

INVESTIGATING THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE PURCHASE INTENTIONS OF WORKING WOMEN

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Abstract *Social media is used widely in every field nowadays. Social media can be a useful marketing tool for companies, providing a variety of options and advantages to both consumers and organisations. Social media usage and popularity have grown, and as a result, social media has become a crucial part of the contemporary marketing strategy. Because these individuals choose social media groups with similar lifestyles, Social Media Marketing (SMM) benefits businesses as well as consumers. This study investigates the impact of SMM on working women's purchase intention. A conceptual model was proposed based on the five factors (Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, and Hedonic motivation) of the Unified Theory of Acceptance and Use of Technology (UTAUT2) and one factor (Attitude) from the Theory of Planned Behaviour (TPB). The questionnaire was used to gather data from 324 working women of Delhi-NCR. The Key findings from Structural Equation Modelling (SEM) provided strong evidence for the validity of the current model and the significant impact of performance expectancy, effort expectancy, social influence, and attitude on the purchase intentions of Delhi-NCR working women. Hedonic motivation and facilitating conditions were determined to be insignificant. Hopefully, this study will offer a variety of theoretical and managerial implications for how social media marketers can efficiently execute their strategies.*

Keywords: *Social Media Marketing, Working Women, Purchase Intention*

INTRODUCTION

Businesses now include Social Media Marketing (SMM) extensively into their marketing strategy. They want to communicate with every customer, and social media has provided them with a platform to do so in order to expand their business and increase the number of loyal customers. Social media can be an effective marketing tool for businesses, benefiting both customers and enterprises by offering a wide range of alternatives (Kaplan & Haenlein, 2010). The convenience of rapid and easy job completion is a primary motivator for using social media (Mahajan, 2018). On the other hand, consumers' use of SMM to meet their demands for goods and services is expanding. Because of social media's fast access to information, consumers can make purchasing decisions or learn more about new firms or things whenever and wherever they want (Powers et al., 2012). However, fears and anxieties impact online shoppers' purchase decisions (Vachhani & Bhayani, 2012). Due to the growing popularity and use of social media sites such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and

others, it has evolved into an essential component of modern marketing strategy. Consequently, SMM is advantageous for businesses as these users select social media groups with similar lifestyles (Lee et al., 2018).

This study focuses on the purchasing behaviours of working women on social media platforms. Women who are actively employed in the workforce or who have jobs or activities outside of their responsibilities at home or with their families are referred to as "working women." These women work in a variety of disciplines and professions, bringing their skills and labour to the economy and society. According to the International Labour Organisation, estimates of women's labour-force participation and employment are often lower than those of men and are not globally comparable, reflecting the fact that demographic, social, legal, and cultural trends and norms influence whether women's actions are economically useful. According to the most recent reports, the country's expected Labour Force Participation Rate (LFPR) for women with typical status who are 15 years of age or older in 2019–20, 2020–21, and 2021–22 was 30.0%, 32.5%, and 32.8%, respectively.

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These women encounter a variety of obstacles in their daily lives as a result of their dual commitments at home and work. Despite these enormous hurdles, they demonstrate incredible resolve in balancing their obligations and commitments. However, achieving this balance typically results in a never-ending effort to successfully manage their time, leaving them with limited opportunities for hedonistic hobbies such as shopping. Women's roles have expanded beyond the home to compete with men in several fields (Sharma, 2021). The rise of SMM is a major blessing for working women in this difficult situation. The transformative potential of social media allows them to overcome the temporal and spatial constraints associated with traditional shopping behaviours.

Working women's buying behaviour is affected by numerous factors on social media platforms. While there are several factors, the following have been taken into account: Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, Hedonic motivation and Attitude. Performance expectancy, Effort expectancy, Social influence, Facilitating conditions and Hedonic motivation are taken from the UTAUT2 theory (Venkatesh et al., 2012). The attitude factor was derived from the Theory of Planned Behaviour (TPB) and literature (Wu et al., 2010) (Loureiro & Breazeale, 2016) (de Lenne & Vandenbosch, 2017). The purpose of this study is to explore working women's buying behaviour on Social Media platforms in Delhi-NCR.

LITERATURE REVIEW

The social media revolution has opened new avenues for discovering and learning about the vast array of products and services available. Customers may now simply and quickly converse with one another and discuss brands because of it (Powers et al., 2012). This study aims to investigate the online interactions between female members of Generation Y and fashion brands. It examines Irish women of Generation Y. Among the study's conclusions is that each participant had previously engaged in internet shopping. Social media serves as a source of confidence and inspiration, whereas the Internet provides information and allows for impression management (Ruane & Wallace, 2013). The study examines the disparities in men's and women's perceptions of the risks associated with online shopping and the impact of a friend's website suggestion. The findings suggest that women feel more vulnerable when making purchases online than men do, even after considering variations in Internet usage. Furthermore, women are more likely than men to make an online purchase

when a friend suggests a website because they believe the risk involved is lower (Garbarino & Strahilevitz, 2004).

According to the literature, working women's buying behaviour is influenced by peer's trust, Income and Age on social media platforms (Gupta & Shome, 2020). Personalised advertisements, ad Value, and website aesthetics significantly influence on working women, but Information sharing concerns are negatively related to working women's online impulse buying behaviour (Rai & Yadav, 2022).

With a focus on social media marketing, this study aims to deepen our understanding of customer behaviour by integrating the Technology Acceptance Model (TAM) with Motivation Theory. The author contends that to positively impact customer behaviour, it is imperative to determine the elements that support SMM. Several characteristics, including purchase intention and trust, have been taken into account when evaluating how consumers use SMM (Irshad et al., 2016).

This study investigates how interactive SMM messages affect South African teens' cognitive, affective, and behavioural attitude components. The study also considers the potential effects of several other factors, such as usage and demographics, on young consumers' perceptions of SMM. The study discovered that SMM messaging had positive effects on cognition and attitude, and that generation Z responded most favourably to SMM messages when they were seen on mobile devices. The attitudinal components were not significantly impacted by the demographic gender variable (Duffett, 2015).

The TPB is used in this study to investigate whether attitudes, social norms, and self-efficacy beliefs can contribute to these interactions. The findings suggest that young adults' attitudes, norms, and self-efficacy views about sustainable clothing may be influenced by social media exposure (de Lenne & Vandenbosch, 2017). This paper will analyse consumers' attitudes towards and intentions to buy green products on social media to understand the relationships between social media marketing, Perceived Consumer Effectiveness (PCE), product knowledge, subjective norms, perceived behavioural control, price consciousness, and attitudes towards and intentions to buy green products. According to the findings, purchase intentions are positively influenced by attitude, subjective norms, and perceived behavioural control but negatively influenced by price consciousness (Sun & Wang, 2020).

The Unified Theory of Acceptance and Use of Technology (UTAUT) is used in this study to investigate technology

acceptance and use in a consumer environment. In this paper, a recommendation was presented. Three constructs that UTAUT2 incorporates into the original UTAUT are hedonic motivation, price value, and habit. Individual differences, such as age, gender, and experience, are thought to affect the impact of these constructs on behavioural intention. According to the findings, UTAUT2 was developed with the consumer perspective. When compared to UTAUT, extensions proposed in UTAUT2 resulted in a considerable improvement in the variance explained in behavioural intention (56 percent to 74 percent) and technology use (40 percent to 52 percent) (Venkatesh et al., 2012).

This study aims to predict the factors that influence customer expectations and intentions regarding mobile commerce adoption in Jordan. The findings demonstrated that social media, social influence, effort expectancy, hedonic motivation, performance expectancy, habit, and facilitating conditions have substantial influences on Jordanian consumers' inclination to adopt mobile commerce (Gharaibeh et al., 2020). The purpose of this study is to understand consumer behaviour in case of smartwatches with the extended UTAUT2 theory. According to the study's findings, the extended UTAUT2 model has an increased capacity to predict behaviour about the adoption of smartwatches (Kranthi & Ahmed, 2018).

In this study, the major characteristics of social media advertising that influence purchase intention will be identified and tested. The major findings largely confirm the validity of the UTAUT2 model and the impact of performance expectancy, hedonic motivation, interaction, informativeness, and perceived relevance in affecting purchase intentions (Alalwan, 2018). This study examines the acceptance and use of technology in a consumer environment using the UTAUT. According to the study's findings, customers' behavioural intentions toward mobile marketing adoption are heavily influenced by performance expectancy, effort expectancy, hedonic motivation, social influence, pricing expectations, facilitating conditions, habit, and risk. On the other hand, it was discovered that the trust component was a non-significant predictor in this context (Eneizan et al., 2019).

The purpose of this study is to incorporate the learning value construct into the UTAUT2 framework and to provide

new insights on the determinants of students' intentions toward LMS and its use. The study shows that performance expectancy, social influence, and learning value all have a substantial impact on students' intentions regarding learning management systems. It also supports the impact of enabling factors and behavioural intention on LMS use. The influence of effort expectancy, hedonic motivation, and habit on students' behavioural intention is insignificant (Ain et al., 2016).

The objective of the current study is to employ the UTAUT2 approach to explain why older adults use Internet banking. The data show that habit, performance expectancy, price value, and effort expectancy all have a strong influence on older people's adoption of Internet banking. Intention and habit influenced actual behaviour. People's use of Internet banking was unaffected by social influence, facilitating conditions, or hedonistic motivation (Arenas Gaitán et al., 2015).

The purpose of this paper is to investigate how well people perceive online games using the UTAUT2. According to the conclusions of the study, UTAUT 2 accounts for 71% of mobile device online gaming activity. The main finding of the study underlines the significance of habit in the use of online gaming. In order of significance, the elements of habit, hedonic motivation, and social influence explain the intention to play online. There are no significant associations found in the cases of performance expectancy, effort expectancy, facilitating conditions, and the price-value of online video games (Ramírez-Correa et al., 2019).

CONCEPTUAL MODEL

The UTAUT2 model has been used in various studies to better understand how users accepted technology in general. This model accurately describes the behaviour of people who adopt new technology. Some factors (Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, and Hedonic motivation) from the UTAUT2 model and one factor (Attitude) from the TPB model have been selected in the current study to understand the buying behaviour of working women on social media platforms of Delhi-NCR.

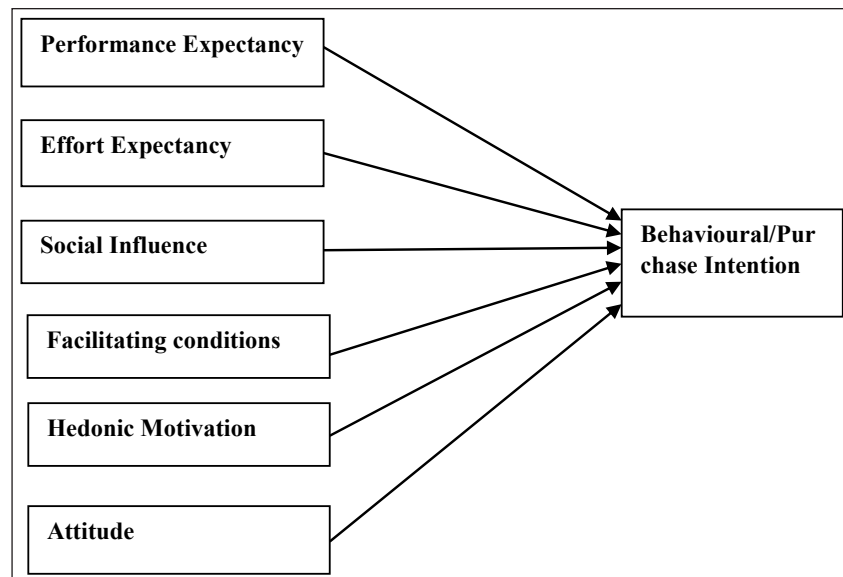


Fig. 1: Proposed Research Model

As shown in Fig. 1, performance expectancy, effort expectancy, social influence, facilitating conditions, and Hedonic Motivation are some of the determinants of UTAUT2 model which affect the behaviour intention of consumers. In this study, we will consider attitude also as an additional construct for studying the buying behaviour of working women on Social Media (SM) platforms. Here, the hypotheses are in the subsections-

Performance Expectancy

Performance expectancy is the degree to which a person thinks that adopting the system will enable them to obtain performance benefits (Venkatesh et al., 2003). In this context, performance expectancy refers to the convenience and utility of SM platforms for the buying behaviours of working women. One of the most powerful factors of behavioural intention to accept and utilize Information Systems (IS)/Information Technology (IT) has been identified as performance expectancy (Alalwan et al., 2017) (Alalwan, 2018). Thus, this study formulates the following hypothesis:

H₁: There is a significant relationship between Performance Expectancy and Behavioural Intention.

Effort Expectancy

Effort expectancy is described as the level of comfort associated with system usage (Venkatesh et al., 2003). The simplicity and convenience with which working women use social media platforms are described by effort expectancy.

Effort expectancy is a combination of perceived ease of use and perceived usefulness (Alalwan et al., 2018). As a result, (Davis, 1989) stated that perceived ease of use could directly or indirectly contribute to behavioural intention to use technology by enabling the role of perceived usefulness. Thus, this study formulates the following hypothesis:

H₂: There is a significant relationship between Effort Expectancy and Behavioural Intention.

Social Influence

The degree to which a person believes that significant individuals think he or she should employ the new method is known as social influence (Venkatesh et al., 2003). It has been stated that the impact of social influence on behavioural intention could be attributable to compliance, especially in the early stages of experience. Prior research has widely shown the significant importance of social influence or comparable elements (i.e., reference groups, subjective norms, and opinion leaders) in increasing customer' intentions and their use of IB (Al-Somali et al., 2009) (Martins et al., 2014). Thus, this study formulates the following hypothesis:

H₃: There is a significant relationship between Social Influence and Behavioural Intention.

Facilitating Conditions

Facilitating conditions are defined as the degree to which a person believes a technological and organizational environment exists to facilitate system utilization (Venkatesh

et al., 2003). Indeed, Venkatesh et al. (2012) hypothesized that facilitating conditions in UTAUT2 might have a direct influence on customers' intentions because facilitating conditions are not readily available to customers as they are in the employee context (Alalwan, 2018). Thus, this study formulates the following hypothesis:

H₄: There is a significant relationship between Facilitating Conditions and Behavioural Intention.

Hedonic Motivation

Hedonic motivation has been shown to have a major impact on technology acceptance. It is defined as the happiness or pleasure derived from the use of technology (Brown & Venkatesh, 2005). It has been demonstrated that various characteristics, including playfulness, joy, and delight, capture hedonic motivation and are strong predictors of customer acceptance of technology (Venkatesh et al., 2012) (Alalwan, 2018). Thus, this study formulates the following hypothesis:

H₅: There is a significant relationship between Hedonic Motivation and Behavioural Intention.

Attitude

Customers are more likely to have a favourable impression or draw a conclusion about products or services when they have a favourable attitude toward them, which leads to a stronger purchase intention (Wu et al., 2010). Several studies have investigated the connection between Gen-Y's attitudes and intention to buy fashion apparel. Online attitudes is positively correlated with intention to make an online purchase (Loureiro & Breazeale, 2016). Thus, this study formulates the following hypothesis:

H₆: There is a significant relationship between Attitude and Behavioural Intention.

Behavioural Intention

The customer's behavioural intention is defined as the extent to which he or she uses self-service technologies (Venkatesh et al., 2003) (Venkatesh et al., 2012). The term "behavioural intention" refers to a person's conscious and intentional decision or purpose to engage in a particular behaviour in the future. Despite not always ensuring that the desired activity will be carried out, behavioural intentions are seen as a crucial element in influencing actual behaviour. The TPB, a popular psychological framework, emphasizes the importance of behavioural intention in predicting and

interpreting human behavior.

RESEARCH METHODOLOGY

The current study employs a structured research technique that is mostly accomplished using questionnaires. The questionnaire was prepared with some demographic questions and some questions were framed using Likert's scale. Getting an accurate assessment of an underlying construct is one of scale development's primary goals (Clark & Watson, 2016). A five-point Likert scale was created to gauge the level of agreement with each statement on the questionnaire to assess the purchasing habits of working women. The Likert scale's coding was done as follows: (1=Strongly Disagree), (2=Disagree), (3=Neither Agree nor Disagree), (4=Agree), and (5=Strongly Agree). The sources used to extract the construct parts were obtained from various sources to remove bias and broaden the study's reach. Some constructs of UTAUT2- Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, and Hedonic motivation- were adapted from Cha (2009), Wong et al. (2014), Venkatesh et al. (2012), Hew et al. (2015), Bearden et al. (1989), San Martín and Herrero (2012), Jahn and Kunz (2012), Zeithaml et al. (1996). Additionally, one construct from consumer behaviour theories "Attitude" has been adapted from (Ajzen & Fishbein, 1980) (Ngai et al., 2007) (Mathew & Soliman, 2021).

Since the target population is large and unpredictable, non-probability sampling was adopted. Convenience sampling was employed as the data collection technique. An individual is deemed eligible to take part in the study if they satisfy the inclusion criteria. They received an email with a structured questionnaire and a link to complete the questionnaire.

The study's chosen area of Delhi, Gurugram, Faridabad, Noida, and Greater Noida comprised the sample frame of respondents. The questionnaire was delivered to 400 working women, out of which 324 responses were found valid.

RESULTS

Respondent's Demographic Profile

Out of 400 working women, only 324 were considered because some of the responses were erroneous or incomplete. After the data from the 324 questionnaires were entered into the computer, the Statistical Package for Social Science (SPSS) software was used for the analysis. Table 1 provides a description of the age, income, and occupation-based demographic analysis of working women of Delhi-NCR.

Table 1: Demographic Profile

		Frequency	Percent
Age	Below 25 years	59	18.2
	25-35 years	186	57.4
	35-45 years	66	20.4
	45 years and above	13	4.0
	Total	324	100.0
Education	12 th	22	6.8
	Graduation	95	29.3
	Post graduation	161	49.7
	Doctorate/ Ph.D.	23	7.1
	Professional courses	23	7.1
	Total	324	100.0
Income	Less than 5 lakhs	194	59.9
	5 lakhs-10 lakhs	95	29.3
	10 lakhs-15 lakhs	26	8.0
	above 15 lakhs	9	2.8
	Total	324	100.0
Occupation	Private job	164	50.6
	Government job	88	27.2
	Self-employed	30	9.3
	Others	42	13.0
	Total	324	100.0

As per Table 1, the majority of the respondents belong to the 25–35 years age group (57.4%) followed by the 35–45 years age group (20.4 %), the below 25 years age group (18.2%), and above 45 years (4%). A total of 49.7% of the respondents are post graduate, 29.3% are graduates, 7.1% hold a PhD or professional courses, and 6.8% have completed the 12th pass. Most of the respondents have an income of less than 5 lakhs (59.9%), 29.3% fall within the 5–10 lakhs income slab, 8% earn between 10–15 lakhs, and 2.8% have an income exceeding 15 lakhs. The majority of the respondents (50.6%) are in private sector employment, 27.2% are in government job, while other occupations account for 13%, and 9.3% of the respondents are self-employed.

Descriptive Statistics and Cronbach's Alpha Value

Here, the Mean and standard deviation were calculated for all the items in the current study. As per Table 2, all the items of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and attitude were observed to have a mean higher than 3, and a standard deviation is above or around 1. In the current study, all the respondents (working women) positively valued all the constructs.

Table 2: Descriptive Statistics (Mean and Std. Deviation) and Cronbach's Alpha Value

Construct	Item	Mean	S.D.	Cronbach's Alpha
Performance expectancy	PE1	3.46	1.002	0.836
	PE2	3.50	1.054	
	PE3	3.47	1.024	
	PE4	3.51	1.006	
Effort expectancy	EE1	3.34	1.168	0.812
	EE2	3.28	1.145	
	EE3	3.20	0.943	
	EE4	3.25	1.103	

Construct	Item	Mean	S.D.	Cronbach's Alpha
Social influence	SI1	3.34	1.111	0.846
	SI2	3.22	1.104	
	SI3	3.20	1.112	
	SI4	3.25	1.195	
Facilitating conditions	FC1	3.45	1.183	0.804
	FC2	3.42	1.018	
	FC3	3.44	1.041	
	FC4	3.36	1.080	
Hedonic motivation	HM1	3.19	1.130	0.812
	HM2	3.36	1.062	
	HM3	3.46	1.168	
	HM4	3.31	1.004	
Attitude	ATT1	3.32	1.222	0.940
	ATT2	3.35	1.246	
	ATT3	3.35	1.238	
	ATT4	3.30	1.213	
Behavioural intention	BIN1	3.41	1.094	0.858
	BIN2	3.35	1.086	
	BIN3	3.51	1.051	
	BIN4	3.37	1.182	
	BIN5	3.40	1.058	

Also, it was needed to check the reliability and validity of the data, so Cronbach's alpha was tested for all the factors in the above table. All the constructs had Cronbach's alpha value above 0.7, which means that the data were reliable.

Exploratory Factor Analysis (EFA)

To check the validity of the data, factor analysis was done. The Kaiser-Meyer-Olkin Sampling Measure of Adequacy metric has a range of 0 to 1, with values closer to 1 preferred. The absolute minimum is recommended to be 0.6.

Table 3: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.935
Bartlett's Test of Sphericity	Approx. Chi-Square	5120.724
	Df	406
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of sampling adequacy is 0.935, and the value of Bartlett's test is less than 0.5,

indicating that the test is genuine. Both values are within the range required to continue with the factor analysis.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.827	37.333	37.333	3.309	11.411	11.411
2	1.904	6.564	43.898	3.279	11.306	22.717
3	1.761	6.072	49.970	2.811	9.694	32.411
4	1.596	5.504	55.474	2.695	9.294	41.705
5	1.375	4.742	60.216	2.642	9.111	50.817

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
6	1.288	4.443	64.659	2.632	9.074	59.891
7	1.230	4.241	68.900	2.613	9.009	68.900
8	.701	2.416	71.316			
9	.639	2.204	73.520			
10	.622	2.145	75.666			
11	.565	1.949	77.615			
12	.558	1.923	79.538			
13	.510	1.757	81.295			
14	.484	1.670	82.965			
15	.464	1.600	84.565			
16	.443	1.528	86.093			
17	.428	1.475	87.568			
18	.406	1.400	88.968			
19	.398	1.373	90.341			
20	.370	1.275	91.616			
21	.356	1.229	92.845			
22	.339	1.167	94.013			
23	.333	1.149	95.162			
24	.313	1.078	96.239			
25	.311	1.073	97.312			
26	.246	.848	98.160			
27	.205	.707	98.867			
28	.169	.582	99.448			
29	.160	.552	100.000			

Seven factors with eigenvalues greater than one were identified using principal component analysis (PCA) and

Varimax rotation. Eigenvalues quantify how much variance each component explains.

Table 5: Rotated Component Matrix

Rotated Component Matrix							
	Component						
	1	2	3	4	5	6	7
PE1				.738			
PE2				.717			
PE3				.707			
PE4				.711			
EE1							.805
EE2							.683
EE3							.656
EE4							.739
SI1			.793				
SI2			.806				
SI3			.754				
SI4			.593				
FC1					.730		
FC2					.759		
FC3					.642		
FC4					.730		

Rotated Component Matrix							
	Component						
	1	2	3	4	5	6	7
HM1						.752	
HM2						.699	
HM3						.730	
HM4						.715	
ATT1	.824						
ATT2	.832						
ATT3	.803						
ATT4	.813						
BIN1		.712					
BIN2		.712					
BIN3		.764					
BIN4		.757					
BIN5		.664					
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization. ^a							
a. Rotation converged in 6 iterations.							

Items with factor loadings larger than 0.5 were obtained from the rotated component matrix (see Table 5). This analysis' results met the criteria set by Hair et al. (2014). These loadings demonstrate the strength and direction of the link between each variable and the retrieved components. Higher absolute values indicate a greater connection.

Confirmatory Factor Analysis (CFA)

The goal of CFA is to validate construct validity, which will serve as the foundation for further research into the relationship between constructs and their constituents.

Table 6: Model Fit

Fit Indices	Recommended Value	Model Fit	References
CMIN/DF	≤5.00	1.140	Byrne (2016); Hair et al. (2010)
GFI	≥0.90	0.919	Hair et al. (2010)
AGFI	≥0.90	0.901	Hair et al. (2010)
NFI	≥0.90	0.923	Bentler and Bonnett (1980); Bollen (1989); Bagozzi and Yi, (1988); Byrne (2016); Schumacker and Lomax (2012); Hair et al. (2010)
CFI	≥0.90	0.990	Bentler (1990); Hair et al. (2010); Byrne (2016)
RMSEA	≤0.08	0.021	Steiger, (1998); Hair et al. (2010); Browne and Cudeck, (1992)

Recommended value source: (Sahoo, 2019).

As per Table 6, CMIN/DF is 1.140, which should be less than 5; GFI is 0.919, NFI is 0.923; CFI is 0.990, which should be more than 0.9, AGFI is 0.901 (should be greater than 0.8),

and RMSEA is 0.021 (should be less than 0.08). Therefore, all the values are acceptable for the model.

Table 7: Convergent Validity

	CR	AVE	MSV	MaxR(H)
Attitude	0.940	0.797	0.360	0.942
Performance Expectancy	0.837	0.563	0.367	0.839
Effort expectancy	0.815	0.525	0.331	0.823
Facilitating conditions	0.808	0.514	0.339	0.817
Social influence	0.851	0.588	0.364	0.857
Hedonic motivation	0.812	0.520	0.339	0.816
Behaviour intention	0.858	0.547	0.367	0.861

All 7 factors have a CR larger than 0.7 and an AVE greater than 0.5. Table 7 further shows that for all components, CR is greater than AVE, and AVE>MSV. Therefore, we can conclude that the elements of the measurement model have sufficient convergent validity.

Table 8: Discriminant Validity

	ATT	PE	EE	FC	SI	HM	BIN
Attitude	0.893						
Performance Expectancy	0.585	0.750					
Effort expectancy	0.468	0.574	0.725				
Facilitating conditions	0.533	0.582	0.570	0.717			
Social influence	0.554	0.603	0.504	0.514	0.767		
Hedonic motivation	0.560	0.561	0.574	0.582	0.491	0.721	
Behaviour intention	0.600	0.606	0.575	0.478	0.569	0.504	0.740

According to Table 8, discriminant validity is also present in the current study, as all the values are within the acceptable range.

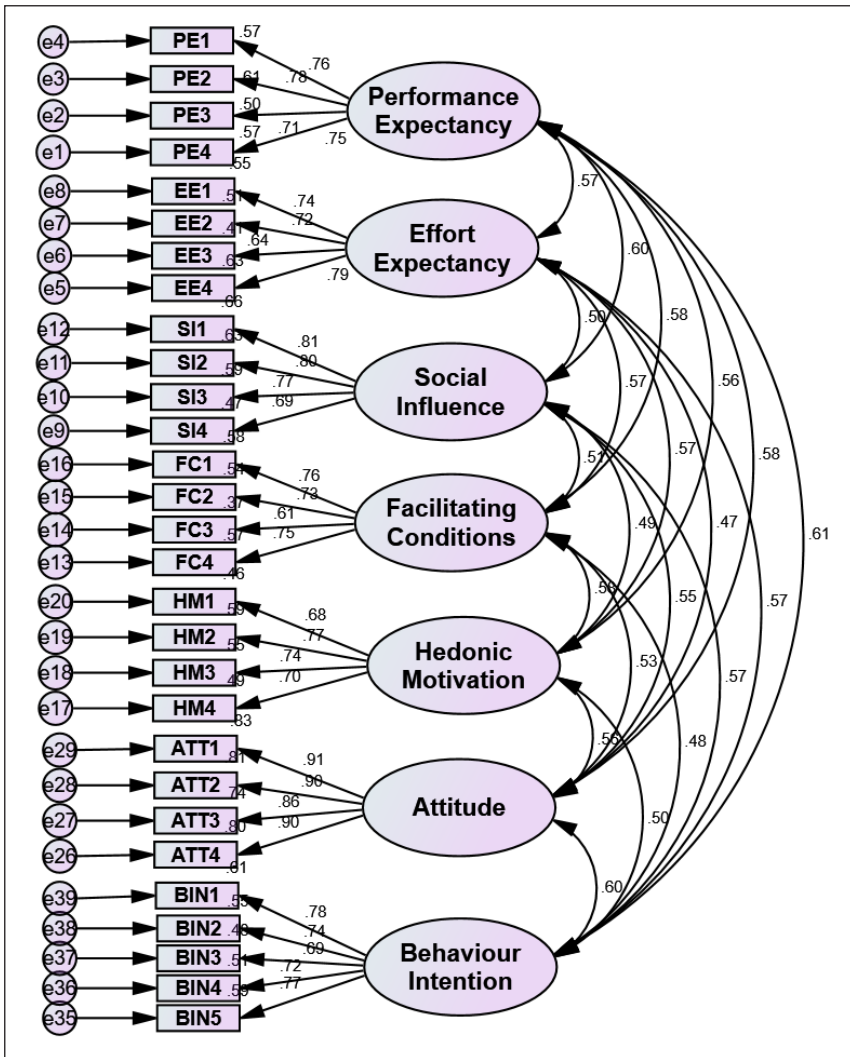


Fig. 2: CFA Model

Structural Equation Modelling (SEM)

SEM is a statistical technique that has been highly suggested for describing the relationship between components (Hair, 2009). The set of hypotheses was developed for investigating how behavioural intention and antecedents relate to one another.

Hypotheses

- H_1 : There is a significant relationship between Performance Expectancy and Behavioural Intention.
- H_2 : There is a significant relationship between Effort Expectancy and Behavioural Intention.
- H_3 : There is a significant relationship between Social Influence and Behavioural Intention.

- H_4 : There is a significant relationship between Facilitating Conditions and Behavioural Intention.
- H_5 : There is a significant relationship between Hedonic Motivation and Behavioural Intention.
- H_6 : There is a significant relationship between Attitude and Behavioural Intention.

Table 9: Model Fit (SEM)

Fit Indices	Model Fit
CMIN/DF	1.140
GFI	0.919
AGFI	0.901
NFI	0.923
CFI	0.990
RMSEA	0.02

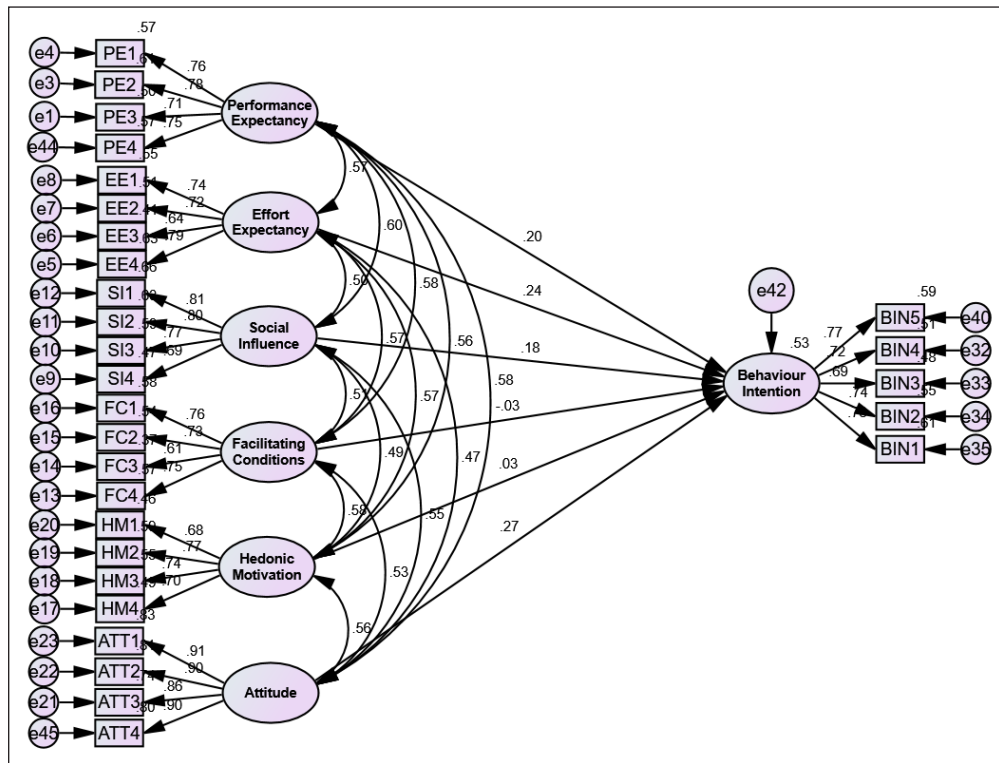


Fig. 3: Structural Model

Table 10: Results of Standardized Estimates of the Structural Model

Path			Estimate	S.E.	C.R.	P-Value	Significance
BIN	<---	PE	.236	.097	2.429	.015	YES
BIN	<---	EE	.236	.076	3.125	.002	YES
BIN	<---	SI	.181	.076	2.389	.017	YES
BIN	<---	FC	-.032	.081	-.398	.690	NO
BIN	<---	HM	.039	.095	.412	.680	NO
BIN	<---	ATT	.203	.053	3.861	***	YES

As per Table 11, hypotheses H_1 ($PE \rightarrow BIN$), H_2 ($EE \rightarrow BIN$), H_3 ($SI \rightarrow BIN$) and H_6 ($ATT \rightarrow BIN$) are significant as the p-value is less than 0.05 for all. Therefore, performance expectancy, effort expectancy, Social influence, and Attitude have a positive relation with behavioural intention. However, Hypotheses, H_4 ($FC \rightarrow BIN$) and H_5 ($HM \rightarrow BIN$) are non-significant, as all the p-values are greater than 0.05. Thus, Facilitating conditions and Hedonic motivation do not have a positive relationship with the behavioural intention.

THEORETICAL IMPLICATIONS

The results of this research make a significant theoretical contribution for researchers in the relevant field of interest by capturing several important features in the current study model. Initially, this research incorporates five factors (Performance expectancy, Effort expectancy, Social influence, Facilitating conditions and Hedonic motivation) from the UTAUT2 model (Venkatesh et al., 2012) and one factor (Attitude) from TPB. This is consistent with the recommendations made by Venkatesh et al. (2012) and Davis (1989) to broaden the model's applicability to include new systems and applications (social media platforms and working women's purchase intentions).

MANAGERIAL IMPLICATIONS

This study's findings shed light on the factors influencing purchase intention of working women for on social media platforms in Delhi-NCR. The research findings reveal several vital insights that are important to marketers. This study provides significant information and suggestions for social media marketers to design their marketing mix to meet working women's expectations for online purchases.

According to the demographic analysis, the majority of respondents (working women) belonged to the 25–35 years age group. Marketers should target this age group of working women in their promotional strategies. Most working women hold postgraduate degrees. So, Marketers should reach out to them using digital technologies and social media platforms. Social media marketers should target those with an annual income of less than five lakh rupees, since they are willing to pay a price for online purchases. Furthermore, marketers must identify opinion leaders who will promote and develop credibility for fashion apparel. In this area, private-sector working women are more likely to be deemed knowledgeable and persuasive.

Performance Expectancy is found to significantly affect the purchase intention of working women. This is due to the fact that working women buy on social media platforms

as they find these platforms useful, making their lives are easier. Therefore, marketers can focus on the comfort attribute while designing their product and promotion mix on social media platforms. Effort Expectancy is also found to significantly affect the purchase intention of working women. This is due to the fact that working women find it easy and simple to buy goods using social media platforms. Working women's buying behaviour can be effectively targeted by social media marketers by concentrating on optimizing effort expectancy factors like user experience, mobile accessibility, personalized recommendations, quick checkout procedures, and attentive customer support. This will also improve working women's overall satisfaction with their online shopping experience.

Social Influence is found to significantly affect the purchase intention of working women, indicating that working women are influenced by the people around them when purchasing goods on SM platforms. Key social influence variables are peer influence, community engagement, influencer marketing, and social media recommendations. Social media marketers can successfully engage with working women, establish trust, and develop engaging purchasing experiences that align with their tastes and lifestyle by understanding and utilizing social influence factors. Facilitating Conditions is not a significant predictor of purchase intention of working women, which means working women are lacking in the knowledge and resources to buy goods on SM platforms. Marketers should concentrate on improving facilitating conditions such as mobile accessibility, time-saving, variety and selection, flexible payment options, and personalization. Therefore, it can be concluded that marketers should increase awareness by encouraging consumer involvement on social media platforms. Social media marketers can enhance the buying experience for working women and encourage repeat business by understanding the factors that make this possible and accommodating their preferences.

Additionally, Hedonic Motivation is not a significant predictor of purchase intention of working women, which means working women do not find SM platforms too much exciting and entertaining for buying goods. Hence, it can be concluded that by organising gaming events and providing free vouchers to winners, marketers can focus on adding an entertaining element on social media platforms. This approach might increase working women's interest in purchasing fashion apparel on social media platforms. Additionally, website's design might also attract working women, so marketers should consider this factor as well. Attitude is a significant predictor of purchase intention of working women, indicating that they perceive social media platforms as worthy for making purchases.

CONCLUSION

The stated objective of this study was to identify the key SMM factors that may influence working women's purchasing intentions. After a thorough analysis of the majority of the literature in the related field of social media marketing, this study concludes that six variables/factors (Performance expectancy, Effort expectancy, Social influence, Facilitating conditions, Hedonic motivation, and Attitude) are the major indicators of purchase behaviour/purchase intention of working women. The data were collected from 324 working women in Delhi-NCR, and then Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted. It was further analysed using SEM (Structural Equation Modelling). The model predicted that four variables—Performance expectancy, Effort expectancy, social influence, and Attitude—are the most significant indicators of the purchase intention of working women, as all the values fall within the acceptable range. However, Facilitating conditions and Hedonic motivation were not significant indicators of the purchase intention of working women on social media platforms, as the p-values were above 0.05.

Subsequently, the results obtained have been examined in the context of both logical argumentation and the conclusions from earlier research on SMM (Alalwan et al., 2018) (Alalwan et al., 2017) (Gharaibeh et al., 2020) (Davis, 1989) (Eneizan et al., 2019). Thus, the results of the current study are supported by the literature on social media marketing, UTAUT2, and TPB. Understanding the purchase intentions of working women on social media not only enhances academic comprehension but also offers valuable insights for companies seeking to enhance their marketing tactics and reach this influential customer demographic. With increasing digital involvement, working women remain an important market segment. These results have implications for decision-making and strategy formulation when altering behavioural intentions is a crucial objective.

LIMITATIONS AND FUTURE SCOPE

Although the fact that this study was successful in identifying the key variables that may influence working women's buying behaviour on social media platforms, it has certain limitations that should be considered in subsequent investigations. The research is limited to only working women among all the cohorts. Additionally, it considers working women from Delhi-NCR only. Response bias poses a limitation as certain respondents may have unintentionally provided incorrect information, which the researcher was unaware of. They may have responded incorrectly to make a

good impression, which does not accurately represent their buying behaviour. These are the main limitations of this study. In the future, other cohorts (working men, Students, etc.) can be studied. This study provides valuable insights into working women's purchase intention in Delhi/NCR. In this regard, the scope of this study includes comparable studies on working women's buying behaviour for other products in various geographical and cultural contexts.

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