



Towards Partial Fulfillment of Requirements of Master of Business Administration Degree



## Prestige Institute of Management

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**DECLARATION**

##### We, Monica Patel and Neha Singh, the students of MBA III Semester of Prestige Institute of Management Gwalior, hereby declare that the Major Research Project report entitled “**Impact Of E Word of Mouth Publicity on Destination Selection-A study of Gwalior”** is submitted by us in the line of partial fulfillment of course objectives for the Masters of Business Administration Degree.

We assure that this report is the result of our own efforts and that any other institute for the award of any degree or diploma has not submitted it.

Date: Monica Patel

Place: Neha Singh

**CERTIFICATE**

This is to certify that Monica Patel and Neha Singh, the students of MBA III of Prestige Institute of Management Gwalior have successfully completed thier Major Research Project Report. They have prepared the report “**Impact Of E Word of Mouth Publicity on Destination Selection-A study of Gwalior”**  under my direct supervision and guidance.

**Prof. Unnati Gupta**

**(Faculty Guide)**

#### ACKNOWLEDGEMENT

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**Monica Patel**

**Neha Singh**

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**I. Introduction**

**1.1. Conceptual Framework**

**Word Of mouth**

Word of mouth (WOM) is the communication between consumers about a specific product, service, or a company in which the sources are considered independent of commercial influence.(Zerrad & Debabi, 2015) .Word-of-mouth communication is a dominant force in the marketplace. Firms are interested in measuring and controlling this important tool, as it might contribute to promoting a specific product or service by customer. Arndt 1967 was one of the earliest researchers into the influence of WOM on consumer behaviour. He characterized WOM as oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service. WOM is defined as an oral person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, a product or a service Arndt, 1967, p.3. In this interaction; the beliefs, attitudes and experiences about a product or service are shared by the person who has an opinion or is knowledgeable about that specific product or service to others Ahuja, et al., 2007. (course hero)

**E Word of Mouth**

Electronic Word of Mouth eWOM is said to be a type of buzz marketing and it if itsrequired to become viral, it should contain persuasive or funny message.In eWOM we focus on person-to-person contacts that happen on the internet.(Kremers)

In the growing online social communications, electronic word of mouth has been an important topic to business and marketing researchers. Recent studies have examined the influence of Internet-based eWOM on product success, virtual consumer community and explored how the process of WOM communication influences customer decisions and behavior in an online environment. (Zarrad & Debabi, 2015)

Electronic word-of-mouth communication is any positive or negative statement made by potential, actual or a former customer which is available to a multitude of people via the internetWhile in traditional word-of-mouth, the message disappears as soon as it is spoken, in case of eWOM, the message remains over a period. eWOM includes blogs, online reviews, social media posts and messages posted on online groups.

**Word of Mouth to E word of mouth**

Word-of-mouth WOM shapes behavior and attitudes of consumers regarding products and services, and is the main source of information used by consumers for their decision-making DiPietro, Wang, Rompf, & Severt, 2007.  People believe WOM is more influential in consumer decision making than marketer-controlled source of information Breazeale, 2009.  Although positive WOM have a significant impact on consumer decision-making, research shows that negative WOM is even more influential because dissatisfied consumers tell others more about their experiences than will a satisfied customer.  WOM previously described as having a fleeting nature because it vanishes as soon as words emerge Breazeale, 2009  However, in the Internet age, WOM no longer spontaneously vanishes.  Consumer created sites on the Internet changed the definition of WOM by increasing the customer’s ability to voice their opinion to numerous people and for a longer time-period.  These changes affect an organization’s ability to manage and at times manipulate WOM.

Electronic WOM eWOM have been discussed since 1993 when the first user-friendly web browser, NCSA Mosaic was introduced Breazeale, 2009.  Various formats of eWOM provide consumers opportunities to amplify their voices in an unprecedented way.  Consumer-created complaint sites, online feedback, blogs, and discussion boards concern organizations that did not consider consumer responses years ago.  Consumers come together to form communities centered on organizations they love and hate.  It is not wise for organizations to ignore the social component of eWOM.

Consumers read comments online to save time on decision-making, which allows for more informed buying decisions.  Consumers belonging to and participating in a social community place significant value in their community.  The customer’s desire for social interaction creates factors leading consumers to participate in eWOM Breazeale, 2009.  In the not so distant past, organizations created and controlled their reputation.  Now, the Internet and two-way communication among the masses has changed the development of an organization’s reputation.  Companies should embrace the ability to hear voices of the consumers and understand that consumers’ voices will not go away.  In 1954, Peter Drucker wrote that the consumer has the power position in the economy Breazeale, 2009 and the Internet and eWOM enhance that power.  Organizations that accept and understand eWOM will be around longer.

**Publicty -** Publicity is the movement of information to the general public from the media. The subjects of publicity includes people for example, politicians and performing artists, goods and services, organizations, and works of art or entertainment.

Publicity is gaining public visibility or awareness for a product, service or your company via the media. It is the publicist that carries out publicity, while PR is the strategic management function that helps an organization communicate, establishing and maintaining communication with the public. This can be done internally, without the use of media.

Types of promotion that relies on public relation effect of a news story carried usually free by mass media , the main objective of publicity is not sales promotion, but creation of an image through editorial.or independent source commentary.

Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. Publicity is not paid for by the organisation. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations.

**Destination-**

1.Destination is the intended end point of a journey or other travel or a Tourist destination

2. the purpose for which something is predetermined or destined.

3. an act of appointing, setting aside for a purpose, or predetermining

4. a place to which one is journeying or to which something is sent when the package has reached its destination .

5. The destination of someone or something is the place to which they are going or being sent.



**Word of mouth E-word of Mouth**



**Selection of Destination**

**1.2 Literature Review:**

(Zarrad & Debabi, Analyzing the Effect of Electronic Word of Mouth on Tourists’ attitude, 2015) **have stretched the growing importance of eword of mouth publicity on shaping tourist attitude towards a destination selection.** (Manuela & Silica, 2014) **have tried to identify the determinants of E word of Mouth influence.**

**1.3 Rationale**

The Purpose of this study is to determine impact of e word of mouth publicity on destination selection.The research was carried out to find out the relationship between E word of mouth and destination selection. Past research reveals that the e-word of mouth positively relates with tourist attitude on destination selection. However, our current study would be focusing on findng out the impact of word of mouth on destination selection.

**1.4Objectives**

To find out the impact of word of mouth on destination selection

How important is E word of mouth on destination selection.

Identify the factor of e mouth publicty

To identify the destination selection .

To identify whether these exist relationship between e word of mouth & destination select.

To identify the degree of impact on destination selection.

**2 Research Methody**

**2.1The study**

The study was exploratory in nature with survey method being used to complete the study

**2.2Sampling design**

**2.2.1 Population :** Population will be included Hotel guest of Gwalior

**2.2.2 Sampling Element :** Individual guest will be used as a sampling element

**2.2.3 Sampling Techniques:** purposive sampling techniques was used to select the sample.

**2.2.4 Sample Size :** 250 Respondent.

**2.3 Tools used for data collection**

Standardize questionnaire will be used for evaluation of e- word of mouth and destination selection. The data will be collected on likeret type skill where 1 indicate for minimum agreement and 5 indicate for maximum agreement.

**2.4 Tools used for data anlaysis**

Regresion test will be applied to see the impact of e- word of mouth on destination selection.