comfortable services. Customers are looking for word of mouth from a satisfied or dissatisfied customer. On the basis of that time pressure, respondents in the survey expressed that they are strongly supporting on the point of time reducing searching time of medical treatment facilities in Bangladesh.

**Table 6.** Attitude Analysis Using Likert Scale on Finding Physician in Critical Situation of Patients: (Source: Authors)

Attitude on Statements	Number of responses	Weights of the responses
Strongly agree(1)	29	58
Somewhat agree(2)	6	12
Neutral(3)	5	10
Somewhat disagree (4)	7	14
Strongly disagree (5)	3	6

There was a complete comparative query to respondents that when there are lots of critical situations occurred such as mental problem, surgery problem, high/low blood pressure, diabetics, cancer etc.- which medium of gathering information is considered more by patients between word of mouth and advertising. The weighted responds came more from strongly agreed upon word of mouth rather than advertising.

Here it reflects that in critical situation for patients/customers, it would be better any information or suggestion from word of mouth rather advertising. Almost above 80 percentages respondents were supported in strongly agreed on that view.

**Table 7.** Attitude Analysis Using Likert Scale on Cost Effectiveness between Advertizing and Word of Mouth: (Source: Authors)

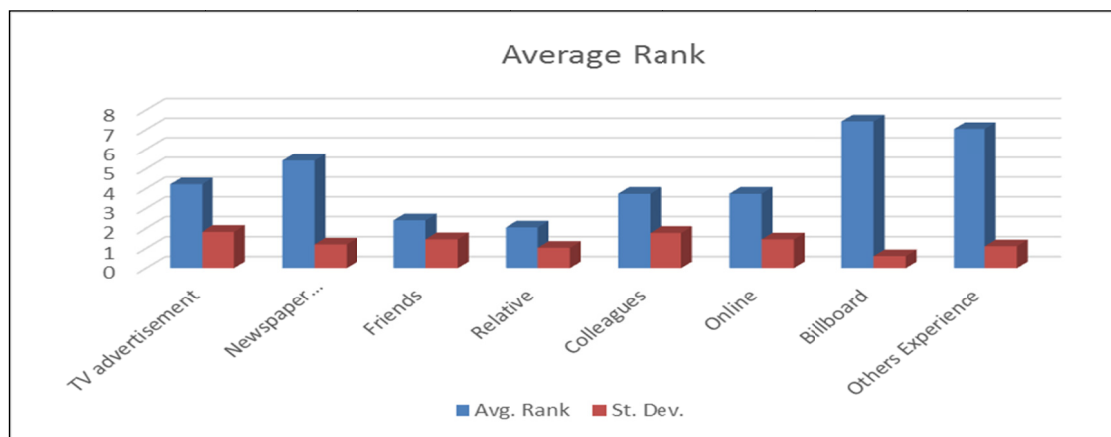
Attitude on Statements	Number of responses		Weights of the responses	
	Word of mouth	Advertising	Word of mouth	Advertising
Strongly agree(1)	37	28	74	56
Somewhat agree(2)	7	13	14	26
Neutral(3)	6	8	12	16
Somewhat disagree (4)	0	1	0	2
Strongly disagree (5)	0	0	0	0

The above table shows the two views of comparative weights of the responses of cost the effectiveness of the patients for finding the right path to take proper treatments. Most of the respondents are very eager in a position that is word of mouth will indicate cost effective rather than advertising to find a proper medical facilities as well as treatments. In addition, a few respondents also agreed in somewhat that advertising also are a good way of reducing cost effectiveness.

**Table 8** We would like to find out preference in choosing any medical organization by providing some sources. Most reliable “1”, then “2” for your next preference and continue to rank all the options similarly. In order to develop this table I have used **rank order scale**. Here rank order scale is developed by using **Microsoft excel**.

**Table 8.** The Rank Order Scale: (Source: Authors)

	Avg. Rank	St. Dev.	COV
TV advertisement	4.22	1.83	43.43
Newspaper advertisement	5.42	1.20	22.08
Friends	2.4	1.46	60.70
Relative	2.04	1.03	50.46
Colleagues	3.74	1.77	47.34
Online	3.74	1.45	38.88
Billboard	7.42	0.61	8.21
Others Experience	7.04	1.11	15.71



**Figure 1.** Shows Average Rank from Previous Table

We have tried to find out preference level of customers in choosing any medical organization by providing some source. Here we select 8 sources. According to our question we rate most preferable source 1. Then next reliable source 2 and continue to rank all the options similarly. In our analysis 50 respondent rank the 8 source differently. The average results of their rating are shown in the table. According to analysis the most reliable source is relative (2.04), because it is the nearest value of 1. Then friends (2.4). Third position goes to colleagues and online because both are valued (3.74). Fourth position goes to TV advertisement; its average rank is (4.22). Fifth position is for newspaper advertisement (5.42). Then consumers prefer their other experience and it is in sixth position (7.04). And

at last most of the customers prefer billboard ad as their last choice (7.42).

In this chart standard deviation indicates the level of agreement of each respondent according to specific questions. Here billboard is the last choice of most of the customers and most of them agree of this statement (0.61). As the rating point is nearest to 1, it appeared as first. Secondly relative is the first choice agreed by the customers (1.03). Thirdly other experience is sixth choice is agreed by them (1.11). Next fourthly they agree that newspaper advertisement is their fifth choice (1.20). In level five online are their third choice is agreed by customer (1.45). In sixth level customers agreed that friend is second choice (1.46). In level seven they agreed that colleagues are also in third position (1.77). And at last TV advertisement is fourth choice agreed by customers (1.83) is in eighth level.

Respondents were very much positive about word of mouth advertising rather traditional advertising. There are several types of words of mouth and they are providing more accurate as well as concrete information regarding medical facilities than advertising that are really more expensive now days.

## **6. Implications and Recommendations**

Word of Mouth plays a significant role as well as helping hand for the careful target viewers. Indeed, word of mouth is the primary factor behind 20 to 50 percent of availing medical facilities in developing countries such as Bangladesh and so on. Its influence is greatest when patients are buying a medical treatment or going to a doctor for the first time, or when products are relatively expensive. Here patients are doing analysis, seeking more opinions. In this case medical facilities provider can apply widely the word of mouth rather than traditional advertising. These are explained in below separately:

### Pragmatic word of mouth

Pragmatic word of mouth is the most accommodative and influential procedure, generally accounting for 50 to 80 percent of word-of-mouth activity in any given product category. Here customers rarely complain about or praise a company when they receive what they want. We have seen complain happened when hospitals lose to nurse and serve patients in a proper manner. Positive word of mouth can generate a strong good effect for a product or service (Source: Authors).

### Historic

Marketing activities can generate word of mouth to the patients in Bangladesh. The most common marketing activities is after effect of word of mouth, that occurs when patients directly exposed to traditional marketing campaigns that can transfer messages or pass-on effects to them. The impact of those messages on patients is often stronger than the direct effect of another form of advertisements. Marketers need to consider both the direct and the pass-on effects or transfer messages of word of mouth when determining the message and media mix. This can maximize the return on their investments (Source: Authors).

### Thoughtful

A less common form of word of mouth is using celebrity endorsements to trigger positive buzz for product launches in medical facility proving organization in Bangladesh. Few medical service providers invest in generating intentional word of mouth, partly because its effects are difficult to measure and because many marketers are unsure if they can successfully execute intentional word-of-mouth campaigns (Source: Authors).

### Be informed about Your Patients

Build personas that illustrate which can make target audience or patient. These should be preposterously explicit. Hospital service providers should focus to the specific need based customers of the society. The more specific the problem, the more personal it is to their target audience. Here the organization doesn't have to solve deep-seated psychological issues that have been plaguing their customers since childhood. Solving a personal problem simply means addressing something that is so specific to their patient (Source: Authors).

### Build a focusing Social Media Generating map

This type of network based service required for a hospital to attract desired audience. Here the service provider can identify what things the customers like to communicate. What social networks are they using? They can use niche social network like Quora appeals to their community. Facebook also can be used here. Building a close social media community is helpful for service provider. Organization can establish the right voice to use, send short message services (SMS) to the customers (Source: Authors).

### Be flexible in an absolute manner with the people



If marketers are doing the word-of-mouth marketing, they need to do the service in a flexible way. Service providers can select the aspects of their products or services that they want to highlight, and promote those. But they should provide the freedom to the customers to choose the service and comfortable solutions of the problem. Here the organization should try to provide the positive information to the patients (Source: Authors).

#### Vigorous Practices in Buzz Campaigns

Marketers of hospital business should cut through the clutter to create awareness among people who did not previously know about their services as well as ways of availing facilities (Source: Authors).

#### *6.1 Research Gap Identified*

One of the major limitations of Simple Random Sampling is that it can increase time and cost of data collection, if SRS is conducted in large geographic area. We conducted our survey not very large area but it was not small too. It takes time and cost was also high enough for us. As the research of Heer suggests that WOM is more accessible than printed information, it also gives us a clear idea that our research will have same result too, because word of mouth is more preferable than printed information in case of choosing hospitals. So we considered WOM early in the research as a positive sign. In our study we only show the positive impact of word of mouth. But we should have to bear in mind that it may cause negative impact too. We didn't mention the fact that, if customer tells bad experience about the service of any hospital then what will happen? This study ignores the role of internet in choosing information about hospitals and its services. Beside word of mouth and traditional advertising, the role of internet may compare as it is available now. Word of mouth marketing and traditional advertising are covering a huge area of marketing. To keep focus such a huge area is a difficult task. It may lack lots of information. So if the study has conducted based on only word of mouth and only advertising, then it would have given better solution in measuring effectiveness of medical organization. Rural and other major city people are ignored because of concentrating Dhaka city. Generally any types of research need to identify maximum number of respondents. If the number of respondents are high there will more opportunity to make the result of the research positive. We should select a typical number of respondents and make the result of this research more reliable. In this research paper we show how word of mouth marketing and advertising influence customer on choosing medical facilities provided by hospital. But lack of proper recommendation for medical service provider is not described briefly here, which is not match with objective. Researcher emphasize on specific area like awareness, expectation, attitudes, perception and so on in order to measure the impact of Word of mouth. But we didn't show such specific area properly when conducting the research.

## **7. Conclusion**

Word-of-mouth advertising is considered one of the most effective forms of marketing. Many hospitals in Bangladesh already have adopted strategies that focus on giving people reasons to talk about their positive experiences with service provider's products or services. On a less global basis, marketers are very aware that patients generally prefer to consult family and friends before making many buying decisions. One of the major advantages that word-of-mouth advertising has over other forms of marketing is the inherent power of recommendations. People are conditioned to trust recommendations from family and friends; they tend to value them more highly than anything marketers can say through their various mediums of advertising. More marketers are recognizing the importance of the effectiveness of recommendations and are going the extra mile to keep customers happy and willing to promote their products and services (medical facilities). Word-of-mouth marketing is a cost-effective method of spreading information about facilities in medical services. While facilities providers must purchase most forms of marketing, e.g. advertisements, air time, etc., word-of-mouth marketing requires no out-of-pocket expenditure. By merely providing a quality product or service, and doing so in a customer-friendly way, companies are banking on the fact that their happy customers will tell their families and friends about their experiences.

#### *7.1 Limitations of the Research*

- The study was conducted only Dhaka city for lack of sufficient funding as the findings cannot be generalized across overall the country.
- They study in some extend proceeds with the assumptions that the questionnaire on different parameters will stimulate a forth accurate reaction.

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