

Buzz Marketing and its Role in Achieving Market Share

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The rapid development of marketing strategies requires organisations to find suitable marketing methods to reach customers. Specialists believe that the use of the buzz marketing method is one of the critical methods that contribute to achieving a high market share for organisations. The researcher wants to raise company management's attention to modern marketing methods such as buzz marketing. The current study used an independent variable where its dimensions formed (marketing noise, planting ideas, incentives and rewards) and the market share was used as a dependent variable, and it was unary variable. The study aims to define the conceptual framework for hummingbird marketing as well as knowing the extent of the possibility of the men's clothing factory in Najaf to use this type of modern marketing. A questionnaire was distributed to 51 marketing managers in the researched organisation. The study reached some conclusions. The most important of the conclusions are: (1) the company management is interested in creating a marketing hype for its products among customers because of its positive contribution to achieving a high market share; and (2) the most important thing that the researcher recommends is the necessity of the attention of the marketing managers in the research organisation for the external environment with the competing products it carries, especially foreign products that flooded the Iraqi market at comfortable prices for the customer.

Keywords: *Buzz marketing, market share*

Introduction

Buzz marketing is one of the modern marketing methods. It has spread widely across the internet and specifically social media and become the most prominent means to promote the products. Buzz marketing is used by organisations to create a marketing noise about the products in the target markets and investigate opportunities in achieving a high market share for the company in question. The study composes of four sections, including a clarification of

the methodology; a review of the theoretical framework; a review of the practical framework; and conclusions and recommendations.

The Research Problem

Because of the developments in the field of marketing and the intense competition in the markets, many companies are trying to search for everything that is emerging in work to implement in the context. The absence of many marketing managers in the companies, including the laboratory searching for buzz marketing and lack of interest in the use of this technique led the researcher to go into this topic. The current study attempts to answer the following questions:

1. Is there a perception in the laboratory management about what buzz marketing?
2. Does buzz marketing contribute to increasing the market share of the factory?
3. Are they testing the consciousness of the study lab for this type of marketing?

The Aims

The current study aims to:

1. provide a theoretical framework on buzz marketing, its concept, tools, and how it works when it is used in companies;
2. provide a theoretical framework on the market share and how companies can achieve it through adopting modern marketing methods; and
3. analyse the impact of hummingbird marketing on the market share.

The Significance

The significance of the study is illustrated by the following:

1. Highlighting the role of buzz marketing in achieving the market share.
2. The extent of the interest of the researched laboratory in buzz marketing and its role in achieving the market share, especially as it works in a competitive market sector.
3. The stage in which Iraqi organisations live requires the study of buzz marketing and market share to be able to restore its activity, and this requires a study of the impact of the first on the second.

The Hypotheses

The First Main Hypothesis: There is a statistically significant correlation between the dimensions of buzz marketing and the market share, and the following sub-assumptions are derived from it:

- There is a statistically significant correlation between the after-market noise and market share.
- There is a statistically significant correlation between the post-implantation of ideas and the market share.
- There is a statistically significant correlation between the dimension of incentives, bonuses and market share.

The Second Main Hypothesis: There is a statistically significant effect relationship for the buzz marketing dimensions in the market share, and the following sub-assumptions are derived from it:

- There is a statistically significant effect relationship to after marketing noise in market share.
- There is a statistically significant effect relationship after planting ideas in the market share.
- There is a statistically significant effect relationship for the dimension of incentives and bonuses in the market share.

The Procedures

It was adopted in completing the theoretical aspect, Arab and foreign sources and the research questionnaire, which is the main source of data collection, where 51 questionnaires were distributed to marketing and sales managers and those concerned with decision-making in the researched company.

The Data Set

The researcher distributed 51 questionnaires to a group of marketing managers and stakeholders in the company, and it was fully retrieved. Most of the participants are male, where the number was 44 (86%), while the number of females was seven (14%). Table 1 shows the repetitive distribution and proportions of the members of the study sample.

Table 1 The frequency distribution and proportions of the respondents according to gender

Gender	Frequency distribution	The ratio
Males	44	86%
Females	7	14%
Total	51	100

Source: preparation of the researcher based on the results of the electronic calculator

Table 2 shows the frequency distribution and proportions of the individuals in the research sample according to academic achievement. It is clear from the table that the highest percentage of academic achievement (bachelor) was 32 (63%), which indicates an understanding of the questionnaire clauses by the respondent sample. As for the remainder, it was for those with a diploma and less, as they were 19 (37%).

Table 2 repetitive distribution and proportions of the research sample according to academic achievement.

Academic achievement	Frequency distribution	The ratio (%)
Bachelor	32	63
Diploma	16	31
Middle school	3	6
Total	51	100

Source: Prepared by the researcher

Table 3 shows the frequency distribution and the proportions of the members of the research sample according to the years of service. It is noted from the table that the largest percentage was for those who have service in the researched company ranging between 20-25 years, where they numbered 32 (63%), who have experience and marketing knowledge that contributes to increasing the market share of the company, and that the lowest percentage was for those who have Service 5-8 years, where their rate was 6%.

Table 3 frequency distribution and the proportions of the members of the research sample according to the years of service

Years of job	Frequency distribution	The ratio
20-25	32	63%
15-20	16	31%
5-8	3	6%
Total	51	100%

Source: Prepared by the researcher

Table 4 shows the frequency distribution and proportions of the members of the research sample. According to the nature of the work, from marketing and sales managers in the company in question, we see that the most significant percentage of marketing managers was 42 (82%), and the rate of sales managers 18%, where they were nine illustrated in Table 4.

Table 4 repetitive distribution and proportions of the research sample according to the nature of the work.

Work nature	Frequency distribution	The ratio
Marketing manager	42	82%
Sales Manager	9	18%
Total	51	100

Source: Prepared by the researcher

The Limitations

The study limits were as follows

1. **Spatial limits:** The men's clothing factory in Najaf was chosen as a place to apply the research. There were 51 questionnaires distributed to production, marketing managers and department heads in the researched company. All responses were retrieved completely.
2. **Time limits:** The data collection process took over and was analysed for the period from August 2019 to October 2019.

The Theoretical Framework

The Concept of Buzz Marketing

The term buzz marketing is one of the most recent phenomena in the world of marketing today, due to the media and propaganda noise about the product or a specific project and individuals use it widely among themselves through the use of social media, talks, and promotional campaigns that are popularised by Internet technology. Ebrun (2010, p.305) and Leila (2005, p.94) pointed out marketing today is looking for new technologies to satisfy customers' needs and desires. Therefore, buzz marketing technology is designed as it makes noise among customers about the product or service; clients exchange it with each other through chat rooms to publish marketing companies. Marketing experts expect that there will be a standard element in all advertising and promotional campaigns, and after that witnessed a rapid development to become a comprehensive marketing strategy for companies aimed at creating an uproar indicating the attention of customers and making them more in contact with the selected brands. Moyzlin (2010, p.419) adds that this type of marketing will work to amplify marketing efforts and creates a marketing hype that indicates the attention of

customers and makes them more connected with the distinctive brands of companies competing in the target markets. Therefore, buzz marketing appeared as part of the internet's activity through its circulation through the media, and it began to spread in 1990 through the and conversations between customers with each other.

Carl (2007, p.35) sees buzz marketing technology as a more recent phenomenon in the world of marketing that has contributed to the rapid spread of the product through social media networks where advertising messages have enabled communication with a large number of customers. Steyer (2009, p.111) noted that word-of-mouth (wom) is a tool of spreading buzz marketing that has both a positive and negative impact on a customer. Goddes (2007, p.70) indicates that marketing campaigns in chat rooms target current and prospective customers. As for Keller (2010, p.509), buzz marketing is an innovative marketing technology that contributes to achieving communication with the customer.

While David (2007, p.120) sees buzz marketing as the spread of advertising messages, a rapid spread similar to the speed of spreading the virus to communicate with the customers, Lilien (2011, p.61) confirmed that it is a marketing mechanism through which the marketing messages are amplified, spread through the internet, its transmission between users after presenting external effects, and create a media hype that the product starts without the organisation's intervention.

As for Hetzel (2000, p.27), buzz marketing is seen as similar to viral marketing, the spread of advertising messages quickly among customers. The goal is to create a marketing buzz around the product and focus on it without other products, which is closer to word-of-mouth marketing. Hetzel (2002, p.11) sees buzz marketing as street marketing aimed at promoting products in public places to deliver the marketing message to the target customers. As for Godes (2000, p.4) sees it as marketing means that push the organisation to fame and achieve wealth by amplifying marketing messages about the product and communicating it to customers through innovative marketing methods and creating media hype from the mouths of marketers. While Carl (2008, p.210) believes that buzz marketing is a marketing effort that arises among customers, they willingly promote the products of the organisation by spreading a word about the product to their acquaintances, relatives and friends. As for Godes (2006, p.101), buzz marketing is a new marketing mechanism different from the old marketing mechanisms through the use of social networking pages from Facebook and Twitter. The user can insert images and videos through social media pages to arouse customers' curiosity about the product and its brand and make them promoters of the product instead of the organisation and stir a marketing hype that affects the minds of customers from relatives, acquaintances and friends and make them more receptive to this product and its business relationship and get as much as possible from it.

From the foregoing, the researcher believes that buzz marketing is a new marketing strategy that has an effect on the future of the organisation in the affirmative if there is credibility from the organisation about offering its products in the market as it is characterised by the benefit and satiate the customer's need and perform a service to him more than other products and vice versa.

Principles of Buzz Marketing

Michael (2005, p.12) sees there are five principles which buzz marketing is built on:

1. Media hype about the product or service;
2. A promotional technique that indicates popularity about the product;
3. Intense product iteration and make it more popular;
4. Intense product iteration and make it more popular; and
5. The desire to excel more than others.

As for Goddess (2006, p.38), there are six principles of buzz marketing:

1. The effective media message;
2. Focus on the target customer;
3. Searching for the target market at the right time;
4. Launch word-of-mouth marketing campaigns (wom);
5. Searching for new marketing mechanisms that are different from old marketing mechanisms; and
6. Converting the word by mouth into a promotional and marketing hype.

Buzz Marketing Conditions

Curtis (2008, p.106) and Simokos (2009, p.37) agree that buzz marketing is effective when the following conditions are met.

1. Display products via social networks in the form of different images, videos and comments, and create new pages in all forums;
2. Offering product and service in a way that stimulates and motivates the customer;
3. The product was shown as short videos that the customer would understand;
4. Identify the brand accurately and effectively during the presentation;

As for Loffen (2007, p.15), buzz marketing is considered to be effective when the following conditions are met.

1. Identifying the trademark during the period of displaying the product or service;
2. The use of social media most prevalent among customers;
3. Focus on displaying products in public places where customers are crowded;
4. Displaying products in the form of ads that affect the minds of customers and stimulate their attention.

The Tools of Buzz Marketing

A number of tools are required to activate the buzz marketing role (Michaei, 2005, p.13).

Viral Marketing Message. It was called by this name because it spreads very quickly among communities similar to the virus by transmitting the message between customers via social media and encouraging communication between customers. It can be considered as an electronic distribution via the Internet to transfer products. In addition, the spoken word was used to convey the marketing message, as it is a conversation between two parties. One of the parties is the carrier of the message, and the other is the recipient of the viral message. This encouraged customers to use and adapt it to transfer information about the product.

Daved (2007, p.85) indicated that it is a marketing phenomenon that pushes individuals to pass marketing messages through the web. In addition, it is a spoken word issued from the mouth that is transmitted between individuals. Therefore, this type of marketing was called (praise marketing), through the foregoing. The researcher sees that the product is transferred through social networks so that all users view it and talk about it positively. The organisation benefits from it as an influential party in business partners, family and friends.

Oral word: (wom)

Significant development and marketing boom has emerged recently on the web. Hence, it requires subscribers from customers to talk about the offered product and interact with each other, and the desire to participate between friends and relatives in communicating product information via e-mail to deliver it to a large number of customers in a short time and at the lowest costs. Ralph (2005, p.17) informs the users who are satisfied with the product about their satisfaction with him and establishes a reputation for the marketer and transforms consumers into marketers. They have a responsibility to publish the product in their family environment to attract many customers, and this type of marketing depends on the principle of trust between Customers and companies. Therefore, the customer is convinced to buy the product as soon as possible because of his conviction and confidence in the customer who called for the purchase of the products.

The Dimensions of Buzz Marketing

Walter (210, p.170) and Sandes (2010, p.15) agree in identifying the dimensions of buzz marketing which have been adopted in many production and marketing organisations and can be illustrated as follows.

Marketing Hype

Husman (2010, p.17) indicates that social networks make a marketing buzz by publishing marketing advertisements among the individual users, by conveying the word about products and services that have a significant impact on the lives of the customers using. Sandes (2010, p.25) indicates that marketing hype is an effective strategy in marketing communications in transporting products through social networks, and much of the modern technology is considered a fast promotional medium among the individual users. From Keller (2010, p.70) it is a modern technology, including social networks, which affect delivering products to users, and thus create a marketing buzz between the two parties involved in marketing and manufacturing the product. Lilien (2011, p.48) views the marketing hype as a wide audience promoting the products approved by marketers. Many marketing organisations use social media as a tool to stimulate discussions about the distinctive brand of a product preferred by user users. Goddes (2007, p.108) adds, the marketing platforms (Facebook, Twitter, YouTube) provide marketing coverage of products approved by the company high-speed. Through the foregoing, the marketing hype is nothing but a marketing buzz adopted by the marketing organisations in selling the product and circulating it in the hands of many customers as soon as possible. It is considered an appropriate and fast accredited promotional tool.

Planting Ideas

Sandes (2010, p.15) indicates that this strategy is concerned with finding influential people and they have a role in the social media network by spreading the product among users and encouraging them to adopt the product and use it and prefer it over the rest of the competing products. Coddess (2006, p.8) pointed out the importance of this strategy as a link between all the customers who are used to introduce them to the desired product in the market and the extent of customers' desire to adopt it and cultivate ideas through the social network. Godes (2007, p.13) indicated that it is a marketing decision for organisations of great importance among influential people. From the above, planting ideas is an essential strategy for organisations to have an impact on customers to persuade them to buy the product and prefer it over other competing products in the market sector.

Grants and Rewards

Many organisations are interested in the trend towards buzz marketing as it offers many incentives to individuals through the deployment of the product orally and the interest in promoting products via social networks (Godes, 2007, p.1).

While Myzlin (2010, p.57) sees it as advertisements on the user's website and the exchange of photos and videos that affect the product affecting influential customers. As for Leena (2010, p.80), it is seen as promotional campaigns via e-mail and Facebook to inform friends, relatives and influential customers. People who carry out promotional campaigns have individual motivations to participate in obtaining rewards and incentives and in assisting other customers in identifying the brand and its acquisition and preference over other marks.

Market Share

Kotler (2009, p.30) sees it as a measure of the organisation's the production and marketing activities. As for Pride (2008, p.12), it is considered as the percentage of the target market. Stanton (2008, p.67) believes that the company's market share analysis is done through the company's sales for a period divided by the sales of the industry as a whole, in addition to the organisation's position compared to the market. Al-Sumaidaie and Rudeina (2000, p.64) mentioned that the market share is one of the important indicators that enhance the organisation's competitive position, as adventurous organisations seek to expand and maintain their market share, which is one of the measures that distinguish successful organisations in their production activities. Kotler (1997, p.76) pointed to some market share indicators.

1. Total market share: An indicator that shows the organisation's market share in the market in relation to the total market target sales;
2. Served market share: An indicator that shows the organisation's market sales relative to the total sales of the serviced market sector;
3. Relative market share: an indicator that shows the organisation's sales in the market compared to the top three sales by organisations in the industry; and
4. Market share compared to leading organisations: An indicator that shows the organisation's sales share in the market compared to sales of leading organisations in the industry market.

From Stanton (2000, p.602), the percentage of the organisation's sales in the market out of the total sales of organisations in the same industry in which the organisation operates and compares its performance with the performance of other organisations competing with it in the same market.

From Hooly (2000, p.202), the market share is:

1. an indicator that measures the organisation's ability to serve the market in which it operates, the organisation with a high market share is better than others in terms of performance and ability to meet the needs of customers and satisfy their desires; and
2. a high market share is a primary asset for organisations competing for in targeted markets.

Market Share Measure

The market share of the organisation is measured by Kotler (2000, p.697).

1. Total market share: sales of the organisation as a percentage of total sales in the target market; and
2. Served market share: Organisation sales are a percentage of total sales in the private market for all subscribers who want to buy products, so organisations strive to acquire the largest market share from the server market, and as soon as they approach the goal you seek to reach to enter new markets.

Viewing and Analysing Research Results

Describing and Testing of the Research Measurement Tool

1. Tests before distributing the form:

A- The Apparent Honesty Test

The questionnaire was presented to a group of arbitrators, and their opinions were explored regarding the questionnaire paragraphs. The questionnaire paragraphs were repeated according to the proposed amendments.

B- Research Scale

The researcher relied on the quintet Likert scale, which is characterised by credibility and high stability.

Testing the Correlation between Buzz Marketing Dimensions and Marketing Share

To give an accurate decision regarding the validity of the first main hypothesis that {there is a correlation between the dimensions of buzz marketing and the marketing share}, the three sub-hypotheses that derive from must be tested:

The first hypothesis test

"There is a correlation between marketing hype and the marketing share."

To accept the above sub-hypothesis of its non-acceptance, the researcher tested the value of the simple correlation coefficient mentioned in Table 3 by using the test (t) to determine the significance of the relationship between the dimension of the marketing fuss and the marketing share. The value of the correlation coefficient reached 82%. It indicates the presence of a positive correlation and statistically significant relationship at the level of significance 5%. It shows that the company is interested in the garment industry in this dimension and contributes to achieving the marketing share. Further, what is proven by the calculated value (t) of 6.680 is greater than the tabular value (t) of 2.375. This indicates the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). According to what has been mentioned, it becomes clear that the marketing hype among customers contributes positively and enables the company in question to achieve a high market share compared to its competitors.

The second hypothesis test:

"There is a correlation between post-implantation and market share."

To accept the second sub-hypothesis, the researcher tested the value of the correlation coefficient mentioned in Table 3 by using the (t) test to determine the significance of the relationship between the dimension of planting ideas and the marketing share. The correlation coefficient value reached 90% which indicates a positive, strong, and statistically relationship at the level of significance 5% which shows the company's interest in this dimension and seeks to sow ideas between users to introduce them to the product in the markets and to encourage customers to adopt it through social networks.

The Third Hypothesis Test

"There is a correlation between the dimension of incentives, bonuses and marketing share."

To accept the sub-hypothesis, the researcher has tested the value of the correlation coefficient mentioned in Table 3 by using the (t) test to determine the significance of the relationship between the dimension of the incentives, bonuses and marketing share, where the value of the correlation coefficient is 50%. This value indicates a positive correlation relationship with administratively. Yet it is not statistically significant at the level of significance of 5%. From the above, there is an apparent weakness in this dimension through the lack of interest in spreading the product through the mouth and lack of contact with relatives, friends and their desire to buy the product and this negatively affects the company. Thus, it reduces its marketing share in the target markets.

Table 3: Results of the correlation relationships between the marketing dimension and the marketing share

Dependent variable	Market share	Tabular value T	Calculated value T
Independent variable			
Marketing hype	%82	6.680	2.375
Plant ideas	%90	12.700	2.375
Incentives and bonuses	%50	2.125	2.375

Source: From the researcher

Table 4 shows that the calculated value (t) of the correlation relationship between buzz marketing and the marketing share of 10.970 is greater than the value of (t) of 4.521 at the level of significance 5%, which indicates the rejection of the null hypothesis (Ho) and accepting the existence hypothesis (H1). It means that there is a positive and strong correlation between buzz marketing and marketing share. It can be statistically significant at the aforementioned level, which shows that the laboratory's interest in the study community in buzz marketing has a substantial contribution to achieving the marketing share. It is superior to other laboratories competition to it in the Iraqi environment. Based on the foregoing and after completing the proof of the sub-hypotheses emanating from the first main hypothesis which states *"There is a statistically significant correlation between the dimensions of buzz marketing and the marketing share"*, it is justified.

Table 4

Dependent variable	Marketing share	Tabular value T	Calculated value T
Independent variable			
Buzz marketing	.927	4.521	10.790

Source: it is prepared by the researcher based on the results of the electronic calculator.

Second: Measuring the Impact of Buzz Marketing on the Marketing Share

To measure the impact of hummingbird marketing on the market share, it required the use of a simple regression model. According to it, the hummingbird marketing effect was determined by its dimensions in achieving the marketing share. Concerning the validity of the second main hypothesis, which states "*There is a statistically significant effect of diminishing buzz marketing in achieving marketing share*", the three sub-hypotheses that derive from must be tested:

The First Sub-Hypothesis Test

There is a statistically significant effect of the dimension of the marketing noise in the marketing share. To accept the above sub-hypothesis or not to accept it, the researcher tested the significance of the simple linear regression model using the (f) test to determine the significance of the model to determine the effect of the dimension of the marketing noise in the marketing share. Table 5 indicates an estimate of the parameters of the simple linear regression model to measure the influence of the dimension of the marketing hype in the marketing share.

Table 5: Estimating the Simple Linear Regression Model to Measure the Impact of the Dimension of Marketing Noise in the Marketing Share

Dependent variable	Constant	X1	Calculated value F 5%	Tabular value F 5%	Coefficient of interpretation
Marketing hype	B0	B1			
Marketing share	46.211	790.	3.412	38.118	.892

Through the results shown in Table (5): -

- 1- The calculated value of (f) for the simple regression model of 46.211 is greater than the value of table (f) of 38.118 at the level of significance 5%. It indicates rejection of the null hypothesis (H0). This means that the estimated regression model is significantly significant at the level mentioned above. Consequently, there is an effect on the dimension of the marketing noise in the marketing share. The impact ratio is substantial and statistically significant.
- 2- Through the value of the interpretation factor (r²) of 392, the dimension of marketing hype becomes clear that it explains its proportion (89%) of the changes in the marketing share which is a strong percentage. The remaining percentage (11%) is attributed to the contribution of other variables that are not included in the form. Based on the foregoing, the researcher has confirmed the validity of the first sub hypothesis, which is derived from the second main hypothesis.

Second: The Second Sub-Hypothesis Test

There is a statistically significant effect of the dimension of planting ideas in the marketing share.

Table 6: Estimation of the Simple Regression Model to Measure the Effect of the Dimension of Planting ideas on the Marketing Share

Planting the ideas	Constant	X2	Calculated value F 5%	Tabular value F 5%	Coefficient of interpretation R2
Dependent variable	B0	B1			
Marketing share	2.111	.892	73.67	38.118	.946

Source: From the researcher

Table 6 shows that:

- 1- The calculated value of (f) of 73.67 is greater than the value of (f) of the table of 38.118 at the level of significance 5%. It indicates the rejection of the null hypothesis (H0). The significance of the estimated regression model was proven at the mentioned level. Therefore, the dimension of planting ideas has a very high impact on the marketing share and with a degree of confidence 95%.
- 2- It is clear from the value of the interpretation factor (R2) that the dimension of planting ideas interprets its percentage (94%) of the changes in the marketing share. The remaining percentage (6%) is attributed to the contribution of variables not included in the model. Based on the foregoing, the second sub-hypothesis stemming from the second main hypothesis has been validated.

Third: The Third Sub-Hypothesis Test

There is a statistically significant effect on the dimension of incentives and rewards in the market share.

Table 7: Estimation of the Simple Regression Model to Measure the Effect of Incentives and Rewards on the Marketing Share

Incentives & Rewards	Constant	X3	Calculated value F 5%	Tabular value F 5%	Coefficient of interpretation R3
Dependent variable	B0	B1			
Marketing share	3.311	.721	2.720	38.118	.410

The source: the researcher

Table 7 shows the following results:

- 1- The calculated value of (f) for the simple regression model 2.720 is less than the tabular value (f) of 38.811 at the level of significance 5%, which indicates the acceptance of the null hypothesis (H0). This means that the significance of the estimated regression model has not been established at the mentioned level. Therefore, there is no effect on the dimension of incentives and bonuses in the marketing share. The impact ratio is very weak and not statistically significant.
- 2- Through the interpretation factor (R2) of 410, it is clear that the dimension of the incentives and bonuses explains its proportion 41% of the changes that occur on the marketing share, which is a very weak percentage. While the remaining percentage is attributed to the contribution of other variables not included in the model. Based on the foregoing, it was confirmed that the third sub-hypothesis, which is derived from the second main hypothesis, was not proven correctly. To verify the significance of the impact of buzz marketing on the marketing share, the researcher put for this purpose the following two hypotheses:

The null hypothesis (Ho): - *The absence of a statistically significant effect of buzz marketing in the market share.*

Presumption of existence (H1): - *The presence of a statistically significant effect of buzz marketing on the market share.*

Table 8: Indicates the estimation of the parameters of the simple regression model to measure the effect of buzz marketing on the marketing share.

Buzz marketing	Constant	X	Calculated value F	Tabular value F	Coefficient of interpretation R2
Marketing share	B0	B1			
Marketing share	3.311	.721	2.720	38.118	.410

Table (8) shows the following: -

- 1- The calculated value of (f) (172.14) is greater than the value of the table (f) (38.118), which indicates the rejection of the null hypothesis (Ho). This means that the significance of the simple regression model is proven. Thus, marketing hummingbirds have a clear impact on the marketing share.
- 2- Through the interpretation factor (R2) of 911, buzz marketing is able to explain 91% of the changes that occur to the marketing share. The remaining percentage is due to the contribution of other variables not included in the model. Based on the above, and after confirming the validity of the sub-hypotheses [1.2] and the validity of the third sub-hypothesis, as well as the moral significance of the buzz marketing effect, the researcher has confirmed the validity of the second main hypothesis, which states "*There is a statistically significant effect of buzz marketing in the marketing share*".

Conclusions and Recommendations

Conclusions

- 1- The research shows the company management's interest in creating a marketing hype for its products among customers. Thus, it has a positive contribution to achieving a high marketing share.
- 2- The research shows the company's ability to publish information about its products among the targeted customers to introduce them the products and the marketing of customers to buy it through the use of methods and promotional means that affect them.
- 3- The research shows the company management's lack of interest in recruiting customers by spreading its products by word of mouth. Thus, negatively affected the delivery of an

idea of its products to the relatives and friends of their customers so reducing their marketing share in the target market.

- 4- The statistical results reveal the existence of a correlation and effect relationship between buzz marketing in terms of its dimensions and marketing share. All of which are significant except for incentives and bonuses.

Recommendations

- 1- Inviting the company to increase interest in creating a marketing hype and to avoid the incorrect announcement about the quality of the products.
- 2- The necessity of allocating appropriate costs for the shift towards buzz marketing as it contributes to achieving a marketing share for the researched laboratory.
- 3- Increasing the company management's interest in giving incentive incentives to its clients to spread the organisation's products and promote them by modern and diversified means of communication.
- 4- Inviting the company to pay attention to communicating the customer's voice to relatives and friends by activating the word through the mouth because it has a positive impact among customers in improving the product reputation and thus reflects positively towards the company in achieving a high marketing share in the targeted markets.
- 5- Activating the various means of communication between the organisation and its customers.



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