

The Effect of Word-Of-Mouth Marketing On Female Consumers' Decision Making Process in Afghan Food Industry Brands

Khaled Naseri¹, Ilkay Karaduman²

¹(MBA Candidate, Institute of Social Sciences, Istanbul Aydin university, Istanbul, Turkey)

²(Assistant Professor, Faculty of Economics and Administrative Science, Istanbul Aydin university, Istanbul, Turkey)

Corresponding Author: Khaled Naseri

ABSTRACT: Nowadays, the main mission of advertising and publicizing is to affect the consumer's buying behavior. Improvement of marketing communication role in selling and purchasing of goods and services became critical and thus organizations need to find better, cost-effective and cheap way to publicize their products around the world. Today word of mouth marketing which defined as "any publicity and advertisement which is not sponsored by the company, but rather it is advertised by organic methods via customers" seems to be one of the cheapest ways to affect consumer's purchasing behavior across the world. Moreover, word of mouth helps potential customers to make decisive and as soon as possible decision making process with reliable source of information.

In this study, the purpose is to explore how word-of-mouth can affect the females' purchasing behavior and in the meantime, how it can be managed by sales force to gain new consumers and how it can manage organization's existing customers. By conducting empirical research, the effectiveness of word of mouth marketing on female consumers' purchasing decision making has been investigated which The universe of study was taken the afghan food industry brand females' consumers by distributing the questionnaires among 384 female consumers of food industry brands in Afghanistan. In addition, this study tried to find whether the word-of-mouth influence differs according to five significant demographic variances such as; females' occupation, age, education, marital status and behavioral interdependence characteristic. Moreover, the collected data entered in SPSS, version 21, the likert-scale questions recoded and analyzed. According to the research, the WOMM impact differs among females depending on their age, marital status, behavioral interdependence characteristic and education except for occupation on females' buying decision making regarding buying products from the specific brand in Afghanistan.

KEYWORDS - Word of Mouth, Females' buying Decision Making Process

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I. INTRODUCTION

Nowadays, many companies advertising their products through TV, radio, billboard, poster, weblog and social media in order to penetrate into market and gaining a big segment of target market for purpose of selling their products. Indeed, the companies are successful which can find cost-effective ways to advertise and publicize because advertising with cost is the way that every company can do it easily.

It is assumed that word of mouth marketing communication activities as independent variable of the study depends on age, education level, marital status, occupation and interdependency behavioral characteristics of female consumers of food industry brands in Afghanistan can affect the purchase attention of Afghan female consumers as the dependent variable of the study in efficient way by the help of effective design of advertising campaign for the topic of "The Effect Of Word of Mouth Marketing on Female Consumers' Decision Making Process in Food Industry Brands".

It is obvious that word of mouth that can be recommended through the consumers who is satisfied of her or his shopping to another potential customer of specific brand influences the choice of individuals. This research based on survey which is held between 384 afghan female consumers of food industry brands from which 384 female consumers answered the survey questions. Furthermore, it is tried to assess the word of mouth marketing between female consumers which assumed to have different affect according to respondents' age, education level, marital status, occupation and Behavioral interdependence characteristics and also he effective design of word of mouth marketing communication between females' food industry brands consumers is tried to be assessed.

Moreover, the most influential studies which is made in similar literature can be seen in the table 1 below:

Table I.1: Studies on word of mouth marketing between females

Subject	Studies
Word of Mouth between Females	(Anwar khan, Ramzan, M. Shoaib&Mohyuddin, 2015; Keller& Fay,2012; berger,2014; Zhang, Mittal & feick,2014; FengKuo, Li Hu & Chen Yang,2012; S. Kempf&M.Palan, 2006; D.Bush,J.Bush,P.Bush& Clark, 2005; L.Vineyard,2014; Silverman, 2011; Herold, 2015; Nasir, Vel&Mateen, 2012; Rajamohan& Srinivas,2014; Amar Lakhwani, 2016; Yu Chang, Je Lee & Lin haung,(undated).

II. THEORETICAL BACKGROUND

2.1 Word of mouth marketing concepts

What thing can force you to try a particular new entertainment place, see a particular movie, or read a specific book? Indeed, it is because of watching an advertisement clip or friends recommendations (someone you trust and believe on him or her). Nowadays, due to luck of more powerful, cheap and cost-effective communication methods, the word of mouth as the simple act of advocacy that one person doing with purpose of publicizing the specific brand to individuals became so famous (Silverman, 2011, pp.116-118).

In the past, word of mouth was a spoken phenomenon which used to publicize organizations' products among individuals, but nowadays other forms of communications (such as email and social media) are included in stating this famous phenomenon (Levy,2012). Furthermore, the informal exchange of particular information, recommendations and concerning of products between individuals during their dialogues to publicize the specific brand products can be called as word of mouth (O'Leary and Sheehan, 2008).

2.1.1 Positive Word of Mouth

Nowadays, Word of mouth as a marketing communication becomes famous and characterized as cost-effective and persuasive promotional tool around the world. Indeed, positive word of mouth can help the organization and brand to become famous and can be beneficial of cost-effective and persuasive marketing communication (Shirkhodaei&Rastgoo-Deylami, 2016).

In fact, Similarity, Trustworthiness and Source Attractiveness can be effective as a positive word-of-mouth and significant impact of these factors can affect Purchase Intention (Anwar Khan, Ramzan, &Mohyuddin, 2015).

Viral marketing communication can be considered as part of WOM when the opinion leader shares a specific message within the specific group (Huynh, 2016). (WOM) contents as a cost-effective and cheap advertising and marketing communication, informational influences in all types of receiving and sending to other people and friends with consideration of closeness of relationships in all possible aspects, opinion seeking in details that actually we can say that people and organizations are seeking for innovative ideas that comes and generated from students, ordinary people and extraordinary people in big societies that are useful and feasible to launch, review credibility and online communities can be influential when the people buy things (Erkan, 2014).

Indeed, transaction relationship is influenced by word-of-mouth because of the following conditions: first, the source which can be the spreader of word-of-mouth is a trustworthy third party; second, the experience which is offered by the spreader or WOM agent can reduce the customer uncertainty as positive word of mouth marketing communication. For instance, most of the time with ceteris paribus, consumers are more likely disperse to disperse positive word-of-mouth when they have a satisfactory consumption with a product (Hasangholipour, Ghassemi, Abachian, &Rahrovy, 2012).

2.1.2 Negative word of mouth (NWOM)

Nowadays negative word of mouth is an interesting topic in marketing practices and research environment. Negative WOM which typically resulting from a dissatisfactory consumption and negative consequences of experience that has been occurred, is particularly vital for all types of organizations, as consumers willing even twice more to engage in spreading and publicizing of negative WOM as positive WOMmarketing communication and because, most of theconsumers experiences are in intensely competitive markets are positive, any negative WOM can be crucial in the battle for organization market share and revenue at all (Anderson, 1998). A recent study by the Verde group (cited in Aswal, 2014), found that half of Americans experience a negative satisfaction and problem while they are doing shopping. Thus as they testified and identified, the following statements are the problems that they stated:

- The specific store that people did shopping, did not have a good and enough space parking.
- Generally it takes too long with wasting of time for customers (potential and non-potential customers) to get in and out in specific store.
- Usually customers found it hard to find the wanted and new products.
- The specific store layout and displays were confusing and no one could distinguish the staffs.

In this regards, approximately about a third of these people specially the customers that they see this disorganized condition tell one or more friends about the specific problem that they actually experienced, and on average, they tell five people about watched problem and thus, among those five people who are told about the specific problem that references see, three of them will never step foot in that store that their friend or someone else told them about. In addition, it is proved that these three friends that have been heard about store will tell other friends about the problem that they heard (Keller & Fay, 2012).

2.1.2.1 Negative WOM transmit likelihood: differences between males and females

At the beginning, researchers suggest that men and females, due to apparent differences in the field of socialization, may show absolute different patterns of assessments and behaviors. Winterich et al (cited in Zhang & Feick, 2014), stated that women are willing to include outsiders into their in-group when they actually make donation related decisions at the general. Petty, Wheeler, & Tor mala(2003) found that basically females are more likely than men to handle experimental processing when they actually engage in shopping communication. Basically, most of these reports are conceptually rooted in theory of agency communication that it states that basically companies should be care and consider that not to be defame in negative WOM because women are characterized by communal goals which Communal goals suggest and induce a concern for others in society and basically associated with a concern for the welfare, caring and fostering of particular people in a society during emergency condition, but men are characterized by individualistic goals, individualistic goals which associated with men, induce a significant concern for themselves and they are basically associated with competitive groups, focus on themselves, control, competitiveness, and great feel of achievement. Barletta (2003) found that “ Basically women are socialized to value and place greater and superior priority on relationships” and generally they are willing to focus on others in a specific society during their social interactions, whereas men have a greater self-focus and they don't care about others.

Hence as we come through the fact for females, basically from evidence it is expected that other-focused considerations which come from the nature of females should dominate for the reason of females' greater relative concern and merciful for other people in a society and their countless awareness of others' perceptions (Batson cited in Bakewell, C. & Mitchell, 2003).

Typically, individuals that they have a greater relative concern for their self are basically more self-centered and egocentric that actually they are likely to activate self-referent considerations (Moore cited in Berger, 2014). While and where a strong and heightened concern for self is mixed with a concern for the image-impairment, on that time it will be observed as reduced NWOM, even for ties which is strong enough and even the joint impact of image-impairment concern and tie strength on negative word of mouth marketing communication transmission likelihood can be different for men and women (Mourdoukoutas & Siomkos, 2009). Thus, it is expected for females that the impact of image-impairment concern on negative word of mouth transmission likelihood must be stronger enough for weak ties than for strong enough ties, therefore in contrast, for men basically it is expected with no significant interaction and relationship between image-impairment concern and tie strength on negative word of mouth communication practices transmission likelihood (Zhang & Feick, 2014).

2.2 Females' Decision Making Process

2.2.1 Gender differences in decision making process

Literature studies have been identified that gender differences apparently exist within fashion issues and the issues related to fashion and similar to it. Furthermore, gender similarities and differences are actually important factors to consideration as they affect individuals' decision making process (Lizarraga, 2007). Researchers agree with the state of “females are more involved with fashion subjects than males” (Blakewell and Mitchell 2003). Actually, they identify that women are more fashion related issues concerned, they worry more about their bodies and related issues regarding beauty and they are willing to use fancy clothes to show themselves to a greater extent than males do. Blakewell and Mitchell (2003), among others have found that females are enjoying to spend more time for shopping purposes than males who are generally and commonly more concerned on getting shopping faster and done with possibility of as soon as possible. Somewhat for males, shopping is a kind of task that needs to be solved as soon as possible and psychologically males are impatient regarding shopping purposes but for females it is leisure and occasion time that they can enjoy as much as possible.

By respect to their inherent nature, generally females are concerned to be more susceptible to word-of-mouth marketing communication than men are, but actually the problem is affected by common weakness and with reliability of reports finding and researches in the real life that when it is being put in action. When it is asked from females in real life, they are more likely to say yes and their buying behavior is actually, influenced by word of mouth information that they take from others than men, regardless of the actual influence and the level of it.

In fact, females apparently differ from men regarding buying aspect specifically in real life. Indeed, refers to the predictors and apparently as it is clear, one of the critical predictor of interpersonal influence is the

degree of similarity that actually exists between the communicator and the product's consumer, specifically known as co-orientation (Hass cited in Lizarraga, 2007). Although, the degree of similarity and the similarity base may exist on actually a task-relevant dimension and apparently it may exist in product preferences or on characteristics of a person in all aspects, such as lifestyle, age, and gender (Bae & Miller, 2010). Communicators are the most critical elements of the publicity and WOM who basically can be most influential when they are apparently similar to the consumer on some particular dimension that is generally relevant to the task or product category at hand, and also the exact product in all kinds are high in preference heterogeneity (Price Dillard & Shen, 2013).

Several studies have shown that apparently, communicators can be strengthening the interpersonal influence of word-of-mouth by communicator himself/herself and when it happens that the WOM communicator is actually posing the same idea as a consumer and perceived as similar to the recipient, trustworthy, realistic and credible. Thus, it might be evident that some pretty significant differences have been mentioned above about females and males decision making process differences.

Consumption of leisure services also can be placed with durable goods that require conscious and accurate decision making. Consumers are obligated to select and pick up among various offerings; they should make and do decisions regarding the allocation of resources and with considering the lack of resources. When doing so, sometimes they will search negotiation with parallel participants. Rarely, such kind of behavior occurs without some influence power from the external which exist in environment or can be from personal predispositions. "No individual decision making process is can be completely independent of the community or communal framework in which it eventually takes place" (Zeleny cited in Atik Firat, 2012).

There are some differences between females and males from different aspects which females value to the thing differently than men do and that is apparently can be indicated. This will be the question that how does gender culture connect to products that has been produced by the firms around the world? It may be true, that females value warm relationships more than men do, or less independence females' value can be said. In fact, the exact question is, what do we have to do as a producer with the price of tea or with selling insurance policies? Actually the answer is simple and it is not too complicated (Zhang & Feick, 2014). According to (Bartos, 1998), at general point of view to motivate and persuade people, it is better and if it is not to be exaggerated, the most efficient way is to talk them about particular and special things that they apparently care about, actually in terms that matter to them, what they really cherish in real life, what they're proud of, what they actually enjoy from, what they're actually hoping to accomplish and so on.

Psychologically men are interested to be honor for being winner and in other side, there is females that they are interested in being warmer and friendlier than men. Thus, if females are programmed to be people oriented and fostering, men are evolutionarily predetermined to be competitive and placing themselves on contrary teams (Zhang & Feick, 2014). While people are not willing to get married in the relationship swamp, it is thought that it's fair to say that females are actually more likely than males to get married. In fact, the similarity may be generally on a task-relevant dimension with considering many aspects, such as specific product preferences, or on personal characteristics, such as age, gender, and lifestyle (Miller cited in Bae & Miller, 2010).

According to Beevi (2014), who conducted an empirical research for fulfilling her master degree in India, states the factors that can affect women buying behavior, which social influences women's decision making process which has been indicated by 41% from 100% in a great proportionate beside other critical factors. Further, a purchase like fashion purchase is actually a devoted task which requires and need more detailed involvement from particular consumers than a routine purchase by consumers like buying breakfast from stores (Bettman et al 1980).

According to the spiral path hypothesis of Barletta (2003), the things that show what you care about, what you don't care and thus, these are the moments when a female is apparently thinking about your goods and services or your competitor's product, because those are the exact moments that you're trying to pressure. The Spiral path basically captures the way in which females purchase decision process actually differs from men in opposite side with respect to their inherent nature.

1.2.1.1 Asking around: women start the purchase decision process differently

One key for gender difference is the way and the technique that basically men and women feel differently regarding to ask for help and from their inherent nature that women have, women are generally fine with not knowing and completely familiar with everything, whereas men in other hand, they feel that this unconsciousness and luck of knowing puts them at awfully unpleasant and an uncomfortable disadvantage and put their place in risk of do not dealing with "rankings." Consequently, when females begin a seek for a car or services related to car problem solving, instead of deploying themselves as men actually do with plenty of knowledge such as web site reading and searching, special ads, ratings and more specific thing before talking to any-one else about the specific issue, basically they ask a lot of people that they know them for better input instead. They do not actually do this only with purpose of getting the benefit of others' experience and specific opinions, but they actually see more in order to better understanding of inquiry as a relationship-building

gesture that it is basically better instead of what says “you matter to me” for actually asking someone for their wisdom and insight? Generally women are looking for opinions and insights from sales staff without any feel of worry about trustworthiness of sales staff as well as from people they know. In line with females greater orientation toward people that they know, females are usually more interested in achieving their needed information from people in order to buy something, whereas men prefer to acquire information for purchasing purpose from impersonal sources such as instruction sites and videos from different sources like YouTube and other sites, written material, computer and mobile screens, and the like (Underhill, 2009, pp.121-125).

1.2.1.2 When men are looking for good solution during buying, women pursue a different outcome (The perfect answer)

According to Sweeney, Soutar&Mazzarol (2008), when embarking on a new purchase, basically there are some differences between men and women to start and launch buying process and apparently as observed men are actually going looking for a good solution, whereas with respect to their inherent nature, women set out to find the Perfect Answer in regards to find the best product. Men basically define the product which they want in terms of the certain features that are certainly the most important from their perspective and to them, formulating a short listing of actually key decision criteria and then finally finding a particular solution that can meet wanted criteria and at that time when they find the solution, they buy and then actually they're done. On the other hand, women basically begin with actually more generalized aspects with particular situations and criteria that they actually search for and with addressing the specific factors additionally and in additional considerations from different aspects and preservation as they move through the decision making process in regards to purchase or deciding to purchase, and keep exploring options until they are satisfied from the option that they find and for they have found not just a workable solution, thus in the terms and the condition of finding actually the best possible answer.

1.2.1.3 Women seek more information and investigate more options

generally females continue to get more information and particular evidence from their research and their look into by purchasing purpose, and they really appreciate to welcome additional input that can be helpful and useful from others throughout the decision making process, they usually loop back to specific previous stages in the purchase path to make sure that they will or did right decision (Barletta, 2003). Suppose Sara is a girl that she thought she actually wanted to purchase a nice, slick and economy car with general features, but now she realizes a family car like minivan would be suit her better for her needs and her family. Perhaps she will pick up two brands of minivan that she was interested more about and she know them or she has already heard about them from her friends or colleagues; then a neighbor raves and extremely has positive review with enthusiastic appraisal about her new minivan and she decides to add as extra or substitute that brand that her neighbor has enthusiastic appraisal about and in Nomination step or she might make it all the way to Investigation and Decision, and she might walk into a car exhibition store with three or more specific minivan models in mind and suddenly she see a brand that she's never heard of before. In opposite side, as long as the inherent nature of Men they are looking to eliminate options and as soon as possible they want to conclude, not add them (Solomon cited in Silvera, Lavack&Kropp,2008).

According to the studies which found in literature review, the conceptual model of study and the hypotheses can be seen as below:

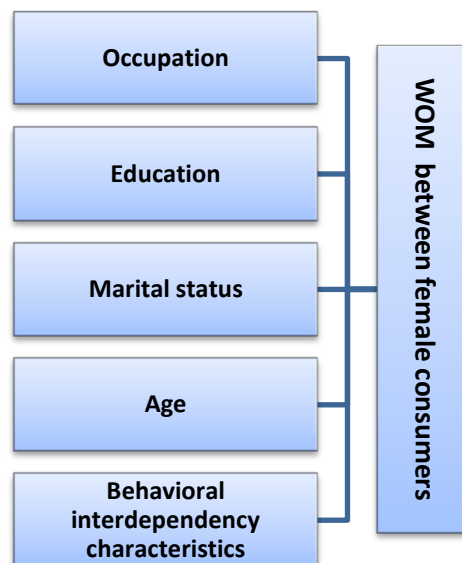


Figure II.1: model of study

III. RESEARCH METHODOLOGY

The research topic is “the effect of word of mouth marketing on female consumers’ decision making process in food industry brands (case study Afghanistan)”. The aim of the research is to find whether word of mouth effects female consumers’ buying decision making in Afghan food industry brands and also does word of mouth differs according to occupation, age, marital status, education level and behavioral interdependence characteristics related to personality on females’ buying decision making.

This research focuses on finding better way of brand image making on people’s minds, special Afghan women. Therefore, this study is limited to female consumers of Afghanistan’s food manufacturing companies. Indeed, the size of the universe were taken from the unknown population because of not being known for certain amount of population. The sample size is defined 384 respondents with the level of confidence 95% and 5% statistically allowable error.

The sample for this research has been collected by choosing the multistage sampling design, a kind of probability sampling design which the clusters have been chosen randomly from Herat and Kabul provinces, which have diverse dwellers from all other provinces. Two big cities of Afghanistan are randomly chosen for the study area. These cities are home of many civilians from all other provinces. The topic, effect of word of mouth marketing on female consumers’ buying decision making process in Afghan food industry brands, is easy to be researched in the mentioned cities.

The population for this study includes every one of female consumers in Afghan food industry brands that basically and generally they located in Herat and Kabul/Afghanistan as randomly selected from the clusters by multistage sampling design in probability sampling design. The examining strategy utilized in this study is the multistage sampling design which is a kind of probability sampling design. Multistage sampling is a sampling method that split the large population into the stages because of making the process more practical and also likewise. Thus the sample of 384 is chosen randomly from all randomly chosen districts and they are conveniently and randomly available with possibility of been chosen to be utilized as a part of the study.

In fact, the survey is made and distribution of questions are done in order to test the predetermined hypotheses which actually, took part in this section of research. The survey questions divide into two parts. The first part is about demographic questions and topic related questions and the questions in the second part are likert-scale questions about word of mouth marketing communication between female consumers of Afghan food industry brands.

Indeed, the secondary data and information actually has been collected from the library, previous thesis research and studies in the same field and the primary data and information have been collected from Afghan female consumers of Afghan food brands by the survey that include Herat and Kabul female consumers of Afghan food industry brands that the instrument is questionnaire and direct observation and interview of Afghan female consumers of Afghan food brands in regards to doing word of mouth marketing as a good and cost-effective method of advertising and marketing communication and collected data analyzed with the help and use of SPSS program.

In the bellow the paper hypotheses are presented as follow:

H1: The effect of word of mouth marketing differs according to occupation on females buying decision making process.

H2: The effect of word of mouth marketing differs according to education level on females buying decision making process.

H3: The effect of word of mouth marketing differs according to marital status on females buying decision making process.

H4: The effect of word of mouth marketing differs according to age on females buying decision making process.

H5: The effect of word of mouth marketing differs according to behavioral interdependence characteristics regarding personality on females buying decision making process.

IV. DATA ANALYSIS & INTERPRETATION

4.1 Reliability Test

In order to test and calculate the reliability, the cronbach’s alpha reliability test was used. The cronbach’s alpha result ranged between 0 and 1 which in social sciences normally the result of test should be above the point of 0.7 to be accepted. The given table below shows the reliability of our selected data.

Table IV.1: Cronbach's Alpha Reliability Test

Name of test	Number of variables	Cronbach Alpha
Cronbach's Alpha	7	0.893
Cronbach's Alpha Based on Standardized Items	7	0.893

4.2 Normality test

In order to test the hypotheses, the Kruskal-Wallis H test was used. In order to sure whether Kruskal-Wallis H test can be tested or not, the normality test should be conducted.

Table IV.2: Normality Test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
New scale	.333	384	.000	.820	384	.000

As the table shows, Shapiro-Wilk and Kolmogorov-Smirnov tests were conducted. For both of them, there is a lower p-value than accepted 0.05. Thus the data does not come from normal distribution population and there is no barrier to conduct Kruskal-Wallis H test. Kruskal-Wallis H test is a nonparametric test which is used to find out if there is a meaningful difference among two or more groups of variables or not. Kruskal-Wallis H test is developed version of Mann-Whited U test and it is a nonparametric substitute to the One-Way ANOVA test.

Table IV.3: Main demographic characteristics of respondents

Demographic profile	Frequencies	Percent
Age		
18 and below	71	18.5
19-30	119	31.0
31-40	80	20.8
41-55	74	19.3
More than 55	40	10.4
Educational status		
Illiterate	57	14.8
Elementary level	70	18.2
High school level	84	21.9
Bachelor	133	34.6
High level such as master and so forth	40	10.4
Occupation		
Student	155	40.4
House wife	112	29.2
Employee	117	30.5
Marital status		
Single	159	41.4
Married	155	40.4
Divorced	70	18.2
Behavioral interdependency characteristics	141	36.7
Do love consulting before buying(Precarious)	133	34.6
Rarely consulting with others(Conscious)	110	28.6
Never love consulting with others(Risk taker)		

4.3 Hypothesis Testing and Interpretation

Hypothesis testing needs some steps that actually in order to test the given hypothesis, it is needed to sum all Likert- scale answers and find mean values of them. Moreover, for the next step, it is needed to derive new values from founded mean values.

While recoding new variables, there were new values created which are equal to the Likert-scale answers (from Strongly Disagree to Strongly Agree). The recoding range score was selected from the Adigüzel (2016) research paper.

H₁: Females' Occupation has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

Table 4.4: The Kruskal-Wallis h test for effect of WOM between female consumers according to occupation.

Effect of WOM between female consumers according to occupation	Occupation	N	Mean Rank	X ²	Sig.
	Student	155	199.76		
	House wife	112	198.86		
	Employee	117	176.80		
	Total	384			

Table 4.4 shows the result of Kruskal-Wallis H test. It is shown that the value of chi-square is 3.970. The test results X²=3.970 is lower than the value of (7.814) in the chi-square X²distribution table with 3 degrees of freedom and 0.05 percentage point which resulted in X² < 7.814 and thus alternate hypothesis is rejected and the null hypothesis is accepted. Moreover, P = 0.137 thus p > 0.05 illustrates that H₁ is rejected and p-value is not significant and thus the effect of word of mouth does not differ according to the occupation on female consumers' buying decision.

H₂: Females' Education Level has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

Table 0.5: The Kruskal-Wallis h test for effect of WOM between female consumers according to education

Effect of WOM between female consumers according to education	Education	N	Mean Rank	X ²	Sig.
	Illiterate	57	178.46		
	Elementary level	70	216.76		
	High school level	84	199.05		
	Bachelor	133	194.62		
	High Level such as Master and Doctoral	40	149.24		
	total	384			

Table 4.5 illustrates the Kruskal-Wallis test results of WOM between female consumers effect according to females' education status. As the table shows the value of chi-square is 12.571 and as it compares with the value of X² (9.488) in the chi-square X²distribution table with 4 degrees of freedom and 0.05 percentage point which resulted in X² > 9.488 and thus alternate hypothesis is accepted. Moreover, p=0.014 which it is needed to report it as p < 0.05 statistically and technically. The H₂ accepted and p is significant because of p < 0.05 and the effect of word of mouth between female consumers differ according to respondents education status on buying decision.

H₃: Females' Marital status has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

Table 0.6: The Kruskal-Wallis h test for effect of WOM between female consumers according to Marital Status

Effect of WOM between female consumers according to Marital Status	Marital status	N	Mean Rank	X ²	Sig.
	Single	159	193.91		
	Married	155	202.24		
	Divorced	70	167.73		
	Total	384			

The above table explains the results of Kruskal-Wallis test of word of mouth marketing communication between female consumers effect related to females' marital status. According to the results X²=5.542; p < 0.05 because it needs to be shown like this statistically, as p < 0.05 the H₃ hypothesis accepted and it is significant. Thus, it reject the null hypothesis that stated as (there is no significant relationship between the females' marital status and word of mouth between female consumers of Afghan food industry brands).

H₄: Females' Age has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

Table 0.7: The Kruskal-Wallis h test for effect of WOM between female consumers according to Age

Effect of WOM between female consumers according to age	Age	N	Mean Rank	X ²	Sig.
	18 and below	71	181.17		
	19 – 30	119	202.05		
	31 – 40	80	211.28		
	41 – 55	74	206.30		
	More than 55	40	121.14		
	Total	384			

The table above describes the Kruskal-Wallis H test results of word of mouth influence on females' buying decisions according to the age of applicants. The value of chi-square is 25.2420. As $X^2=25.420$; $p = 0.000041$ and thus it is needed to show statistically and technically as $p<0.05$ and with $p<0.05$ the test accept the H_4 hypothesis and the P values is significant which it means that the effect of word of mouth between female consumers of Afghan food industry brands does not differ according to age on females' buying decision and reject the null hypothesis.

H_5 : Females' Independency Behavioral Characteristics related to Personality has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.

Table 0.8: The Kruskal-Wallis h test for effect of WOM between female consumers according to Interdependency behavioral characteristics

Effect of WOM between female consumers according to interdependency behavioral characteristics	Behavioral characteristics	N	Mean Rank	X^2	Sig.
	Do love consulting before buying	141	228.73	53.789	0.000
	Rarely consulting with others	133	201.73		
	Never love consulting with others(risk taker)	110	134.83		
	Total	384			

Table 4.8, illustrates the results of Kruskal-Wallis test of impact of word of mouth between female consumers according to behavioral interdependence characteristics. The value of chi-square is 53.789 ($X^2=53.789$) and $p=0.000$ that it needs to be reported technically and statistically as $p<0.001$. The value of p that has been reported is lower than acceptance($p>0.05$), therefore H_5 hypothesis is accepted.

Table 0.9: The result of tested hypotheses

	Hypothesis	Result
H_1	Females' Occupation has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	Rejected
H_2	Females' Education Level has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	Accepted
H_3	Females' Marital status has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	Accepted
H_4	Females' Age has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	Accepted
H_5	Females' Behavioral interdependence Characteristics related to Personality has an effect on word of mouth marketing communication between female consumers in Afghan food industry products.	Accepted

V. CONCLUSION

Word of mouth marketing communication attempts to achieve the cheapest and the most costless way of advertising and marketing communication among other types of marketing communications and methods.

The purpose of the study was to investigate the word-of-mouth marketing communication between female consumers of food industry brands with respect to five main demographic and independent variables of respondents in Herat and Kabul 2 big cities of Afghanistan with indicating whether there is a significant difference in consumption of food industry brands regarding WOM between female consumers with considering their Occupation, Education level, Marital status, Age and interdependency behavioral characteristics or not. In addition, after collecting secondary data the questionnaire prepared to conduct the survey which 384 female consumers of food industry brands were surveyed and it was consist of demographic and likert scale questions that conducted between 27.07.2017 – 22.09.2017 in two provinces of Afghanistan (Herat and Kabul). Respondents were consisted of university students, housewives, employee and with different ages. Based on finding, all research hypotheses were accepted by conducting Kruskal-Wallis H test except (H_1) which defined

as “ word of mouth between females differs according to occupation on female consumers’ buying decision making”.In sum, word of mouth between females differs according to education level, marital status, age and interdependency behavioral characteristics on female consumers’ buying decision making except occupation.

Whereas, the research was faced with some limitations, it is tried to overcome with limitations as much as possible. The research limitations were as follow:

- 1- There weren't enough available female respondents who were willing to participate in answering the questionnaires.
- 2- Lack of respondents' information and knowledge regarding marketing practices.
- 3- Failure in communicating face to face with some respondents, due to some cultural issues consideration.
- 4- Due to not availability of other respondents, a great number of questionnaires were handed to female students.

For future researches, it will be good to explore the word of mouth effects on both male and female consumers’ decision making process with the comparative aspect and also it is better to involve more demographic and mediator variables such as income and the quality of products which is publicizing through word of mouth marketing. Furthermore, it is recommended for the future researches which are planned to be conduct in a country such as Afghanistan, that the researcher should consider the cultural issues when the research want to choose females as the population of study because the gender distinctions is still exist in such countries, thus a man can't easily invite a women for the purpose of collecting primary information regarding survey and also a women can't easily participate in survey due to cultural issues considerations.

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