

Assessing the Impact of Gender Difference on the Word of Mouth Activities for Global Luxury Fashion Brands

Dr. Anand Thakur

*Associate Professor & Dean, School of Management
Head, Department of Financial Administration
Central University of Punjab, India
E-mail: anand.thakur@cup.edu.in*

Ms. Neha Prakash

*Research Scholar (JRF-UGC)
Department of Financial Administration
School of Management
Central University of Punjab, India
E-mail: nehaprakash028@gmail.com*

Abstract

This paper aims to examine the perceived significance of word of mouth activities among males and females for global luxury fashion brands through crosssectional descriptive statistics. The research was conducted through an administered survey of 217 respondents. The finding of the study reveals that there is no significant difference regarding WOM activities among male and female consumers of luxury fashion brands. The study provides valueable suggestions to the brand managers to enhance their relationship with the customers.

Keywords: Word of Mouth, Global Luxury Fashion Brands, Gender Difference, Referrals.

1. Introduction

Humans tend to share information, opinion, news, facts, and words about anything they find interesting. They talk about their feelings, family decisions, office issues, products and services. This type of information sharing is often referred to as word of mouth (WOM) communication. It is informal communication that direct other individuals about the different features of goods, services and sellers (Westbrook, 1987). Generally, WOM is an oral communication (Arndt, 1967) motivated by salient experiences (Higie et al., 1987) for the exchange of commentaries, judgements and philosophies (Bone, 1992) between two or more individuals. It is a conversation between the consumers, actual or potential (Helm & Schlei, 1998). Consumers make critical decisions based on these informal words to word engagement with others. Consumer behaviour consists of a complex process of choosing, buying, and disposing of products and services (Belch & Belch, 2003). The word of mouth communication of products and services helps marketers understand their attitude and behaviour shaping process (Bone, 1995). Therefore, they are the best advocates for the brands. WOM is considered an essential element for influencing consumer behaviour and buying decisions (Gilly et al., 1998). It is the significant outcome of relationship marketing (Hennig-Thurau, Gwinner, & Gremler, 2002).

A market consists of various segments—each segment corporate different kinds of WOM communication patterns. According to (Kotler & Armstrong, 2008), the main segments of consumer markets can be classified into four categories; geographic, demographic, psychographic and behavioural. Gender, which is part of the

demographic variable, is one of the leading market segmentation criteria that significantly influence the WOM activities for brands. Researches show that gender plays a vital role in the marketing strategies of product and services. Furthermore, gender is a psychological characteristic that is constructed with the physiological identity of an individual (Bem, 1974). Therefore, an analysis of differences among male and female consumers regarding the perceived significance of WOM activities can yield results of both scientific understanding and practical relevance.

The present study is based on global luxury fashion brands. The luxury market is one of the highest growing markets in the world (Euromonitor International, 2015). Luxury brands have high-end better-quality products or services with distinct features (Kapferer and Bastien, 2012). Despite the growth, studies on WOM activities concerning luxury brands have been given lesser attention. Therefore, the primary purpose of the present study is to explore the differential role of gender in the word of mouth activities with reference to luxury fashion brands. An empirical examination of gender differences in WOM activities of luxury fashion brands' actual or potential consumers has been conducted.

2. Review of literature

Word of Mouth

Prior researches have attested to the pivotal role of word of mouth (WOM) marketing. In the last few decades, WOM has been given much attention and widely discussed in customer-brand relationships. WOM is the oldest way of disseminating information (Dellarocas, 2003). Earlier, the definition of WOM was limited to the medium of communication among neighbours exchanging information about the offerings of nearby stores (Whyte, 1954). In later years, several authors described word of mouth in their words. Some of the famous definitions included elements such as personal recommendation, interpersonal communication, and informal advertising (Arndt, 1967). WOM marketing is the communication about companies, brands, services and goods (Anderson, 1998). It is a customer-oriented marketing strategy (Silverman, 2011) and a crucial instrument to help consumers make related purchase decisions (Litvin et al., 2008).

It is evident from previous researches that WOM is considered a credible source (Huang & Li, 2007) and a reliable source of information about the products and services (Lee & Ng, 2009). Katz & Lazarsfeld (1955) found that WOM is seven times more effective than newspapers and magazines in their study. They also found that WOM is four times more effective than personal selling and two-times as influential as radio in persuading the consumers. Similarly, the study of Morin (1983) shows that "recommendations of people" is three times more effective in stimulating purchases more than advertising. In a nutshell, we can say that WOM is a more captivating and reliable source of marketing communication comparatively other sources.

According to a global consumer survey, 83% of consumers trust recommendations from friends and family (Klein et al., 2016). The impact referrals and recommendations from friends and family have a massive influence on the marketing decisions of others. The interpersonal relationships between family members and friends to which the sender's communication will be more persuasive (Dwayne et al., 2001) leads to more message acceptance (Coulter & Roggeveen, 2012). Buttle (1998), in his paper, talked about the taxonomy of referrals. Customer referrals are those types of referrals that the currently or formerly satisfied customers do. In contrast, non-customer referrals are those referrals that are initiated by others, such as organisations. Referrals or recommendations from close group members are more dominant in the word of mouth marketing. Satisfied customers generally do positive WOM, resulting in an increased purchase (Khan et al., 2015; Swan & Oliver, 1989), while dissatisfied customers do negative WOM to others, which can decrease purchase (Tybout et al., 1981).

In recent times, research on luxury brands has gained massive attention from scholars. Luxury items are designed in a way that gives extra pleasure to its customer. It is a complex concept influenced by the customers' perceptions and motives (Vigneron & Johnson, 2004). The word "Luxury" is very prejudiced. One person's luxury may just be ordinary to another. Luxury fashion brands enjoy a higher level of brand awareness and customer loyalty. They have an identity that is familiar among their consumers (Phau and

Prendergast, 2000). WOM plays a very significant role in the marketing of luxury brands. When consumers express their experience with a brand, it increases the desire for that brand (Kim & Ko., 2012). People with higher sophistication and prestige are the essential buyers of luxury brands (Miller and Mills, 2012). They are the ones who deeply evaluate these brands by seeking relevant information about the product. They collect this information from reliable sources, such as friends and family, social media, and brand's websites. Personal Sources of information are considered more reliable than the information communicated by the brands themselves (Klein et al., 2016). The fashion industry is significantly influenced by word of mouth activities of their customers. Luxury fashion brands have dedicated channels of marketing communication for promotions. WOM is one of those communication channels which are essential for luxury brand managers. With rapidly changing technology, luxury fashion brands' word of mouth activities have reached new dimensions through mobile phones, chats, blogs, easy access to the internet, and social media platforms. Nowadays, consumers share their styling decisions on social media platforms (Opfer, 2019). Also, consumers are drawn towards using social media platforms for collecting information for making a purchase decision. Even in electronic WOM, the process of information collection and purchase-related decision-making differ among males and females. Gender differences affect the use and acceptance of electronic WOM and purchasing decisions (Fan & Miao, 2012).

In the plethora of available literature, the concept of WOM has been studied significantly. However, demographic variables, such as gender, have been given less focus by the researchers in the word of mouth activities with reference to luxury fashion brands.

Gender difference and Word of Mouth

Earlier research shows that men and women exhibit different patterns of judgements and behaviour due to differences in socialisation (Bem, 1974). According to Moschis (1985), expectations from society play a dominant role in forming the behaviour of men and women. They behave according to their sex roles. Therefore, socialisation influences the information processing between genders. However, most marketers ignore the gender difference while preparing their marketing strategies. Gender difference exists in the purchase decisions of males and females (Awad & Ragowsky, 2008; Swason et al., 2003). The theory of Selectivity Hypothesis by Meyers- Levy (1989) states that men concentrate effortlessly on only one small piece of information at a time while women process information in a more complicated way. According to a study conducted at the University of Wisconsin, women are more efficient in recalling their environment than men. They notice and recall 70% more detail in their environments. Females consider other people's opinions to support their own decisions, while males use other people's decisions to formulate their own opinion (Baker, 2012). Females like to know the reasons behind the decision of other women, while men want to know if the other men are happy having made the same decision as them (Kraft & Weber, 2012). Male and female's purchase decision differs as females prioritise relationships and focus on others during their social interaction, whereas males are more self-focused and do not care about others (Barletta, 2003). Blakwell & Mitchell (2003) found that more females than males are entangled in fashion subjects. They are more concerned about fashion and beauty issues and are enthusiastic about fancy clothes and fashion items to express themselves to a greater level than males. Also, males focus on collecting information efficiently, whereas females spend more time gathering and processing necessary information to make a purchase decision (Richard et al., 2010). Hence, Females are considered more sensitive to WOM activities than men. Researchers have argued that difference among individuals' plays an essential role in the dissemination of a message. Some authors have suggested that the differential role of gender possibly be one of the significant differences influencing WOM activities. However, very few empirical studies were found that examined the differential role of gender in WOM activities. Hence, it is crucial to consider the gender differential aspect to understand its influence on WOM marketing. The present study aims to examine the perceived significance of WOM activities among males and females for luxury fashion brands and critically evaluate the WOM among its customers.

3. Research Methodology

The present study is cross-sectional descriptive in nature. The data has been collected through primary and secondary sources. In the present study, the Non-Probability Convenience Sampling technique was used for collecting a sample of 217 across India. Due to the unprecedented calling of the COVID-19 pandemic, the survey was conducted online in 2021. The convenience sampling technique was used due to the problem of the low visibility of the targeted population during the time of the COVID-19 pandemic. A detailed questionnaire was prepared to evaluate the different dimensions of word of mouth marketing with reference to luxury fashion brands. To develop this questionnaire, the authors of the study carried a comprehensive search of related previous studies. The content validity of the questionnaire was checked by seeking the views of experts. The research instrument was tested for its reliability by conducting a pilot study. The value of the Cronbach alpha coefficient was 0.745. There are two parts of the questionnaire, one is for the central construct of the study, word of mouth, and the other part consists of demographic details. The questionnaire was designed on a 7-point Likert Scale to measure the construct, extending from “1= strongly disagree to 7=strongly agree”. The items used in the present study were adopted from the existing scale of (Harrison-Walker, 2001) and (Carroll & Ahuvia, 2006).

Hypothesis

H₀₁: The perceived significance of WOM activities among males and females for global luxury fashion brands is insignificant.

4. Results and Discussion

General sample description

Table 1 shows the demographic profile of the sample respondents. 106 (48.8%) respondents were males, and 111 (51.2%) were female. 88% of the respondents belong to the age group of 18-30 years, followed by 10.1 per cent respondents to 31-40 years. Thus, the majority of respondents were from the age group of 18-30 years. 53% had the educational qualification of an undergraduate while 39.2% were postgraduate. More than 42% of the respondents reported that their family income was less than 4 Lakhs per annum, followed by those 39.2 per cent having family income in the range of 4-8 Lakhs per annum. Further, only 10.1 per cent of the respondents had their annual family income between 8-12 Lakhs per annum, and 8.3 per cent had an annual family income of Rs. 12 Lakhs and above.

Descriptive Statistics for Word of Mouth Variables

Table 2 shows the descriptive statistics of the WOM variables. Respondents rated higher value for “Frequency”, “Proud”, “Recommendations to Friends”, “Recommendations to Others”, and “Good Word” aspects of word of mouth activities with reference to luxury fashion brands. It is evident from the above table that most of the respondents rated higher value for the “Recommendation to Friends” followed by “Proud”, “Recommendation to Others”, and “Good-Word”. However, the mean score of “Detail” is rated lower by the respondents. The standard deviation column shows the deviation from the mean value of the responses for each variable. The “Frequency” variable has a standard deviation of 1.27, which means a higher level of variation among the respondents' answers. The lowest variation of 1.198 is recorded for the “Details” variable.

Gender-Based Analysis of Descriptive Statistics for Word of Mouth Variables

Table 3 shows the mean and standard deviation on word of mouth aspects among the male and female respondents. The difference between the mean of male and female respondents is negligible. However, it is evident from the above table that males rated 5.08 for “Recommendations to friends”, which is slightly more than females (5.02). On the other hand, female respondents rated 5.06, which is slightly higher for the “Good-word” aspect of word of mouth construct than males (5.00). The standard deviation column shows variation

among the responses of male and female respondents. The deviation in responses of the female group is higher than the deviation in responses of the male group.

Gender Difference and Word of Mouth

H₀₁: The difference between males and females regarding the perceived significance of Word of Mouth activities for luxury fashion brands is insignificant.

Table 4 shows the influence of gender difference on different word of mouth variables, such as frequency, preference, details, proudness, the recommendation to people, recommendation to friends, good-word and advertising. An insignificant difference (at a 5% level of significance) was observed between the male and female respondents with respect to all the variables of WOM. The mean difference of 0.067 is highest for the variable "Recommended to Friends," with a p-value of 0.693 and t value of 0.395. On the other hand, the variable "Good-Word" has a mean difference of -0.063 with a p-value of 0.709 and t value of -0.374. Similarly, the other variables recoded a p-value higher than the significance level at 5%. Therefore, the null hypothesis (H₀₁) that the difference among males and females regarding perceived significance for "frequency, preference, details, proud, recommendation to people, the recommendation to friends, good-word and advertising" aspects of word of mouth variable is insignificant is accepted.

5. Implications

The implications given below are based on the result of analysis conducted in the present study-

- The findings of the study show that there is no significant difference among the male and female consumers regarding the perceived significance of the word of mouth activities concerning luxury fashion brands. The reason being that is maybe the changing behaviour of cosumers regardless of their gender. The brand managers should give due consideration to communicate with their consumers frequently and maintain an ongoing relationship with, both, male and female consumers through emails, text messages and social media. The brands should arrange for small survey from time to time to understand the behaviour of their consumers.
- The results show that the respondents rated higher value for the "recommendation to friends". This may be because people trust their in-group members. The referrals play a significant role in communicating the brands to other actual or potential consumers. The reliability and flexibility of interpersonal communication with friends and family members highly influence the consumers' decisions. Therefore, the brand manager should offer additional information to their actual consumers to share that information to the in-group member, viz. family and friends.
- Consumers share their experiences with others. The degree of satisfaction or dissatisfaction associated with each individual is considered as a critical antecedent of word of mouth (Arndt, 1967). The present study shows that the consumers feel "proud" to tell others that he/she uses the brand. Therefore, the marketers should focus on creating a satisfying consumption experience for consumers as satisfied consumers involve more in WOM activities than dissatisfied consumers (Holmes & Lett, 1991).
- Spreading good words about the brand is a crucial aspect of WOM marketing. The study shows that females are slightly more involved in spreading the "good word" about luxury fashion brands. Females are subjective in their opinion. They are considered more focused and considerate about others; hence, they are more likely to transmit good words carefully. The marketers should give due consideration to their female consumers in order to influence their word of mouth activities.
- The respondents of the study reported that "they mention the brand to others quite frequently" compared to females. This may be influenced because luxury fashion brands are brands with higher class and sophistication. These personality traits may influence the decision of consumers to frequently mention these brands to others so that they can showcase their class and sophistication to others. Hence, the marketers should communicate their brand personality more clearly so that the customer can easily resonate with it and can communicate their own personality more comfortably.

- It is evident from the analysis of the study that male and female respondents agreed to the statement that they prefer to talk more about these luxury fashion brand than they have talked about most other brands. This is because loyal consumers tend to talk about their favourite bands over other brands. Loyalty is one of the antecedents of WOM because loyal customers are more likely to give positive recommendations about the brand to their friends and relatives and have greater motivation for handing out new information about the brand (Dick & Basu, 1994). Therefore, marketers should maintain a strong and trustworthy relationship by frequently communicating with their customers and turn them into loyal customers.
- As the shopping experience has now shifted online, the consumers prefer to read online reviews of other consumers available on e-commerce websites. Online reviews play a vital role in today's marketing world. Therefore, marketers should provide credible and authentic information about products on an e-commerce website. The marketers should use female consumer reviews to increase their rapport with other consumers as females are considerate and they think about the benefit of others. The reviews of female consumers can also help the company establish a rapport with other consumers and influence their purchase decision.
- The majority of the respondents in the study belong to the age group of 18-30 years. People of this age group differ in their motives for communication and are highly influenced by other factors, such as family, income, education, occupation. People belonging to this age group in are generally students or newly appointed in services. The marketer should develop marketing strategies considering the consumption behavior of millenials.
- Companies should organise campaigns for generating further word of mouth activities among their consumers. The buzz will create new discussions among the consumers and influence their purchase decisions.
- Luxury fashion brands must give importance to the referral's activities of their customers. Hence, it should offer discounts and cash backs on each referral-based purchase. Furthermore, the brands should accredit the reviews of their elite customers and showcase their testimonials as to the testimonial of the week, month or quarter. It will increase the word of mouth activities of their customers and indirectly promote the brands to others.

6. Conclusion

Word of mouth influences the consumer's purchase behaviour. It is considered a powerful tool of communication among marketers. Companies view WOM activities as an opportunity to communicate and engage their customers. The present study examined the roele of gender difference in the WOM activities of luxury fashion brand consumers. The results showed no significant difference between the male and female consumers of luxury fashion brands regarding the perceived significance of the word of mouth activities. The descriptive statistics of WOM activities showed that males are slightly more active in frequently spreading the good words about the brands than females. The distribution also showed that both male and female respondents are more involved in recommending the brands to their friends and family members. Therefore, brands must give importance to the referral activities of their customers. It is also evident from the study that credibility and the reliable message is an essential element in the word of mouth marketing. Luxury fashion should offer discounts and cash backs on each referral-based purchase. Furthermore, the brands should accredit the reviews of their elite customers and showcase their testimonials as the testimonial of the week, month or quarter. These activities will increase these customers' word of mouth activities and indirectly promote the brands to others. The demographic aspects examined in the present study offers meaningful insights in marketing strategy formulation for luxury fashion brands. The research community need to further explore other relevant demographic variables (income and age) for broader analysis, likely to be helpful in strategy making for segmentation, targeting and positioning.

References

- Anderson, E. W. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research*, 1(1), 5–17.
- Arndt, J. (1967). Word of Mouth advertising: A review of the literature. *Advertising research foundation*.
- Awad, N. F., & Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders. *Journal of Management Information Systems*, 24(4), 101–121.
- Baker, A. (2012). Gender Differences in Decision Making. URL: <http://www.decisionmakingconfidence.com/gender-differences-in-decision-making.html> [pristup: 01.09. 2023.].
- Barletta, M. (2003). *Marketing to Women: How to Understand, Reach, and Increase Your Share of The World's Largest Market Segment*. Dearborn Trade Publishing.
- Belch, G. E., & Belch, M. E. (2003). *Advertising and Promotion: An integrated Marketing Communication Perspective*. The McGraw Hill.
- Bem, S. L. (1974). The Measurement of Psychological Androgyny. *Journal of Consulting and Clinical Psychology*, 42(2), 155–162.
- Blakwell, C., & Mitchell, V. (2003). Generation Y female consumer decision-making styles. *International Journal of Retail and Distribution Management*, 31(1), 5–106.
- Bone, P. F. (1992). Determinants of WOM communication during product consumption. *Advances in Consumer Research*, 19, 579–583.
- Bone, P. F. (1995). Word of Mouth effects on short term and long-term product judgements. *Journal of Business Research*, 32, 213–224.
- Buttle, F. A. (1998). Word of mouth: Understanding and managing referral marketing. *Journal of Strategic Marketing*, 6, 241–254.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89.
- Coulter, K. S., & Roggeveen, A. (2012). “Like it or not”: Consumer responses to word-of-mouth communication in online social networks. *Management Research Review*, 35, 878–899. ZDB-ID 2535152-7.
- Dellarocas, C. (2003). The digitisation of word of mouth: Promise and challenges of online feedback mechanisms. *Management Science*, 14(10), 1407-1424.
- Dick, A., & Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Dwayne, D., Gremler, K. P., & Gwinner, S. W. B. (2001). Generating positive word-of-mouth communication through customer-employee relationships. *International Journal of Service and Management*, 12, 44–59.
- Euromonitor International. (2016). *Top 6 Insights from the 2015 Global Consumer Trends Survey*. Euromonitor; Euromonitor International. <https://www.euromonitor.com/article/top-6-insights-from-the-2015-global-consumer-trends-survey>
- Fan, Y., & Miao, Y. (2012). Effect of Electronic Word-of-Mouth on Consumer Purchase Intention: The Perspective of Gender Differences. *Int. J. Electron. Bus. Manag.*, 10, 175-181.
- Gilly, M. C., Graham, J. L., Wolfinbarger, M. F., & Yale, L. J. (1998). A dyadic study of interpersonal information search. *Journal of the Academy of Marketing Science*, 26, 83–100.

- Harrison-Walker, L. J. (2001). The Measurement of Word of Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of Services Research*, 4(1), 60–75.
- Helm, S., & Schlei, J. (1998). Referral potential–potential referrals. An investigation into customers' communication in service markets. In *Track 1 Market Relationships, Proceedings 27th EMAC Conference* (pp. 41-56).
- Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. *Journal of Service Research*, 4(3), 230-247.
- Higie, R. A., Feick, L. F., & Price, L. L. (1987). Types and amount of word-of-mouth communications about retailers. *Journal of Retailing*, 63(3), 260–278.
- Holmes, J. H., & Lett, J. D. (1977). Product Sampling and Word of Mouth. *Journal of Advertising Research*, 17(5), 35-40.
- Hung, K. H., & Li, S. Y. (2007). The influence of eWOM on virtual consumer communities: Social capital, consumer learning, and behavioral outcomes. *Journal of advertising research*, 47(4), 485-495.
- Kapferer, J. N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands*. Kogan page publishers.
- Katz, E., & Lazarsfeld, P. F. (1955). *Personal Influence: The Part Played by People in the Flow of Mass Communications*. Free Press.
- Khan, S. A., Ramzan, N., & Shoaib, M. (2015). Impact of Word of Mouth on Consumer Purchase Intention. 27(1), 479–482.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
- Klein, J.F., Falk, Tomas, Esch, F., & Gloukhovtsev, A. (2016) Linking pop-up brand stores to brand experience and word of mouth: The case of retail. *Journal of Business Research*, 69(12), 5761-5767.
- Kotler, P., & Armstrong, G. (2008). *Principle of Marketing* (12th ed.). Pearson Prentice Hall.
- Kraft, H., & Weber, J. M. (2012). A Look at Gender Differences and Marketing Implications. *International Journal of Business and Social Science*, 3(21), 247–253.
- Lee, M., & Ng, S. (2009). Electronic word of mouth (eWOM) How eWOM platforms influence consumer product judgement. *International Journal of Adversiting*, 28, 43–499.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29, 458–468.
- Meyers- Levy, J. (1989). *Gender Differences in Information Processing: A Selectivity Interpretation* (P. Cafferata & A. Tybout, Eds.).
- Miller, K. W., & Mills, M. K. (2012). Contributing clarity by examining brand luxury in the fashion market. *Journal of Business Research*, 65(10), 1471–1479.
- Morin, S. P. (1983). Influentials advising their friends to sell lots of high-tech gadgetry. *Wall Street Journal*, 28, 30.
- Moschis, G. P. (1985). The Role of Family Communication in Consumer Socialization of Children and Adolescents. *Journal of Consumer Research*, 11, 898-913.
- Opfer, Kasey, "Making a fashion statement: Word-of-mouth marketing on Instagram" (2019). *Graduate Theses and Dissertations*. 17761.
- Phau, I., & Prendergast, G. (2000). Consuming luxury brands: The relevance of the “Rarity Principle.” *Journal of Brand Management*, 8(2), 122–138.

- Richard, M. O., Chebat, J. C., Yang, Z., & Putrevu, S. (2010). A proposed model of online consumer behavior: Assessing the role of gender. *Journal of Business Research*, 63, 926–934.
- Silverman, G. (2011). *The Secrets of Word-Of-Mouth Marketing: How To Trigger Exponential Sales Through Runaway Word Of Mouth*. AMACOM.
- Swan, J. E., & Oliver, R. L. (1989). Postpurchase communications by consumers. *Journal of Retailing*, 65(4), 516–533.
- Swason, S. R., Gwinner, K., Larson, B. V., & Janda, S. (2003). Motivations of college student game attendance and word of-mouth behavior: The impact of gender differences. *Sport Marketing Quarterly*, 12, 151–162.
- Tybout, A. M., Calder, B. J., & Sternthal, B. (1981). Using information processing theory to design marketing strategies. *Journal of Marketing Research*, 23, 73–79.
- Vigneron, F., & Johnson, L. W. (2004). Measuring Perceptions of Brand Luxury. *The Journal of Brand Management*, 11(6), 484–506.
- Westbrook, R. A. (1987). Product/consumption-based affective responses and post purchase processes. *Journal Od Marketing Research*, 24, 258–270.
- Whyte, W. H. (1954). The web of word of mouth. *Fortune*, 50(5), 140–143.

Annexrue

Table 1: Demographic Profile of Respondent.

Sample Characteristics	Number	Per cent
Gender		
Male	106	48.8
Female	111	51.2
Age		
18-30	192	88.5
31-40	22	10.1
41-50	3	1.4
Occupation		
Service	60	27.6
Business	15	6.9
Student	113	52.1
Self Employed	21	9.7
Other (Housewife)	8	3.7
Education		
Senior Secondary	3	1.4
Graduation	85	39.2
Post-Graduation	115	53
Other (PhD/MPhil)	14	6.5
Family Income		
Below Rs. 4,00,000	92	42.4
Rs. 400000- Rs.800000	85	39.2
Rs.800000- Rs.1200000	22	10.1
Rs.1200000 and above	18	8.3
Area of Residence		
Urban	165	76

Semi-Urban	19	8.8
Rural	33	15.2

Table 2: Descriptive Statistics for Word of Mouth Activities.

Variables	Mean	Std. Deviation
Frequency	5.02	1.275
Preference	4.92	1.235
Detail	4.91	1.198
Proud	5.04	1.241
Recommendation to Others	5.03	1.230
Recommendation to Friends	5.05	1.244
Good- Word	5.03	1.245
Advertising	4.98	1.226

Table 3: Gender-Based Analysis of Descriptive Statistics for Word of Mouth Activities.

Variables	Gender			
	Male		Female	
	Mean	Standard Deviation	Mean	Standard Deviation
Frequency	5.04	1.14	5.01	1.40
Preference	4.93	1.16	4.91	1.31
Detail	4.89	1.11	4.93	1.28
Proud	5.04	1.20	5.05	1.28
Recommendations to Others	5.02	1.11	5.05	1.34
Recommendation to Friends	5.08	1.14	5.02	1.34
Good- Word	5.00	1.15	5.06	1.34
Advertising	4.95	1.21	5.00	1.24

Table 4: Gender-Based Analysis on Perceived Significance of Word of Mouth Activities.

Variables	t	Mean Difference	Sig. (2-tailed)
Frequency	.166	.029	.868
Preference	.143	.024	.886
Detail	-.252	-.041	.801
Proud	-.043	-.007	.966
Recommended to others	-.156	-.026	.876
Recommended friends	.395	.067	.693
Good- Word	-.374	-.063	.709
Advertising	-.283	-.047	.778