The Role of Excitement and Brand Image in Word of Mouth

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Abstract:

Nowadays brands for increasing their interest are one of increasing interest evidences of decreasing the expenditures. This affair has more sign in advertisement process. Word of mouth is one of advertisement methods without expenditure that in the epoch today advertisement is known by this name means advertisement without expenditure. The advertisements which their effects are considerable on people, in this research we examine the role of excitement and brand image in performing word of mouth among consumers. Results of the present research shows which all of three hypotheses this research effect of brand image on word of mouth, effect of excitation on word of mouth and effect of excitation on brand image is confirmed. Statistical community of the present research are all consumers of automobile and clothes in Mashhad city that statistical sample selected in this community based on Cochran sample volume formula are 384 people. Analysis of this research is performed by using structural equation technique and LISREL   software. Results of the present research confirm all of the three hypotheses of the research i.e. brand image effect on word of mouth, motivation effect on word of mouth, and finally motivation effect on brand image.

Keywords: brand, consumer behavior, excitement, brand image, word of mouth

Introduction

The importance of word of mouth will be clearer day by day for companies and business units. According to the considerable increase of advertisement expenditures such as TV advertisement, environmental advertisement and other advertisements, word of mouth can help marketers as a curative drug that even in the situation which company can't afford high expenditures of advertisement, by this type of advertisement we can get the most interest (Panahandeh 2013). According to the importance of the word of mouth in the marketing of companies, there is more consideration of companies specially brands to this aspect of advertisements. Since consumers like their brands because they know that brand which is suitable for them and it causes good feeling and also they seem well, at last there is a feeling relationship between consumers and their favorite brands so that they know them as part of their feeling. Brand- consumer relationship in the recent decade is considered meaningful attention among activists of this field and the university instructors. There is relationship comprehension between consumers and brands based on considerable effect on making benefit which has logical relationship with marketing.

So this case has considerable importance that present relationships between consumers and brands will be understood and also we should consider making factors of these relationships. The goal of the present research is to examine the excitement of brand personality and love to them causing consumers will be interested in brands. According to Lindgreen et al the expenditure for attracting new clients is 16 times more than keeping the present clients (Sheikh Ali and the positive word of mouth as a reference, Nedubisi 2010) the information could be a powerful structure in decision making. Since consumers encounter to multiple messages by marketer which designed for making attraction and changing the behavior, the word of mouth is considered as an important informational reference. The word of mouth helps to the attraction of clients and it is important for long economic success of the company (An Jee et al, 134, 2011).

Theoretical background

Consumer behavior

Decisions making to buy by consumers study all of the selection procedures, using, products and services withdrawal, experiences and ideas by individuals, group and organizations for needs satisfaction and also surveying the effects of these procedures on customer and society (Havkinz and others ,2006,7) In other words,, consumer behaviors for purchasing includes a set of physical and mental procedures that start before buying and also it continues after consumption(Olson and Pierre 1999,110). McDaniel believes that consumer behavior analyzes the consumers purchasing decision making and how to use purchased goods or services (McDaniel ,2005, 12). When a product is purchasing, usually consumer follows a decision making process: detection information searching, options evaluating, buying decision, behavior after buying. These five stages illustrate a general process that consumer pass it from identifying a required product or service to evaluating and buying it. Therefore marketer must pay attention to the overall process of consumer purchasing behavior instead of only attention to the factors that cause purchase decision making (Masrour and Shahriyari 2007, 93).

Excitement

An ability to ascribe value to events in the world, a product of evolutionary selective processes, is evident across phylogeny (Friston et al.1995). Value in this sense refers to an organism's facility to sense whether events in its environment are more or less desirable. Within this framework, emotions represent complex psychological and physiological states that, to a greater or lesser degree, index occurrences of value. It follows that the range of emotions to which an organism is susceptible will, to a high degree, reflect on the complexity of its adaptive niche. In higher order primates, in particular humans, this in- evolves adaptive demands of physical, socio-cultural and interpersonal contexts.

The importance of emotion to the variety of human experience is evident in that what we notice and remember is not the mundane but events that evoke feelings of joy, sorrow, plea- sure, and pain. Emotion provides the principal currency in human relationships as well as the motivational force for what is best and worst in human behavior. Emotion exerts a powerful influence on reason and, in ways neither under- stood nor systematically researched, contributes to the fixation of belief. A lack of emotional equilibrium underpins most human unhappiness and is a common denominator across the entire range of mental disorders from neuroses to psychoses, as seen, for example, in obsessive-compulsive disorder (OCD) and schizophrenia. More than any other species, we are beneficiaries and victims of a wealth of emotional experience.(Dolan, et al.2002)

In this article I discuss recent developments in the study of human emotion where, for example, a neurobiological account of fear, anger, or disgust is an increasingly urgent goal. Progress in emotion research mirrors wider advances in cognitive neurosciences where the idea of the brain as an information processing system provides a highly influential metaphor. An observation by the 19th-century psychologist, William James, questions the ultimate utility of a purely mind-based approach to human emotion. James surmised that "if we fancy some strong emotion, and then try to abstract from our consciousness of it all the feelings of its bodily symptoms, we find we have nothing left behind, no mind-stuff out of which the emotion can be constituted, and that a cold and neutral state of intellectual perception is all that remains" (James,1890). This quotation high- lights the fact that emotions as psychological experiences have unique qualities, and it is worth considering what these are. First, un- like most psychological states emotions are embodied and manifest in uniquely recognizable, and stereotyped, behavioral patterns of facial expression, comportment, and autonomic arousal. Second, they are less susceptible to our intentions than other psychological states insofar as they are often triggered, in the words of James, "in advance of, and often in direct opposition of our deliberate reason concerning them" (James,1890). Finally, and most importantly, emotions are less encapsulated than other psychological states as evident in their global effects on virtually all aspects of cognition. This is exemplified in the fact that when we are sad the world seems less bright, we struggle to concentrate, and we become selective in what we recall. These latter aspects of emotion and their influences on other psychological functions are ad- dressed here.(Dolan, et al.2002).

Brand image

The latest factor of present study that is titled as a related factor to the intention of purchasing luxury brands is brand image. To identify and recognize the brand products image concept, first, attitude and believe of the consumer should be investigated. Individual attitude and believe is resulted from learning process. Individuals have special attitude about everything such as religion, politics, clothing, music and food. Human has a pattern for his attitude and changing such patterns needs some adjustments that are hard to do them (Kutler & Armstrong,2002, 230-231). At the first time Gardner and Levy (1955) discussed product image concept in their paper. They believed that the products have various nature among them are physiologic and social natures. From its formal introduction unit now, the concept of product image is used in the researches related to the buyer (consumer) behavior. Product image can be a vital concept for the marketing managers. David Ogilvy in his book " Ogilv on Advertising " claim that he introduce the brand image concept to the in public though in 1953.

Also he states that this concept first discussed by Claude Hopkins in 1933. Researches show that there are differences in the authors' ideas about product image aspects. These are: 1) the names that use for this phenomenon. 2) A formal proposed definition. 3) The elements of product image. 4) Its measuring tool. 5) Dimension, origin, creation and its skillful application. Levy (1978) believes that the product image is made of the combination of product physical nature and personal believe and the sense about it. In the case of luxury brand products, brand name and image provide an exterior sign in related to it, that affects the decision of the consumers for its purchasing (Chevalier & Mazzalove,2008; Kapferer & Bastien, 2009;Okonkwo, 2007). Our mind is formed from million nerves the entire are connected together, some directly and some zonally through other neural tissues, when we hear a word; it is possible to active a place in our mental network and cause to remember the meaning of that letter. Hearing a word like "car" or seeing its image active its meaning. Activation is like electricity that distributes from a place toward out and active everything around the word "Car" (Sutherland ,2004, 270).Furthermore the brands knowing this subject should follow the characteristics that they can state their brand image in that pattern until when the consumers hear that characteristic associate, the name of that brand in their minds. With glance to some brands we can understand that the luxury brands and their received images often identify as a key competitive advantage (the images that may transfer specialty, prestige or social class and or special beauty) that cause to provide a large value and also a great wealth for the organization (Ait-Shahalia, Parker & Yogo, 2004).

Word of mouth
The term word of mouth first published by William white about forty years ago. There are several word of mouth definitions that we point to a few samples of these definitions. By more attention and focus on this presented definition of Rndtz, we face to two considerable points; first, this definition needs to oral and face to face contact between receiver and messenger that seems it need to match it with instances like electronic communications. If we want to define commercial advertisements in three patterns, we can use than three terms: direction, valence and content, to describe word of mouth, direction means: entrance of word of mouth in decision making, or buying results process. Valence can be positive or negative, and finally, its content depends on to the number of individuals that receive the message. (Qaffari, Ashtiyani , 1384 , 50) Today, according to the role and importance of individual's communication and endorsement of experts on this subject, the attractiveness of word of mouth is increasing day to day for its contacts in the advertisement and marketing area.
The satisfaction that arises from face to face conversation and attractiveness between individuals, both help to keep communication. It directly place individuals exposed to give-andtake (Hakim Ara, 1384, 210). By attention to these presented concepts from experts, it invokes more sensibility and attention word of mouth, that according to the following advantages, we will understand that activity in word of mouth, invoke special look. Parbaix and Vanhamme state the advantages of word of mouth as: Word of mouth has more reliability than commercial advertisements: such as broad casting. With looking at your outsiders you will conclude that individuals rely more to the information that receive from their friends and relatives the information that they receive by advertisement. Word of mouth is based on a mutual communication: as you see in environment, advertisements that are done by job units are likely one-sided and there is not the impact and reaction possibility in them, but at the other side, word of mouth is mutual. People, who rely on word of mouth, decrease their risk in relation with selecting that product: because customer can base the experience of usage of whom, he relies on him, his understood risk extent decreases. This topic is very important special for products that need use experience, for specification of their characteristic (Parbaix and Vanhamme, 2002). The researches of Sweeney, Mazzarol, Sweter (2007) showed that Wom (mouth of word) not only decreases individual's risk, but it will lead to improving their perception from company and their eagerness to buy the products will increase.

The effect of word of mouth on customer's behavior:
According to the explanations that gave in related to suitable effect of word of mouth on customer's behavior in comparison with other one-sided advertisements that are done by trading units marketers pay more attention to this kind of advertisement. In the done researches in evaluating the results of word of mouth, they concluded that negative results have more effects than positive results on the customer's behavior, and because customers like to rely on the information that they receive from personal resources (Bush et.al 2005, 257) it increases the sensitivity of working in this area. We can evaluate the word of mouth and its value when we see its results and effects on actual and potential of buyers.
Positive comments by glad customers can leads to continue their purchase and increasing the purchase scale of them , in contrast , negative comments by tedious customers can lead to decreasing the number of their purchase times and their purchase scale (Banerjee and Ene and Lee , 2000 ; 76).
In the Katz and Lazarfld studies, they concluded that personal influence and word of mouth are seven times more effect than advertisements of newspapers and magazine to persuasion of housewives for change the mark of house products. Also Walker in his studies concluded that at least 90 percent of tedious customers don't want to

again purchase from that company. Furthermore it is expected that each person of these tedious customers, transfer their dissatisfaction at least to 9 people, whereas only 13 percent of tedious persons refer their dissatisfaction to related company (Banerjee, Ene and Lee 2000, 76).

Positive word of mouth:
Positive word of mouth can be used as an efficient tool for improving marketing process of the companies. According to the not being joinery nature positive word of mouth, often people express less suspicion to the company's word of mouth, and they have more trust to them and they try to rely on these advertisements and make decision by them (Panahandeh,2013).

Negative word of mouth:
However word of mouth can act as a cluster bomb between society and it lead to improving the marketing process of the company but activity in this area become sensitive when this cluster bomb act conversely and it cause inconvenience to the company itself or even ruin the company. Negative word of mouth, is one of the most dangerous factors that it infiltration dominion between individual is more than positive word of mouth. Because people express their dissatisfactions from service and products, more than transferring their satisfactions from the company's products to other people, job units must specially pay attention to this negative side of advertisements and use their human and mental stocks to converse this negative side of these advertisements to positive side. For better understanding of effect of word of mouth on customer's behavior we can refer to scripts theory and availability-diagnostic model that here we explain it. (Panahandeh, 2013).

Theoretical framework of the research
Ghaffari Ashtiani et al in 1391 considered in a research to the survey of the effect of quality dimensions of relationships on word of mouth in banking industry. The main goal of their research is the survey of the effect of quality dimensions of relationships on word of mouth in three hypotheses. In this research they consider the variables satisfaction, confidence and responsibility as quality dimensions of relations and by using modeling technique of structural equations survey the effect of each dimension on the word of mouth. The results arising their research showed that with the exception of confidence variable, other variables have positive and meaningful effect on the word of mouth (Ghaffari Ashtiani et al 1391).

Also a research as the name of "cooperative behaviors receiving to relaxation in the face of service" performed by Lioyd and Luk in 2011. This research is considered to the survey of cooperative behaviors of service resulting to relaxation understanding for consumer in the face of service and also survey the role of relaxation mediation on quality evaluation, consumer satisfaction and positive word of mouth in two industries. Here deep interview is used for making a list of cooperative behaviors in the face of personnel for presenting the service, then quantitative studies are used for collecting necessary data. Resulting's of this research recognized two key groups of cooperative behaviors which included special behaviors resulting to relaxation sense for consumer. Relaxation sense has positive effect on both quality and consumer satisfaction that finally it resulted in positive word of mouth (Lioyd & Luk 2011).

According to the previous researches in the effective factors on word of mouth, in the present research we try to examine the effects of brand love and image on word of mouth by focusing on the model that Ismail and Spinelli noted in 2012.

figure (1): conceptual model of research
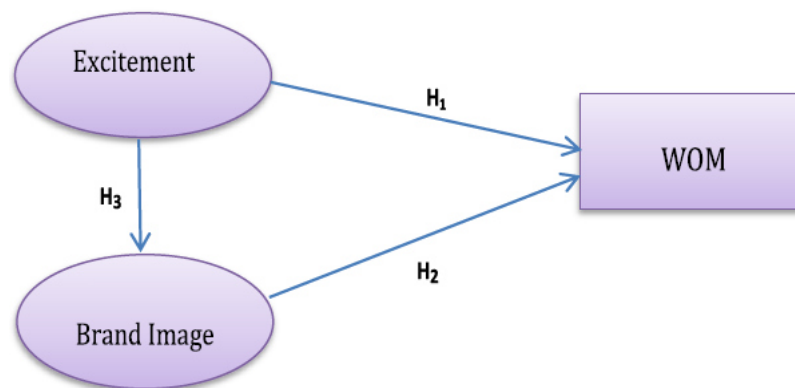
Ref: Ismail & Spinelli

Research hypotheses:
H1. Excitement effects on performing word of mouth by consumers.

H2. Brand image effects on performing word of mouth by consumers.
H3. Excitement effects on making mental image of brand.

Research method

Since we noted in the framework of research, the model of this research is taken of the study which Ismail & Spinelli performed in 2012 as the name of "the effects of brand love, personality and brand image on the word of mouth". This research has functional goal and for data collection is causative- descriptive type. Statistical community in this research is included in all consumers of automobile and clothes brands in Mashhad city. Sampling method in this research is available as sampling. For this purpose the researcher should ask people one by one that they used automobile and clothes brands or not. Since it was impossible to collect data of all people of statistical community (if it was possible, there was no enough time, expenditure and other necessary facilities) a sampling of statistical community was selected. According to unlimiting of community for recognizing considerable sample, we used statistical formula related to Cochran unlimited community:

$$n = \frac{Z_{\frac{\alpha}{2}}^2 \, p(1-p)}{\varepsilon^2}$$

In this formula ε and $Z_{\frac{\alpha}{2}}$ are estimation careless and critical number of normal distribution in the level α، P and 1-P respectively which they are success or lack of success and n is the least sample volume. In this research assurance level is 95% and estimation careless is 5%, hence we have:

$$n = \frac{(1/96)^2 (0/5)(0/5)}{(0/05)^2} = 384$$

The number of statistical sample in this research based on community multiplicity and by using formula is 384 people that for more assurance, the number of 400 questionnaires distributed and collected that the number of 384 questionnaires were analyzed.

In this research data is collected by field method. In field method, questionnaire is one of the most usual methods for collecting data. For collecting data and receiving to goals, this research used nameless questionnaire including 15 questions that filled by consumers. At the beginning of questionnaire there were questions for recognition of personal features of statistical community. Questionnaire questions are regulated based on sequential scale and Likert's five-degree scale including 5 scale very low, low, average, much and very much and designed as classified and based on trice hypotheses topics. Since in this research we used standard questionnaires of the study of Ismail and Spinelli in 2012 hence measurement means in this research has suitable justifiability and in fact justifiability resulted in contents for more assurance we consulted questionnaire justifiability by several experts of this field. In this research for evaluation of reliability coefficient of questionnaire, we used internal adaptive method and by using Cronbach's alpha coefficient. By primary distribution of 30 questionnaires, reliability coefficient for questionnaire was 86% which shows very good reliability.

Measurement of research variables

Results arising the factor analysis for confirmation of each factor which noted for related questions with meaningful level appear in table 1. It is notable that all cases are in a desirable level (statistical values t higher than 1.98 is a desirable level, it means that resulted coefficient effects on considerable variable.

Table 1: the analysis results is a confirmed factor for measurement models

Item	factor case	statistical value t		factor case	statistical value t
X_1	0.66	16.59	X_8	0.79	19
X_2	0.73	17.16	X_9	0.86	16.8
X_3	0.78	17.42	X_{11}	0.79	16.67
X_4	0.72	18.64	X_{19}	0.91	-
X_5	0.74	18.23	X_{20}	0.8	22.68
X_6	0.8	-	X_{21}	0.8	22.04

Findings of the analysis of research conceptual model

Confirming measurement models of research variables, the conceptual model of research examined by structural equation modeling. The reason for using this method is that this model has the capability instead of examine two to two and separate variables, the relations among all variables survey concurrently. SME approach is a comprehensive method for testing the hypothesis about the relations among observed variables. Since the conceptual model of research considers the survey of causative relations, for providing concurrent analysis possibility of variables relations, we used structural equation method which it is used in model analysis of Lizerl software that is one of the most famous softwares for performing structural equations.

Results arising the analysis of causative relations among main variables of the research

Results arising the analysis of causative relations among main variables of the research are showed in the figure 2.

Figure 2: the coefficient graph resulting of structural equation calculation
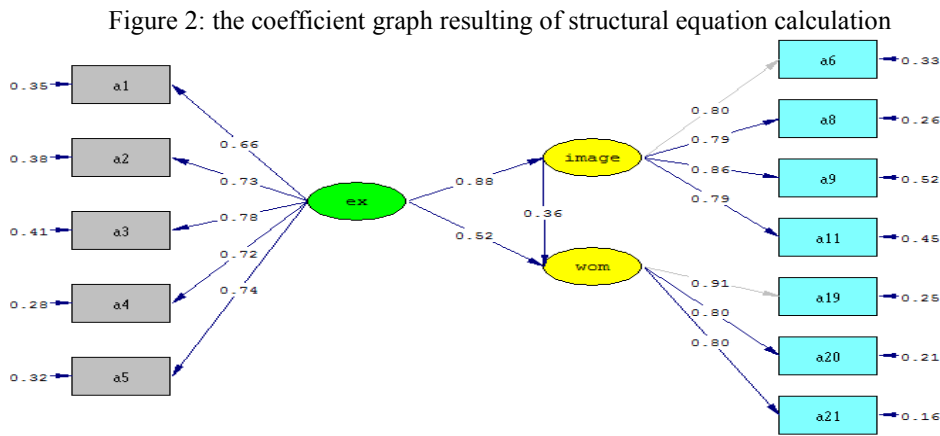
Chi-Square=175.76, df=51, P-value=0.00000, RMSEA=0.080

For examining the suitability of the model, the numbers of suitability criterion for processing of model examined that related results are showed in table 3.

Table 3: suitability indices of structural equation model

Chi square	df	CMIN/df	RMSEA	GFI	IFI	NFI	CFI	RMR
175.76	51	3.44	0.08	0.93	0.99	0.98	0.99	0.032

Output results in the part of model standard estimation show that structural equation model is a suitable model. The value RMSEA of model is 0.08 and also the GFI value is almost 90 percent. The indices NFI, CFI and IFI are up to 90 percent. At last RMR value is close to zero. For examining the relations among present variables in the model of structural equation, the model estimation examined as standard type. Results arising the hypotheses findings are presented in table 4 (in recognizing meaningful numbers of the model, its critical value should be higher than 2 and lower than -2).

Table 4: results of research hypotheses test

hypotheses	Statistics t	Regression coefficient	Test result
Brand image for performing word of mouth	0.36	3.71	Confirmed
Excitement for performing word of mouth	0.52	5.27	Confirmed
Excitement on Brand image	0.88	16.04	Confirmed

If statistical value of t is higher than 1.98, the relation between each couple confirmed by research variables.
- The standard regression coefficient for the hypothesis of brand image effect on word of mouth is 0.36 that based on statistical value of t is 3.71 and lower than 1.98. We can conclude that this hypothesis will be accepted and we can note that brand image effects on word of mouth.
- The standard regression coefficient for the hypothesis of excitement effect on word of mouth is 0.52 that based on statistical value of t is 5.27 and higher than 1.98. We can conclude that this hypothesis will be accepted and

we can note that excitement effects on word of mouth.

- The standard regression coefficient for the hypothesis of excitement effect on brand image is 0.88 that based on statistical value of t is 16.04 and higher than 1.98. We can conclude that this hypothesis will be accepted and we can note that excitement effects on brand image.

Discussion and conclusion

Confirmation of the first hypothesis shows the effect of brand image on performing word of mouth. It means that by presenting a suitable brand image from consumers brand side it has special view toward presented product so that during the time and by forming image in the mind of consumers, they follow to convey the presented image to others. In fact they want to make new sight of the image presenting to others. Brands can introduce a special image in the mind of consumers by presenting different images in comparison with other rival brands in the market that make special image and place in their mind which persuades them to introduce their products to others.

According to the lack of confirmation of the third hypothesis, we can conclude that excitement arising of brand effects on performing the word of mouth by consumers. It means that by increasing the excitement of use of brand products, performing word of mouth for considerable brand productions will be increased by consumers. According to definitions which presented for excitement, brands should make different excitement in comparison with rivals in their consumers. This excitement can be made by suitable design with marketer that causes excitement in them. Performing effective advertisement by making an excitement image of the brand production through the time can make this view sight in consumers that brand searches an excitement relation with its consumers. Now this excitement relation can be based on youth personality or middle-aged people or according to other people which put in our considerable market.

The analysis of the third hypothesis shows that excitement arising of brand production causes making suitable image in consumers. In fact consumers who are excited by the consumption of brand production, the image of brand production in their mind is attributed by the same excitement. Also excitement can affect indirectly on performing word of mouth by making brand image.

By explanation of results of the analysis of each hypothesis of research, we can conclude that the excitement resulting of brand and presented image of brand production effects on performing word of mouth. Also excitement can effect on consumers for performing word of mouth by affecting on making mental image.

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