

How to Cite:

Ahmad, M. A., Hartini, S., Premananto, G. C., Putra, R. S., & Utomo, P. (2022). Impact of positive word-of-mouth on purchase intentions and post purchase satisfaction among female customers in Pakistan. *International Journal of Health Sciences*, 6(S5), 12158–12175. <https://doi.org/10.53730/ijhs.v6nS5.11301>

Impact of positive word-of-mouth on purchase intentions and post purchase satisfaction among female customers in Pakistan

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Abstract--The purpose of this research is to investigate the relationship between positive word-of-mouth, purchase intention, and post purchase Satisfaction. Primary data was collected from 240 respondents through questionnaire in which Likert and ranking scale was used. The reliability of the scale was checked through cronbach's alpha which was found .847 which proves the constructed scale reliable. All the analysis of data was made through SPSS and different statistical techniques like descriptive statistics, correlation, and regression analysis were applied to draw the results. The outcomes of our study are shows that positive word-of-mouth has significant impact on purchase intentions and post purchases satisfaction of clothing brand. JEL Classification Code: J52, L82,M31,

Keywords--purchase intention, post purchase satisfaction, positive word-of-mouth.

Introduction

Word of mouth can be defined as communication between noncommercial communicators which have concern with products, services and brand. Consumers observe WOM to be more believable than conventional advertisement and is very effective to capture the new customer. (Asada et al., 2016). Word of mouth plays an important role in distribution. It influences the people's attitude and choices. It creates a powerful image of product in the mind of the customers. Word of mouth is an easy method to share different ideas and experiences among the people. WOM is used for verbal communication between groups like family and friends and the actual and potential customer (Amirah et al., 2016). According to the Rathi (2016) word of mouth communication impacts on the customer's purchase decision. Through the marketing practices WOM communications play an important role in the world of fashion and virtual communities (Thomas et al., 2014). Many organizations are very sharp to measure the thinking of their customers. Company focuses on the customer's needs and wants and provides the services according to the customer's expectations (Milner et al., 2017).

Many organizations are very sharp to measure the thinking of their customers. Marketing and sales departments are primary metrics one of the other departments. Company focuses on the customer's needs and wants and provides the services according to the customer's expectations. For the organization customer's expectation is very important. Customer satisfaction is based on psychological assessment regarding of a product and services. It is very helpful in long term business success. The idea of the service-profit chain directly relates customer satisfaction to business success and profitability (Milner et al., 2017). Word of mouth can be defined as communication between noncommercial communicators which have concern with products, services and brand. Consumer behavior is important in WOM that has tried to capture the attention from the scholars and practitioners. Consumers observes that WOM to be more believable than conventional advertisement. WOM is very effective to capture the new customer. All those customers who received information through WOM they want to become the regular buyers than other customers. WOM is most important communication tools for enhancing the financial health of business entities (Asada et al., 2016).

Word-of-mouth directly affected on the consumer's behavior, thinking and on purchasing decision (Marleen et al., 2015). In marketing and communication internet plays an important role (luong et al., 2017). Human and non-human errors are the cause of the service failures. When organizations provide the poor services, become the customer dissatisfaction. The collapse in relationship is contributed to increase the customer complaints and bad word-of-mouth (keng et al., 2015). Word-of-mouth is a source to provide the person to person information about the organization. WOM contain positive and as well as negative information, both are depending on the people observation about the products and services. Mostly organizations focus on the positive word-of-mouth because through the positive comments organization has confidence to extend their products and services and create a new brand image in the mind of the customer (Van et al., 2015).

Another area for expansion of area of research is WOM (Cohen,2020). Before the advent of information technology, word-of-mouth marketing meant a consumer spreading the experience among friends and relatives. Marketing researchers have long studied WOM demonstrating its powerful influence on perceptions, expectations and customer behavior. WOM can be a source of information before the purchase and after the experience. In particular after the experience customers can offer information and recommendations to other people (Viglia et al., 2015). Word of mouth is an important source of marketing where male and female played a differential role to convey one's perception and service experiences to others (Jamil et al., 2017). When organizations provide the poor services, become the customer dissatisfaction. The collapse in relationship is contributed to increase the customer complaints and bad word-of-mouth (keng et al., 2015). Word-of-mouth is a source to provide the person to person information about the organization it is tells about the specific job which is not direct control of the organization. WOM is contain positive and as well as negative information, both re depending on the people observation about the products and services. Mostly organizations focus on the positive word-of-mouth because through the positive comments organization has confidence to extend their products and services and create a new brand image in the mind of the customer (Van et al., 2015).

Literature Review

Word of mouth is important to capture the customers and retain them. It is also important for consumer's loyalty towards a brand or community. Positive word of mouth means for gaining new customer. Positive WOM is used as separate construct for its importance to determine the consumer's attitude instead of considering it as an integral part of customer loyalty (Popp et al., 2017). Positive expectation activates a sense of confidence in purchasing a product or service. Word of mouth can work indirectly on influencing a consumer purchase intention. On the other hand, if a potential consumer realizes that there is a large negative quantity of WOM, or an absence of user-generated information for a specific product or firm, then trust is deterred which also reduces purchase intention (Mikalef et al., 2017). According to the Hou et al. (2016) examine the joint effect of picture, food names, and individual's information processing style on consumers attitudes, willingness to pay and purchase intentions. Food names, adding pictures have a positive effect on consumer's behavior and their purchase intentions. Brand attitude is directly related to a number of consumer behavior outcomes like brand choice and word of mouth intention. Brand attitude influence the salient beliefs customer from about the brand. Communication strategies and product types have an impact on consumer's brand attitude and purchase intention (Zhang, 2017).

Positive Word of Mouth

WOM communication is a process that consumers gain positive and negative information of their direct or indirect experience about the specific topic (Kim et al., 2016). Word of mouth is important to capture the customers and retain them. It is also important for consumer's loyalty towards a brand or community. Positive word of mouth means for gaining new customer. Positive WOM is used as

separate construct for its importance to determine the consumer's attitude instead of considering it as an integral part of customer loyalty (Popp et al., 2017).

According to the Cheng et al., (2017) word-of-mouth has a positive impact on purchase of intention. Esther et al. (2015) says that now a day's social media is playing a vital role in marketing communication and rapidly changed traditional marketing approach. Companies and customers are connected with each other and create relationship with customers. Advertisement on social media helps to take the decision of customer to purchase the product. A study conducted in which 268 respondents participated and results showed that one person share information to another about products and services in their living environment and creating a chain of communication that provide the information to whole community. Word of mouth is a way to influence the people to buy the products and the services other than the internet and TV adds etc. Mostly people believe to what they hear directly from others. As well they could broadcast negative and positive word of mouth. Positive WOM is one aspect of devotion. When a product is considered in inherently risky circumstances so people can not extend the positive word of mouth (Tho et al., 2017).

The result from questionnaire that concentrated to members of Indonesia by total 138 respondents based on active members and the effect of information quality on purchased intention indicates that better information quality improve the purchase intention and have positive impact on word of mouth (Kusumwati et al.,2016). Positive WOM evokes more positive consumer reactions in social-goal communities than in functional-goal communities (Relling et al., 2015). When a marketer provide the high quality services of their customers so their response will positive this will make the cause of spreading Positive WOM. Customer satisfaction has a positive impact on WOM (Matti et al., 2017). In promotion decision WOM has importance in recent years. In communication technologies WOM provides the facilities such as online communication, mobile phone and social network services (Yi et al., 2017).

Through the survey of 105 respondents that customer satisfaction has positive impact on word-of-mouth (Artanti, 2016). According to the sadkam (2017) SMS advertising is positively related to consumer's attitude to accept SMS advertising. Che et al. (2017) founded in their studies and the surveys of 152 respondents that trust is an important concept for online shopping because it is very helpful to known the consumer's qualms and reduce the risks associated with buying from web-based vendors. Chan et al. (2017) identifies that many people focused on the positive effect of WOM on their goods sale experience. Consumers believe that online WOM is powerful tool other than the advertisement and it is very effected on their decision-making process. Hotel can be affected through the wom, and consumers will conduct more information to confirm. WOM has most powerful form of communication(Gildin 2022).WOM is used for retention of customer (Kavitha et al. 2022). If the Positive WOM is high than the negative WOM than customers will believe that hotel is good and after conducted the interviews 15 respondents says that Positive WOM is very powerful other than the negative WOM. According to Ishida et al. (2016) Positive WOM perception has great influence on consumer's intention rather than the negative WOM perception.

Positive WOM is very important for the consumer decision making process. Topic on product diffusion extensively studied in literature (Tidd 2020).

Purchase Intention

According to the Cheo et al. (2016) WOM plays a main role in consumer's purchase behavior by affecting their purchase strategies. WOM is no longer transmitted from person to person only by oral communication with the creation of the internet. Word of mouth means informal communication between private parties concerning evaluation of goods and services. It is also known as personal referents word of mouth involves face-to-face contact. Word of mouth is a most effective means of communication (Noraini, 2016). WOM has influential effect on marketing manager (Bond et al., 2019; Luo et al., 2019; Iyer and Griffin, 2020).

Positive expectation activates a sense of confidence in purchasing a product or service. Word of mouth can work indirectly on influencing a consumer purchase intention. On the other hand, if a potential consumer realizes that there is a large negative quantity of WOM, or an absence of user-generated information for a specific product or firm, then trust is deterred which also reduces purchase intention (Mikalef et al., 2017). According to the Hou et al. (2016) examine the joint effect of picture, food names, and individual's information processing style on consumers attitudes, willingness to pay and purchase intentions. Food names, adding pictures have a positive effect on consumer's behavior and their purchase intentions. Communication strategies and product types have an impact on consumer's brand attitude and purchase intention (Zhang, 2017). The main purpose of marketing is established and maintaining the strong relationship with customers. It is an important to find the loyal purchase behavior. Brands and word of mouth make the customers joyful and friendly motivate greater purchase loyalty (Pourazad et al., 2015). A study conducted in which 425 young respondents participated and results indicate that environmental perception, environmental information and environmental information have positive influence on purchase intention towards green product (Maichum et al., 2017). Advertisement has indirectly positive effect on intention to buy brand (Maria et al., 2019).

In another research 400 respondents participated and results show that products have an important and direct relationship with buying intention. Purchase intentions and actions towards a product can shift at any time. Consumers' decisions are influence by their close relationship partners and little portion is dominated by the larger social groups (Agyeman et al., 2017). As per the survey conducted by two northeastern universities from 314 undergraduate marketing and physics 105 students. The result is shows that Positive WOM information influencing purchase intentions of potential buyers (Patrali et al., 2015).

In the survey of 222 respondents lead by Hewng (2015) examined that self-presentation, and food safety concerns are significant motives for older consumer's perception. Purchase intention has significant effect on consumer's online purchase attention (Shirdastian et al., 2016). Through the survey of 324 international Muslim respondents in China was gathered through the use of convenience and snowball sampling methods, by performing structural equation

modeling. The results shows that companies should invest more resources to increase the brand trust and brand loyalty because these factors positively related with consumers brand purchase intention (Ali et al., 2017).

This study is conducted by Erken et al. (2016) examined that social media plays an important role in consumer purchase intention. Through the survey of 384 university students who use social media websites. The result shows that quality, authority and acceptance of information are the factors of WOM in social media which influence consumer's purchase intention. Through the 316 comments collected using the survey, the results of structural equation model shows that advertising and brand attitude have no direct effect on purchase intention. Positive WOM has directly affected to the consumer's purchase intention (Shaouf et al., 2016). In a study conducted by Shaikh et al. (2016) it was concluded that Positive WOM contributes the positive image of the product and services that promote the offering and help the consumer in decision making process. Social influence and performance expectancy has a significant effect on purchase intention. Product involvement is important for decision making and its effects on the factor effecting on purchase intention and behavior (Liu et al., 2016). According to Vajarodaya et al. (2017) purchase intention is an important variable and it is used in marketing. It is a good substitute to know the purchase behavior of the customer.

Post Purchase Satisfaction

According to the Popp et al. (2016) customer satisfaction is important for the company because it has been discussed as a vital aspect of customer-company relationships. Evaluation of a product or services is a customer's post consumption. Presentation of a product or services exceeds the customer's expectation so it is cause of the customer satisfaction. In a study conducted by Jamil et al. (2017) concluded that purchasing and information are extend through commodities which are guided by WOM. Positive word of mouth affects the purchases decision.

Consumer behavior is the mental and emotional process and visible behavior of consumers during purchase the product or service. Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It influence the consumer from groups like family, friends and in a society (Kumar et al., 2016). Satisfaction is an effective response to the evaluation of a specific referent. In the situation of the buyer and seller it is the extent to which a buyer is satisfied with her transactions. Satisfaction is an important construct in studying buyer and seller relationships because it is the key for building a loyal base of long-term buyers and increases the intention to repurchase. It is the most important variable used in empirical cooperation to support system research and it is an analytical of a buyer's desire for future relationship with sellers (Xu et al., 2015).

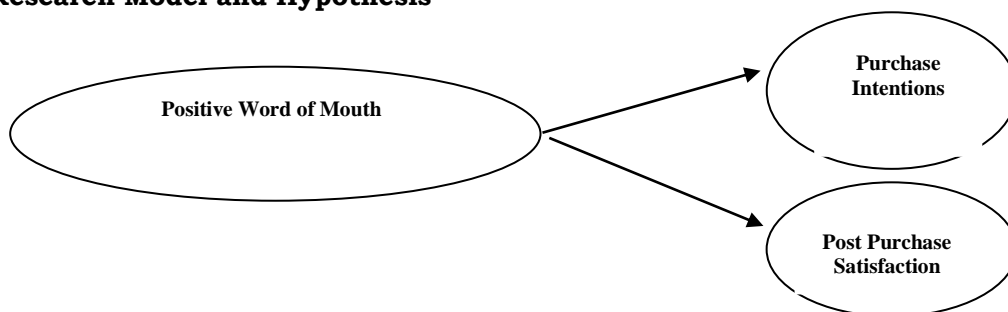
Customer satisfaction is like a customer's perception about product qualities matching their fixed expectations. Customer compares the product's performance against an internal standard. They are satisfied when the product performance according to their expectations. Satisfaction is a long-term satisfaction of their

customers and it is a key goal of their business. Through the 3129 survey the results is shows that customer satisfaction is depends on the product quality and pre-purchased intention (Haverila et al., 2016). 160 respondents are in the favor that quality of service and customers trust and satisfaction is helpful to take the decision to purchase the product (Akhmad 2015). Quality is described as the difference between the expectations of the customers with the real apparent service itself. Quality is a positive level of expectations where customer can fulfill their needs and wants and then it changed into the customer satisfaction (Sirait et al., 2017). Satisfaction is the positive emotional response generated from positive disconfirmation when a product or service is high from the expectations of the user (Tsai et al., 2015).

According to the Gholami et al. (2016) valuable shopping has a significant effect on customer satisfaction and pre-purchase intention. Marciniak et al., (2016) stated that clothing and fashion post purchase sustainability is relates to the high level of attachment with the clothing and fashion item together with product attributes. According to the Warke et at. (2017) satisfaction is an important part for the business to retain the customers. When customers is not satisfied to one product so she will purchased the product from another mall and company will lose their customers. When company produce the clothing brands according to their customer's needs and wants so customers will willing to buy other products from you and it will make the cause to enhance the positive word-of-mouth and customer spread positive word regarding your products and services (Haapala, 2017). Brands are increasing their value because of consumer demand that develop product and process(Papista and Dimitriatdis 2019). Nemours experiments found WOM has impact on purchase intention (Bigdellou, 2022).

Satisfaction creates the pre-purchase intention and it increases the positive word-of-mouth. Positive word-of-mouth directly affects the company and its goods and services. When consumers are satisfied from the product which they are demand from the company so they are likes to recommend the product to others and they are like to re-purchase. Customer satisfaction creates the positive word-of-mouth and pre-purchased intention (Iazzi et al., 2016). Products quality built the customer confidence that is supporting customer satisfaction. Customer expectations are customer confidence before trying or buying a product, which is used as a standard to assessing the performance of the product concerned. Each different consumer can apply different types of expectations for different situations (Zulkarnain et al., 2016).

Research Model and Hypothesis



Hypothesis 1

Ho. Positive word-of-mouth have no impact on customer's intentions to purchase.

H1. Positive word-of-mouth increases customer's intentions to purchase.

Hypothesis 2

Ho. Positive word-of-mouth have no impact on customer's post purchase satisfaction.

H1. Positive word-of-mouth increases customer's post purchase satisfaction.

Research Methodology

Research Design

A cross-sectional exploratory research design is used with minimal interference from research in a non-contrived field study. Research strategy used is a survey research in which the unit of analysis is assumed be the female individuals of Layyah who are supposed to have certain knowledge of current brand. For the purpose a purposive sampling technique is used.

Table 1
Demographic Factors

		Freq.	Percent	Cumm. Percent
Age	less than 18	48	20.0	20.0
	19-24	130	54.2	74.2
	25-34	38	15.8	90.0
	34-45	22	9.2	99.2
	45-50	2	.8	100.0
	Total	240	100.0	
Level of Education	Matriculation	16	6.7	6.7
	Intermediate	60	25.0	31.7
	Bachelor	81	33.8	65.4
	Master	60	25.0	90.4
	MPhil/PhD	23	9.6	100.0
Occupation	Total	240	100.0	
	Student	171	71.3	71.3
	Government Employee	23	9.6	80.8
	Private Employee	27	11.3	92.1
	Own Business	8	3.3	95.4
	Agriculturist	2	.8	96.3
Income level	Other	9	3.8	100.0
	Total	240	100.0	
	Below 10000/-	125	52.1	52.1
	Above 10000/- up to 20000/-	48	20.0	72.1
	27	11.3	83.3	
Above 20000/- up to 30000/-	17	7.1	90.4	
14	5.8	96.3		

	Above 30000/- up to 40000/-	3	1.3	97.5
	Above 40000/- up to 50000/-	6	2.5	100.0
	Above 50000/- up to 60000/-	240	100.0	
	Above 60000			
	Total			
Marital status	Married	40	16.7	16.7
	Unmarried	200	83.3	100.0
	Total	240	100.0	
Area of Residence	Rural	92	38.3	38.3
	Urban	148	61.7	100.0
	Total	240	100.0	

Brand Name	Frequency	Percent
JD's	10	4.2
Warda	58	24.2
Maria.B	13	5.4
Khadi	33	13.8
Bareeza	18	7.5
Lawn		
Gullahmed	31	12.9
Sana	13	5.4
Safinaz		
Kayseria	15	6.3
Nadia	11	4.6
Hassan		
Kasilia	2	.8
Others	36	15.0
Total	240	100.0

Data Collection Method

As mentioned earlier, a purposive sampling technique was used and the data was collected through a personally administered questionnaire from 240 females who were residing in and around Layyah, a prominent city of South Punjab Pakistan. Quantitative method is applied with primary data collected by using the questionnaire. All items of dependent and independent variables were measured by using the five point's likert scale and ten point ranking scale. Questionnaire was divided into three sections. In the first section the demographic characteristics like gender, age, education, marital status, occupation, monthly income, recently used brand and race were measured by using dichotomous or polytomous scales. In the second section, positive word of mouth, repurchase intentions, and post purchase satisfaction were measured using a five point Likert scale. Moreover, Positive Word of Mouth was measured through twelve statements on a five Point Likert Scale i.e. I have heard people talking about the clothing stuff

of the brand I have recently purchased, My friends recommended me to purchase the brand, People talk positive about my current brand of clothing, I have heard that people have positive views about my current brand of clothing, People don't like my current brand of clothing, I have heard that people like the quality of the brand which I have recently purchased, my current brand is considered as a sign of status in the people living around me, my current brand of clothing is discussed positively among the people during functions and parties, People appreciate my current brand of clothing, Fashionable clothing matters to me, I read fashion magazines to keep my wear up to date, My friends turn to me for advice on clothing.

Post purchase satisfaction with respect to social prestige was measured with five point Likert scale with level of agreement with seven statements i.e. Going with public opinion while purchasing satisfies me, I will repurchase my current brand of clothing, I feel satisfied when people praise my clothing choice, People like my clothing habits, People talk positive about my brand selection, My current brand of clothing is currently trending in society, and I like my current brand of clothing. Pre-purchase intentions was measured through seven statements on a five points Likert scale i.e. I usually have one or more outfits in the very latest style, I like observe keenly what people are purchasing, The views of the people creates fashion trend, I always give vale to the views of people while purchasing something, I think people have better idea about prices, When shopping, I rely heavily on advice of my friends and family, and I think quality of the clothes is best determined by the views of people.

In third section the consumer level of satisfaction regarding product quality was measured on a ten point ranking scale. For the purpose, eleven different attributes of products quality was identified as comfort, Fitness, Stitching Quality, Price, Fabric Quality, Style, Attractiveness, Colour, Fashion ability, Brand Name, Pleasing to others. The reliability of the scale was measured through Cronbach's Alpha which is found as .847 showing a highly reliable scale for the measurement of above mentioned variables.

Table 3
Descriptive Statistics

Variable	Mean Value	Stand. Dev.
Positive WOM	3.12	0.550
Purchase intention	3.4292	0.67101
Post Purchase Satisfaction	5.8706	.89469

Results and Discussion

Descriptive Statistics

Table 1 shows that 54.2% respondents are aged between 19 to 24 years with 33% respondents are having bachelor's education level and 71% respondents are still students by occupation. Further, 52.1 % respondents had income level of below 10000 Pakistani rupees. 83.3% of the respondents are unmarried and 61.7%

respondents belong to urban areas of residents. Similarly, Table 2 shows the frequency of the attachment of the customers with different brands and it was found that 24.2% of the respondents have recently purchased Warda's dress collection, 13.8% are attached with Khadi and 12.9% are attached Gull Ahmed. Whereas 15% of the respondents were attached with other local brands. Table 3 shows the mean value of our variables like Positive WOM and purchase intentions having mean value of 3.12 and 3.42 out of maximum 5 whereas post purchase satisfaction having a mean value 5.8706 out of maximum 10. All of the variables secured sufficient scores of testing of hypothesis.

Table 4
Item wise scale descriptive

Items	Mean	STD	Varian ce
I heard people talking about brand clothing stuff i have recently purchased	3.16	1.239	1.534
my friends recommended me to purchase the brand	3.40	1.185	1.405
people talk positive about my current brand of clothing	3.73	1.162	1.351
i heard that people have positive views about my current brand of clothing	3.68	1.101	1.213
people do not like my current brand of clothing	2.79	1.217	1.482
i heard that people like quality of the brand which i recently purchased	3.51	1.189	1.414
my current brand considered as a sign of status in people living around me	3.59	1.147	1.314
my current brand of clothing discussed positively among people in parties	3.61	1.077	1.160
people appreciate my current brand of clothing	3.52	1.164	1.355
fashionable clothing matters to me	3.45	1.341	1.797
i read fashion magazines to keep my ware up to date	3.25	1.343	1.803
my friends turn to me for advice on clothing	3.45	1.156	1.336
i usually have one or more outfits in the very latest style	3.56	1.216	1.478
i like observe keenly what people are purchasing	3.31	1.254	1.571
the views of the people creates fashion trend	3.65	1.159	1.343
i always give value the views of people while purchasing something	3.22	1.192	1.422
i think people have better idea about prices	3.53	1.139	1.296
when shopping i rely heavily on advice of my friends and family	3.32	1.254	1.573
i think quality of the clothes is best determined by the views of people	3.42	1.245	1.550
going with public opinion while purchasing satisfies me	3.33	1.230	1.512
i feel satisfied when people praise my clothing	3.69	1.212	1.469
people like my clothing habit	3.82	1.081	1.169
people talk positive about my brand selection	3.79	1.034	1.069
i will repurchase my current brand of clothing	3.63	1.117	1.247

my current brand of clothing is currently trending in society	3.59	1.094	1.197
i like my current brand of clothing	4.00	1.096	1.201
Comfort	8.27	2.406	5.790
Fitness	7.54	2.352	5.530
Stitching quality	7.86	2.272	5.160
Price	7.76	2.300	5.289
Fabric quality	7.98	2.134	4.552
Style	8.13	2.018	4.074
Attractiveness	8.19	2.067	4.273
Color	8.31	1.946	3.787
Fissionability	8.33	1.907	3.637
Brand name	8.01	2.392	5.724
Pleasing to other	8.14	2.228	4.964

Testing of Hypothesis

Hypothesis-1: Positive word-of-mouth increases customer's intentions to purchase.

The correlation between positive WOM and purchase intentions is found to be .594 (p-value .000) which shows strong positive and significant relationship between the variables which means an increase in positive WOM impacts on customers intentions to purchase positively. Similarly the R square value .353 with durbin Watson value of 1.641 shows that 100% change in positive WOM will impact 35.3% increase in purchase intentions of the customers. The 0.000 significance value at 95% confidence level is sufficient to not accept the null hypothesis and accept the alternate hypothesis. Hence a strong positive and significant relationship exists between positive WOM and Purchase intentions. According to the Cheng et al. (2017) declared that the positive word-of-mouth has positive impact on purchase intention. The present study proved the current results. Similar type of study was conducted by the Esther et al., (2015) advertisement creates positive word-of-mouth and customer relationship and help to take the decision to purchase the product.

Kusumwati et al., (2016) said that effect of information quality helps to create the purchase intention and has a positive impact on WOM. Hoyer et al. (2016) stated that WOM is not under the organization it is an employment source and Positive WOM is directly affected to the women other than the men. According to the Matti et al., (2017) when a marketer provide the services accordance to the customers so it helps to create the positive word-of-mouth. Artanti (2016) customer satisfaction has positive impact on word-of-mouth. Chan et al. (2017) said that positive word-of-mouth is very powerful other than the negative word-of-mouth. According to Ishida et al. (2016) Positive WOM perception has great influence to the intention. According to Ishida et al. (2016) Positive WOM helps to create the decision making processes. Consistent with all above mentioned studies the claim that positive word-of-mouth has positive impact on purchase intention is also proved in this study.

Hypothesis-2: Positive word-of-mouth increases customer's post purchase satisfaction.

It is found that the correlation between positive word of mouth and customer's post purchase satisfaction is .370 (p-value .000) which means a weak positive but significant relationship exists between the variables which means an increase in positive word of mouth will increase customer's post purchase satisfaction. Similar findings were made through regression analysis where R square value was found as .137 with durbin-watson value of 1.602 which concludes that a 100% change in positive WOM will impacts 13.7% positively on customer's post purchase satisfaction. Similarly the significance value of .000 in regression analysis suggest that null hypothesis should "not accepted" and alternate hypothesis should be accepted which concludes that an increase in positive word of mouth will increase in customer's post purchase satisfaction. These results are consistent with Iazzi et al. 2016, Kumar et al. (2016), and Jamil et al. (2017). Alavi et al., (2015) concluded that positive word-of-mouth has a positive impact on post purchase satisfaction. Positive word-of-mouth and customer spread positive word regarding your products and services makes the customer satisfied (Haapala 2017).

Conclusion

As it is already discussed that target population of the study was female residing in the south Punjab and data shows that the samples engaged in the study were mostly aged between 18-24 years thus, having more curiosity about the recent fashion trends. Studies like Hoyer et al. (2016) proved that women are more vulnerable to be affected by positive word of mouth than those of men of same age. Our study proves that positive WOM affects purchase intentions of the female customers mainly and increases post purchase satisfaction. Thus companies needs to work on building positive Word of Mouth by maintain high standard of quality and other measures regarding customer services in order to make the customers delighted.

Recommendations for Future Research

The purpose of this study is to explore the relationship between positive word-of-mouth, pre-purchase intention and post purchase satisfaction. However, we feel that there are many areas regarding subject matter where future research can be extended. Some of those key recommended future research areas are as below:

- Our study mainly focused on female customers. Future research can be enhanced by studying the male customers with respect to impact of WOM on their pre-purchase intentions and post purchase satisfaction.
- Similarly, our study primarily focused on clothing. The variation of responses can be observed by adding multiple product customers.
- Our study minutely observed the impact of WOM on different demographic variables e.g. age, education level, marital status etc. Future research can be extended by looking deep in to the impact of demographic factors on WOM.

- Our study focused on a very minute population of South Punjab. Future study can be extended by considering the overall population of south Punjab, or either Pakistan.
- The impact of culture difference on WOM can also be a flourishing area for future research.
- The relationship between personality perception and impact of WOM can also be thoroughly researched.
- The role of different factors e.g. advertisement, kiosks, personal selling, in building positive WOM also needs to be explored.
- There is room for electronic WOM while making decision for purchase.
- Our study focus on WOM with no technology intervention future study should focus on using mobile application of augmented reality or virtual reality to get more customer experience.
- This model is predicting purchase intention by using simple method can be enhanced by using structural equation model while adopting smart pls.

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