

Word of Mouth Advertising on Social Media – The Ghanaian Experience

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The purpose of this study is to see the effectiveness of Word of Mouth advertising and how it influences consumer behavior on social media with experiences from Ghanaian consumers. Word of Mouth advertising can be defined as an unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service. It is a means by which customers pull other new ones towards products or services which has given them maximum satisfaction far beyond what they expected. The use of the social media makes advertising of products and services easier and faster because it highly promotes social connections among people. This paper sought to know what impact Word of Mouth advertising on social media has on businesses and how marketing managers should strategize in order to have their products or services reach a wide range of customers through these social media.

Regarding the methodology, the researchers used the youth and other people who are active users on social media as the sample. The Structural Equation Modelling will be used to analyze the relationship between Word of mouth advertising and consumer behavior and customer relationship.

This research will aim to find if there is a positive relationship between Word of Mouth advertising on social media and consumer behavior. This paper will also investigate the important drivers of Word of Mouth advertising on social media and business success. The researcher will limit the study to the youth who are active users of social media. It will also be limited to three (3) social media, namely; Whats app, Facebook and Twitter.

This research will help managers to plan and develop their advertising, promotion and communication strategies using the social media. Research on Word of Mouth advertising in emerging markets is scanty and this research will help to shed light on how technology and the advents of social media are influencing business performance in emerging markets. It is expected that the results of this research will provide lessons for businesses that are striving to succeed and keep their customers and also help firms to further appreciate the inevitable relationship between customers, potential customers and the social media.

Keywords: Word of mouth, Advertising, Social media, Ghana, Business success, Customer Relationship Management