

## **Word of Mouth Marketing in Mouth and Dental Health Centers towards Consumers**

**Aykut EKİYOR**

Gazi University

Faculty of Economic and Administrative  
Sciences, Department of Healthcare

Management, Ankara, Turkey

[aykutekiyor1974@yahoo.com](mailto:aykutekiyor1974@yahoo.com)

**E. Asuman ATILLA**

Gazi University

Faculty of Economics and Administrative  
Sciences, Department of Healthcare

Management, Ankara, Turkey

[asumanatilla@gmail.com](mailto:asumanatilla@gmail.com)

### **Abstract**

Influencing the shopping style of others by passing on the experiences of goods purchased or services received is a way of behavior that has its roots in history. The main objective of this research is to analyze the effects of demographic factors within the scope of word of mouth marketing on the choices of mouth and dental health services. Consumers receiving service from mouth and dental health centers of the Turkish Republic Ministry of Health constitute the environment of the research. The research conducted in order to determine the mouth and dental health center selection of consumers within the scope of word of mouth marketing. The research has been conducted in Ankara through simple random sampling. The sample size has been determined as 400. In terms of word of mouth marketing which has been determined as the third hypothesis of the study, as a result of the analysis of the statistical relationship between mouth and dental health center preference and demographic factor groups, it has been determined that there is a meaningful difference in terms of age, level of education, level of income and some dimensions of marital status and that no meaningful difference has been found in terms of gender. It has been attempted to determine the importance of word of mouth marketing in healthcare services.

**Key Words:** Word of Mouth Marketing. Mouth and Dental Health. Consumer. Health Service. Marketing.