

Page Header

- [Home](#)
- [Login](#)
- [Register](#)
- [Search](#)
- [Current](#)
- [Archives](#)
- [Announcements](#)
- [About us](#)
- [Editorial Board](#)
- [Archives](#)
- [Title Index](#)
-  [Shopping cart_Cart_0](#)

[Menu](#)

- [Indexing/Abstracting](#)
- [Current Issue](#)
 - [Cover Page](#)
 - [Table of Contents](#)
- [Subscription/Renewal](#)
- [Online Subscription of Journals](#)
- [Archives](#)
- [Advanced Search](#)
- [Join as a Reviewer](#)
- [For Readers](#)
 - [Download a Sample Copy](#)
 - [Request for Missing Issues](#)
 - [Advertise](#)
- [For Authors](#)
 - [Author FAQs](#)
 - [Call for Papers](#)
 - [Author Guidelines](#)

- [Submit an Article Online](#)
- [Status of Article](#)
- [Query /Feedback](#)
- [Usage Statistics](#)
- [Contact Us](#)
- [Publication Ethics and Malpractices](#)

User

Username

Password

Remember me

Login

Notifications

- [View](#)
- [Subscribe](#)

Popular Articles - top 5

» [Market Behaviour, Arrivals, and Price Behaviour of Cumin in Mandor Market of Jodhpur District, Rajasthan](#)

125979 views since: 2014-02-01

» [Book Review - Private Label Strategy: How to Meet the Store Brand Challenge](#)

54451 views since: 2015-01-01

» [The Impact of Social Networking Sites on College Students: A Survey Study in West Bengal](#)

53886 views since: 2018-08-01

» [Extent of Service Quality in Commercial Banks in Punjab](#)

32455 views since: 2015-10-01

» [Effect of E-Loyalty Cues on Repurchase Behavioural Intentions Among Online Shoppers](#)

24802 views since: 2018-11-01

- [Survey](#)

1.5 2019
CiteScore

41st percentile
Powered by  Scopus

-  [By Issue](#)
-  [By Author](#)
-  [By Title](#)

Article Tools

-  [Print this article](#)
-  [Indexing metadata](#)
-  [How to cite item](#)
-  [Finding References](#)
-  [Review policy](#)
-  Email this article (Login required)
-  Email the author (Login required)

This journal is a member of and subscribes to the principles of the [Committee on Publication Ethics](#)

 [SCImago Journal & Country Rank](#)

[Home](#) > [Volume 38, Issue 6, June 2008](#) > [Malmarugan](#)

Influential Power of 'Word of Mouth' for Purchase of Sarees

Total views : 214

[D. Malmarugan](#)

Abstract

One of the most widely accepted notions in consumer behavior is that Word Of Mouth(WOM), plays an important role in shaping consumers' attitudes and behaviors. Word of Mouth is the most important source of influence in the purchase of household goods and food products. It is twice effective as radio advertising, four times as effective as personal selling, and seven times as effective as newspapers and magazines.

Purchase Url

Order Reprints

Refbacs

- There are currently no refbacs.

Creative Commons License

This work is licensed under a [Creative Commons Attribution 3.0 License](#).

- [Home](#)
- [About Us](#)
- [Search](#)
- [Current](#)
- [Archives](#)
- [From the Editor's Desk](#)
- [Privacy Policy](#)
- [Title Index](#)
- [Subscriptions](#)

© 1964 - 2020 • ISSN 0973-8703 • Associated Management Consultants Private Limited